

SEO | Search Engine Optimization ~ Certificate ~

The most advance & independent SEO from the only web design company who has achieved 1st position on google SA.

Certificate & Key

Template version: Mar-17

Domain <http://www.librahomes.co.za/>

Certificate added to domain fir 06.06.2019

Certificate updated last: 09.10.2019

For Client name: Riaan Barnard

SA Online: WD & Q Ref: WD 1904152

Last worked on by Developer: Eri

Overseen by Project Manager: JP

Search Engine Optimization, otherwise referred to as S.E.O., is the practice and implementation of certain principles, tasks and tools done on a website to influence search engines to better understand the purpose of a website and web pages, thus offer better search result to search engine Users by ranking web pages for search results in order of most relevance to the search phrase.

S.E.O. can broadly be divided into two sections: Steps and tasks that can only be done once + Steps and tasks that can be repeated.

Before any work can be done, research into the competitiveness of the related industry has to be done in order to ascertain competing websites, and develop a strategy to outrank their webpages for better positions. Therefore, the correct process of S.E.O. is three phase:

- Research Market & designer strategy, creating priority list of tools and tasks are best for website ranking,
- Implement priority list of tools and tasks, then,
- Maintain site with tasks that need to be repeated.

This document is an independent certificate developed by Jean-Pierre Murray-Kline and is a guideline of the most up to date and generally accepted tricks and tools of the trade to increase website ranking. The tools used per website are normally decided based on the results of the research done, and the frequency of the repeated tasks are normally determined on the competitiveness of the industry the website is trading in.

Search engines rank each and every page. There were 4.62 billion pages in March 2016.

As each new web page is added to the internet, its purpose is assessed and ranked by search engines. If a web page or website is launched competing for similar search phrases to own site purpose, own website SEO strategy and frequency of work to be done needs to make provision for the new competitor.

S.E.O. is the process of a series of product creation in building a website. It is recommended that

R.P.D. (Research, Plan and Development) is our own acronym we give to broad variety of tasks / tools and software we use related to the processes we follow to analyze and research your website and its pages, its products and services, its content, structure and general quality in context of the current market as well as against primary competitors (websites and pages with better positions on search engines for primary search phrase). Based on data and research we then plan which S.E.O. tools and tasks to use to actively target and actively achieve better positions. This is a step missed by nearly all S.E.O. and web design companies and is Setup. This is the phase of steps and tasks that can broadly only be done once. This is the first phase S.E.O. work is physically done. Not all set up steps and tasks need to be done on all websites and pages, and in fact can have a negative effect if done incorrectly. Setup steps and tasks are the foundation of good S.E.O.

RCR&M = Repeated checks, Reviews, Tasks and Maintenance. This phase of S.E.O. are tasks that can be repeated indefinitely, and where the majority of work is done. It is also the main reason why no company should claim to be able to sell a client once off S.E.O. While a complete R.P.D is recommended once a year, the RCR&M phase essentially uses the ground work completed during the Setup Phase and builds on from it. This phase should be done no less than once a month for the simple reason that it is widely accepted that search engines review (in general) a website or parts of a site at least once a month, therefore your rankings and positions on search engines are re-evaluated against any new competitor or current competitor website

Primary Search Phrases & Logs

Primary Keyword - a search phrase or term of three words that include the main product or service and often the location of operation. A Primary Keyword can also represent the main objective of a web page (for example "Car Hire Cape Town")
 The generally used three keyword and five to six words, to a company that does car hire, the website can then know important that the search engine. They are always distributed fairly before dates and services, which engines determine your location ability and that the search results.
 Primary Keyword Extension - is an add on word or words, to a Primary Keyword. For example:
 "Car Hire Cape Town" the extension here is "hire" and that last creates an entirely new search phrase and results on search engines can change because of the single added word "hire".
 Each web page that website should have its own three Primary Keyword, and then its extension.
 For example:
 Primary Keyword - "Car Hire Cape Town"
 Extension 1 - "Car Hire Cape Town"
 Extension 2 - "Car Hire Cape Town"
 Extension 3 - "Car Hire Cape Town"
 Below are three basic line position report. A website owner will get information on position of home webpage and two other web pages across website to see position issue. Additional position reports can be done. If a client's SEO strategy includes them.

	Full website Primary Search Phrase - always loaded on index page.	Position on google	Last Position & Date	
1	<p>Date updated: 09/10/2019 URL: http://www.ibrachomes.co.za/ Main location of service: Eastern Cape</p> <p>Main search phrase: Home Renovation in Eastern Cape Main Search Phrase Extension 1: Home Renovation Eastern Cape Main Search Phrase Extension 2: Eastern Cape Home Renovation Main Search Phrase Extension 3:</p>	<p>9th position 1st page 7th position 1st page 7th position 1st page</p>	<p>Libra Homes your one stop shop Home Renovation Eastern Cape www.ibrachomes.co.za/ Libra Homes use offer you the best packages with all services for your Home Renovation Eastern Cape. With quality your Home Renovation things.</p> <p>30/09/2019 8th position 1st page 30/09/2019 8th position 1st page 30/09/2019 9th position 1st page</p>	<p>29/08/2019 2nd position 2nd page 29/08/2019 5th position 1st page 29/08/2019 6th position 1st page</p> <p>31/07/2019 Not on the 1st 3 pages of Google yet 31/07/2019 Not on the 1st 3 pages of Google yet 31/07/2019 Not on the 1st 3 pages of Google yet</p> <p>06/06/2019 Not on the 1st 3 pages of Google yet 06/06/2019 Not on the 1st 3 pages of Google yet 06/06/2019 Not on the 1st 3 pages of Google yet</p>
2	<p>Web Page Primary Search Phrase: Date updated: 09/10/2019 URL: http://www.ibrachomes.co.za/ Main location of service: Eastern Cape</p> <p>Main search phrase: Timber decks Eastern Cape Main Search Phrase Extension 1: Timber walkways in Eastern Cape Main Search Phrase Extension 2: Eastern Cape Timber decks Main Search Phrase Extension 3: Eastern Cape Timber walkways</p>	<p>2nd position 3rd page 4th position 1st page 7th position 3rd page 1st position 1st page</p>	<p>Libra Homes - Eastern Cape Home Renovation, Timber Decks ... www.ibrachomes.co.za/ Libra Homes use offer you the best packages with all services for your Home Renovation in Eastern Cape. With quality your Home Renovation things.</p> <p>30/09/2019 1st position 3rd page 30/09/2019 4th position 1st page 30/09/2019 5th position 2nd page 30/09/2019 2nd position 1st page</p>	<p>29/08/2019 7th position 3rd page 29/08/2019 7th position 1st page 29/08/2019 5th position 3rd page 29/08/2019 2nd position 1st page</p> <p>31/07/2019 Not on the 1st 3 pages of Google yet 31/07/2019 Not on the 1st 3 pages of Google yet 31/07/2019 Not on the 1st 3 pages of Google yet</p> <p>06/06/2019 Not on the 1st 3 pages of Google yet 06/06/2019 Not on the 1st 3 pages of Google yet 06/06/2019 Not on the 1st 3 pages of Google yet</p>
3	<p>Web Page Primary Search Phrase: Date updated: URL: Main location of service:</p> <p>Main search phrase: Main Search Phrase Extension 1: Main Search Phrase Extension 2: Main Search Phrase Extension 3:</p>	<p>Position on google</p>	<p>Last Position & Date</p>	

Phase	Task / Description / Detail	Notes History	Software / resource used to determine status / task notes	Completed Date														
R.P. D. - with Client	General consult and client brief.																	
	Summary of desired results and expectation on dates to achieve and a background overview on products / services / industry competitiveness / website status look and feel, function and SEO status. This is done via phone or meeting.																	
R.P.D.	Assessment of own site																	
	# of areas of products or services?	1	Check SEO brief or website															
	# of primary products and services?	6	Check SEO brief or website															
	Is there a page per product or service?	Yes	Check website															
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product / service in description or title)	4	Search primary search phrase on Google															
	Is the website mobile friendly? Different to general responsiveness.	Yes	Use https://www.google.com/webmasters/tools/mobile-friendly/															
	Is mobile first index active?	Yes	Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at the preview after the fetch and render is complete OR go to Google on your smartphone and enter "site:mywebsite.com." If nothing shows up, Googlebot may not be able to access your mobile pages.															
	Page count	10	Use http://www.siteliner.com/ or Screaming Frog SEO Spider															
	Image count	73	Use Screaming Frog SEO Spider or manually scan through site to check for images															
	Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google	1023	Use Screaming Frog SEO Spider															
	How many videos are there?	0	Check site manually															
	Content vs media ratio?	low content / low media	Check site manually and estimate ratio															
	Functionality and navigation status - any broken links or unnecessary buttons.	Done	Check site manually and check broken links with Screaming Frog SEO Spider															
	Is the site user friendly? Google ranks websites that's easy to use higher.	Yes	Check site manually															
	What country is the website hosted in?	Germany	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whols/															
	Server reputation downtime good or bad?	Good	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine that															
	Website speed? Slow or good?	4.80s	Use https://tools.pingdom.com/															
	Domain name quality linked to Primary Search phrase	Bad	Check domain name vs. primary search phrase															
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	Done	Use Screaming Frog SEO Spider															
	Check primary search phrases are in page titles, descriptions and meta	Done	Check code manually															
	Social media status - what is linked?	No social media added	Check site manually															
	Check if there are broken videos	No videos	Check site manually and click on videos															
	Check for broken forms and incorrect contact information.	Done	Check site manually															
	Current monthly unique visitors (if available from server) - or 3rd party estimated traffic checker	<table border="1"> <thead> <tr> <th>Month</th> <th>Unique visitors</th> </tr> </thead> <tbody> <tr> <td>Jan 2019</td> <td>114</td> </tr> <tr> <td>Feb 2019</td> <td>73</td> </tr> <tr> <td>Mar 2019</td> <td>103</td> </tr> <tr> <td>Apr 2019</td> <td>65</td> </tr> <tr> <td>May 2019</td> <td>85</td> </tr> <tr> <td>Jun 2019</td> <td>47</td> </tr> </tbody> </table>	Month	Unique visitors	Jan 2019	114	Feb 2019	73	Mar 2019	103	Apr 2019	65	May 2019	85	Jun 2019	47	Use AWStats	
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	May 2019	85																
	Jun 2019	47																
	Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	Not Available	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Content", click "Landing Pages"															
	Current time on site (if available) Average. Anything less than 30 seconds per page is bad. 31-59 seconds okay, 60 seconds or more is excellent.	Not Available	Use Google Analytics															
	Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	<table border="1"> <thead> <tr> <th>Pages</th> </tr> </thead> <tbody> <tr> <td>152</td> </tr> <tr> <td>(2.71 Pages/Visit)</td> </tr> <tr> <td>398</td> </tr> </tbody> </table>	Pages	152	(2.71 Pages/Visit)	398	Use AWStats											
	Pages																	
	152																	
	(2.71 Pages/Visit)																	
398																		
Check if website is responsive?	Done	Drag browser window smaller/bigger																
Is there hidden text?	No	Highlight all text on each page and check for text made the same colour as the background																
Are all images tagged?	No	Use Screaming Frog SEO Spider and check code																
Are there H1 and H2 tags?	Done	Check code manually or use Screaming Frog SEO Spider																
Check if site has good hierarchy - 4 tiers or more bad. 3 good, 2 very good (not applicable to CMS sites)	Done	Check site folders on domain																
If CMS - check all plugins are operational.	Done	Check site backend																
Do a current check of google quantity guidelines - ensure no violations.	Done	Use https://support.google.com/webmasters/answer/357697#hl=en as a guideline																
Check site security.	Done	Check site backend																
Check that there are no paid backlinks	1	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker																
Check site and server are not spamming	Done	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine that																
RankBrain, check your semantic seo practices status on site. Semantic search seeks to improve search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	Done																	
Content relevance, keywords are important but so are topics. Is the site optimize for user intent - not keywords?	User intent	Check website manually																
Check AMP Structured data?	0 ERRORS 0 WARNINGS 2 ITEMS	Use https://search.google.com/structured-data/testing-tool																

	Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status	Done	Check keywords manually on site or run Screaming Frog SEO Spider and check keywords in there. LSI Keyword Generator which can be used http://lsigraph.com/	
	Check crawl errors	Not Available	Use Google Webmaster Tools	
	Incoming link count?	3	Use http://www.steliner.com/	
	Is the site set up for voice search	No	Check site manually	
Report	Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)			
Final task	Update SEO certificate		Save as PDF and upload Excel and PDF version to domain	

Competitor Check

1st on google, natural listing, using search phrase: <http://www.ighbuilding.co.za/>

Phase	Task / Description / Detail	Notes History	Software / resource used to determine status / task notes	Completed Date
R.P.D.	SEMrush – add competitor site to find out what words they are ranking for.			
	# of areas of products or services?	1	Check SEO brief or website	
	# of primary products and services?	10	Check SEO brief or website	
	Is there a page per product or service?	yes	Check website	
	Is the website mobile friendly? Different to general responsiveness.	Yes	Use https://www.google.com/webmasters/tools/mobile-friendly/	
	Is mobile first index active?	Yes	Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at the preview after the fetch and render is complete OR go to Google on your smartphone and enter "site:mywebsite.com." If nothing shows up, Googlebot may not be able to access your mobile pages.	
	Page count	21	Use http://www.steliner.com/ or Screaming Frog SEO Spider	
	Image count	90	Use Screaming Frog SEO Spider or manually scan through site to check for images	
	Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google	7316	Use Screaming Frog SEO Spider	
	How many videos are there?	0	Check site manually	
	Content vs media ratio?	good content / low media	Check site manually and estimate ratio	
	Functionality and navigation status - any broken links or unnecessary buttons.	yes	Check site manually and check broken links with Screaming Frog SEO Spider	
	Is the site user friendly? Google ranks websites that's easy to use higher.	yes	Check site manually	
	What country is the website hosted in?	USA	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	
	Server reputation downtime good or bad?	Not available	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine that	
	Website speed? Slow or good?	3.50s	Use https://tools.pingdom.com/	
	Domain name quality linked to Primary Search phrase	good	Check domain name vs. primary search phrase	
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	1	Use Screaming Frog SEO Spider	
	Social media status - what is linked?	Facebook	Check site manually	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	Not available	Use AWStats	
	Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	Not available	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Content", click "Landing Pages"	
	Current time on site (if available) Average. Anything less than 30 seconds per page is bad, 31-59 seconds okay, 60 seconds or more is excellent	Not available	Use Google Analytics	
	Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent	Not available	Use AWStats	
	Check if website is responsive?	Done	Drag browser window smaller/bigger	
	Is there hidden text?	No	Highlight all text on each page and check for text made the same colour as the background	
	Are all images tagged?	No	Use Screaming Frog SEO Spider and check code	
	Are there H1 and H2 tags?	Yes	Check code manually or use Screaming Frog SEO Spider	
	Do a current check of google quantity guidelines – ensure no violations.	Done	Use https://support.google.com/webmasters/answer/35769?hl=en as a guideline	
	Check that there are no paid backlinks.	11	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	
	Check site and server are not Spaming	Not available	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine that	
	RankBrain, check you semantic seo practices status on site. Semantic search seeks to improve search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	Done		
	Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	User intent	Check website manually	
	Check AMP Structured data?	0 ERRORS 0 WARNINGS 2 ITEMS	Use https://search.google.com/structured-data/testing-tool	
	Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status	Done	Check keywords manually on site or run Screaming Frog SEO Spider and check keywords in there. LSI Keyword Generator which can be used http://lsigraph.com/	
	Check crawl errors	not available	Use Google Webmaster Tools	
	Incoming link count?	19	Use http://www.steliner.com/	

Month	Unique visitors
Jan 2019	114
Feb 2019	73
Mar 2019	103
Apr 2019	65
May 2019	85
Jun 2019	47

Task / Description / Detail	Notes History from R.P.D	Software / resource used to determine status / task notes	Completed Date	Developer
Correct / change domain	Recommended	Move site to new domain	31.07.2019	Eli
Relocate site hosting based on requirements of clients - local sever to client target	Do not do.			
Add page per product	Recommended	Create and link new pages on site	31.07.2019	Eli
Correct responsive issues	Do not do.	Recommend to client to have site rebuilt on responsive platform		
Ensure file names include search phrases.	Secondary Priority	Check file names manually and change if needed		
Shorten file names if needed	Do not do.	Check file names manually and change if needed		
Add mobile first index	Do not do.			
Correct page titles	Done		31.07.2019	Eli
Correct download media speed if required by removing large images / media	Secondary Priority			
Correct page descriptions	Done		31.07.2019	Eli
Correct / add more text	Recommended		31.07.2019	Eli
Correct / add more images	Recommended		31.07.2019	Eli
Correct / remove poor / duplicate / hidden text	Do not do.			
Correct / add images names and titles	Secondary Priority			
Correct broken videos	Do not do.			
Correct / add social media	Secondary Priority			
Correct / add incoming links (more can be added in RCR&M, but must have more than competitor)	Secondary Priority			
Correct broken links	Checked - none found		31.07.2019	Eli
Correct / reduce outgoing links	Secondary Priority			
Improve on structure and flow. Design and development element. Usability	Do not do.	Recommend to client and have PM quote on development time		
Correct broken forms and incorrect contact information	Do not do.			
Add search engine GEO location information if required	Do not do.			
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.	Secondary Priority			
Setup of Webmaster tools with Google Setup	Done		31.07.2019	Eli
Setup Google analytics Registration	Done		31.07.2019	Eli
Setup for Google Statistics to track visitors - explain to client how to assess	Done		31.07.2019	Eli
Setup monthly reporting for client for next 12 months	Done		31.07.2019	Eli
Add Robots.txt file	Done		31.07.2019	Eli
Add Favicon to website	Done		31.07.2019	Eli
Google sitemap added and linked to Webmaster Tools (XML sitemap)	Done		31.07.2019	Eli
Submission of Website to Main Search Engines. (Yahoo Bing Google)	Done		31.07.2019	Eli
Google Maps listing added for the business if core business is location specific	Low Priority			
Custom Google Search Engine added to inner pages - add to bottom of contact page only.	Low Priority			
Add social media platforms basic, Facebook, Twitter and Google + , Youtube channel	Secondary Priority			
Set preferred domain view in Google Webmaster tools - www or non www	Do not do.			
Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	Do not do.			
If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	Do not do.			
Update site security	Low Priority			
Ensure any redirects are in order (301 and 302)	Do not do.			
Keywords in headings (<H1>, <H2>, tags)	Secondary Priority			
Correct keyword density based on RPD	Secondary Priority			
Keyword stemming: Applicable to non-English language pages. Check and action if required.	Do not do.			
Remove cloaking	Low Priority			
Remove iframes	Do not do.			
Check and correct complex code such as Java, etc.	Do not do.			
Correct keyword stuffing	Low Priority			
If e-comm or site with sensitive data secure domain	n/a			
Set up site for voice search	Low Priority	Voice search for WP sites http://www.wpbeginner.com/plugins/how-to-add-voice-search-to-your-wordpress-site/		
Send Summary report to Client				
Update SEO certificate				

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date																
Review server traffic stats	<table border="1"> <thead> <tr> <th>Month</th> <th>Unique visitors</th> </tr> </thead> <tbody> <tr> <td>Jan 2019</td> <td>114</td> </tr> <tr> <td>Feb 2019</td> <td>73</td> </tr> <tr> <td>Mar 2019</td> <td>103</td> </tr> <tr> <td>Apr 2019</td> <td>65</td> </tr> <tr> <td>May 2019</td> <td>85</td> </tr> <tr> <td>Jun 2019</td> <td>227</td> </tr> <tr> <td>Jul 2019</td> <td>168</td> </tr> </tbody> </table>	Month	Unique visitors	Jan 2019	114	Feb 2019	73	Mar 2019	103	Apr 2019	65	May 2019	85	Jun 2019	227	Jul 2019	168	Eiri	29.08.2019
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Update Phrases & Logs	Done	Eiri	29.08.2019																
Review google reports and stats	Done	Eiri	29.08.2019																
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)	Done	Eiri	29.08.2019																
Check server down time																			
Refresh page titles																			
Refresh page descriptions																			
Refresh page meta																			
Refresh content (text shuffle)																			
Add content																			
Add images																			
Add media (videos)																			
Add social media																			
Remove backlinks with low performance or older than 2 years																			
Add extra pages																			
Remove old/unused files from server																			
Add site to industry related search engines to increase incoming links																			
Update sitemap																			
Check 3rd Party Software and action recommendations (<i>Screaming Frog SEO Spider</i>)																			
Check and then correct reported errors	No errors	Eiri	29.08.2019																
Check forms and contacts	Done	Eiri	29.08.2019																
Check social media links are working																			
Check site functionality and navigation status	Updated Wordpress, plugins and theme	Eiri	29.08.2019																
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad																			
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Check AMP Structured data																			
Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status																			
Check Crawl errors																			
Resubmit site to search engines																			
Check that mobile first indexing is working																			
Add new search phrases - Ubersuggest tool https://ubersuggest.io/																			
SEMrush – add competitor site to find out what words they are ranking for. Add search phrases																			
Send Summary report to client	Done	Eiri	29.08.2019																
Update SEO certificate	Done	Eiri	29.08.2019																

Task / Description / Detail	***** BREAK MONTH *****	Software / resource used to determine status / task notes	Developer	Date																		
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Add content		Recommended	Eiri	30.09.2019																		
Add images		Recommended	Eiri	30.09.2019																		
Add media (videos)		Recommended	Eiri	30.09.2019																		
Add social media		Recommended	Eiri	30.09.2019																		
Remove backlinks with low performance or older than 2 years																						
Add extra pages		Recommended	Eiri	30.09.2019																		
Remove old/unused files from server																						
Add site to industry related search engines to increase incoming links																						
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Content relevance, keywords are important but so are topics. Is the site optimize for user intent - not keywords?																						
Check AMP Structured data																						
Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status																						
Check Crawl errors																						
Resubmit site to search engines																						
Check that mobile first indexing is working																						
Add new search phrases - Ubersuggest tool https://ubersuggest.io/																						
SEMrush - add competitor site to find out what words they are ranking for. Add search phrases																						
Send Summary report to client		Done	Eiri	30.09.2019																		
Update SEO certificate		Done	Eiri	30.09.2019																		

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date																				
Review server traffic stats	<table border="1"> <thead> <tr> <th>Month</th> <th>Unique visitors</th> </tr> </thead> <tbody> <tr><td>Jan 2019</td><td>114</td></tr> <tr><td>Feb 2019</td><td>73</td></tr> <tr><td>Mar 2019</td><td>103</td></tr> <tr><td>Apr 2019</td><td>65</td></tr> <tr><td>May 2019</td><td>85</td></tr> <tr><td>Jun 2019</td><td>227</td></tr> <tr><td>Jul 2019</td><td>168</td></tr> <tr><td>Aug 2019</td><td>156</td></tr> <tr><td>Sep 2019</td><td>154</td></tr> </tbody> </table>	Month	Unique visitors	Jan 2019	114	Feb 2019	73	Mar 2019	103	Apr 2019	65	May 2019	85	Jun 2019	227	Jul 2019	168	Aug 2019	156	Sep 2019	154	Eiri	10.09.2019
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Sep 2019	154																						
Update Phrases & Logs	Done	Eiri	10.09.2019																				
Review google reports and stats	Done	Eiri	10.09.2019																				
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)	Done	Eiri	10.09.2019																				
Check server down time																							
Refresh page titles																							
Refresh page descriptions																							
Refresh page meta																							
Refresh content (text shuffle)																							
Add content	Recommended	Eiri	10.09.2019																				
Add images	Recommended	Eiri	10.09.2019																				
Add media (videos)	Recommended	Eiri	10.09.2019																				
Add social media	Recommended	Eiri	10.09.2019																				
Remove backlinks with low performance or older than 2 years																							
Add extra pages	Recommended	Eiri	10.09.2019																				
Remove old/unused files from server																							
Add site to industry related search engines to increase incoming links	Done	Eiri	10.09.2019																				
Update sitemap	Done	Eiri	10.09.2019																				
Check 3rd Party Software and action recommendations (Screaming Frog SEO Spider)																							
Check and then correct reported errors																							
Check forms and contacts																							
Check social media links are working																							
Check site functionality and navigation status																							
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad																							
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Add ALT tags to images	Done - added tags to some images	Eiri	10.09.2019																				
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.	Done	Eiri	10.09.2019																				
Send Summary report to client	Done	Eiri	10.09.2019																				
Update SEO certificate	Done	Eiri	10.09.2019																				