

# SEO | Search Engine Optimization ~ Certificate ~

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

Template version: 2nd of April 2015  
For Client name Wendy  
SA Online: WD & Q Ref: No info yet  
By Developer Michelle  
Overseen by Project Manager Stephen  
Of websitedesign.co.za

Certificate added to domain on the: 05.08.2015  
URL of Certificate <http://www.lpd2print.co.za/wp-content/uploads/2015/08/lpd-seo-certificate>  
Domain <http://www.lpd2print.co.za/>

## Notes:

**Search Engine Optimization** (otherwise referred to as S.E.O.) is when certain principles, tasks and actions are taken to influence search engines to understand and better rate a website and its pages for position/s on their search results.

SEO is one of three types of three main web marketing tools: PPC, SEO and Affiliate/Socail.

SEO can broadly be divided into two sections:

Steps and tasks that can only be done once

Steps and tasks that can be repeated.

**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 SEO tools and tasks to use to actively target and actively achieve better positions This is a step missed by nearly all SEO and web design companies and is the reason SEO results can be slower than they need to be and more costly in the long run.

RPD can be implemented at different levels depending on the competitiveness of the market. It can also be repeated in part from time to time. We recommend at least every 2 years, or whenever a search engines make major changes to their algorithms.

No traditional or physical SEO is done during the RPD phase.

**Setup.** This is the phase of steps and tasks that can broadly only be done once. This is the first phase SEO 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 SEO. RPD is where the selection of Setup tasks and tools for this phase are decided.

**RCR&M** = Repeated checks, Reviews, Tasks and Maintenance. This phase of SEO are tasks 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 SEO. While a complete RPD 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 search engines review (in general) a site or parts of a site at least once a month, therefore your rankings and positions on search engines are reevaluated against any new competitor or current competitor website who has made changes since your websites last review. The more competitive the market, the more frequent RCR&M should be done.

Phase	Task / Description / Detail	Notes   History	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.	Client has a printing company, that does small and large format printing, including business cards, flyers, banners, flags and more.	07.08.2015	
R.P.D.	<b>Assessment of own site</b>			
	Areas of products or services	Cape town	07.08.2015	
	Primary products and services	large format printing, business cards, flyers, banners	07.08.2015	
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description)	10	07.08.2015	
	Page count	8	07.08.2015	
	Image count	39	07.08.2015	
	Word content count	1717	07.08.2015	
	Content vs media ratio	52% media	07.08.2015	
	Functionality and navigation status	easy to navigate through	07.08.2015	
	Server reputation downtime	unknown	07.08.2015	
	Server speed test	65/100	07.08.2015	
	Domain quality	has the keyword print in it.	07.08.2015	
	Status on file names, description & meta	file names, descriptions and meta is good and relevant	07.08.2015	
	Social media status	has facebook and twitter, is relevant and up to date	07.08.2015	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	unknown	07.08.2015	
	Current bounce rate (if available)	unknown	07.08.2015	
	Current time on site (if available)	unknown	07.08.2015	
	Amount of page views (if available)	unknown	07.08.2015	
	Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	site is responsive	07.08.2015	
	Other notes:			
	This step can take up to 4 days to ensure data is generated and all steps executed			
	Areas of products or services			
R.P.D.	Advance keyword assessment and implementations using Google Keyword Planner and Google Trend.	"Primary Keyword" reports and suggestions.		
R.P.D.	<b>Assessment of own primary competitor site</b>	<a href="http://www.assetprint.co.za/">http://www.assetprint.co.za/</a>	07.08.2015	
	Areas of products or services:	Cape town	07.08.2015	
	Primary products and services:	large format printing	07.08.2015	
	Page count:	47	07.08.2015	
	Image count:	57	07.08.2015	
	Word content count:	26038	07.08.2015	
	Content vs media ratio	52% media	07.08.2015	
	Functionality and navigation status:	many pages, but easy to navigate through.	07.08.2015	
	Server reputation downtime:	unknown	07.08.2015	
	Server speed test	78/100	07.08.2015	
	Domain quality:	good, has the print keyword in it	07.08.2015	
	Status on file names, description & meta:	file names, descriptions and meta is good and relevant	07.08.2015	
	Social media status:	no social media present	07.08.2015	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	41250	07.08.2015	
	Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	not mobile friendly	07.08.2015	
	Other notes:			
		Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M	21-Mar-15	07.08.2015
		This step can take up to 2 days to ensure data is generated and all steps executed		

R.P.D.	Run a 3 party SEO error check for page titles, descriptions, meta and content	file names, descriptions and meta is good and relevant	07.08.2015
R.P.D.	Run a 3 party content originality check	content is original	07.08.2015
R.P.D.	Check number of incoming and outgoing links and their quality	none	07.08.2015
R.P.D.	Check on design & function – ensuring a client can engage or access information	easy to navigate through	07.08.2015
R.P.D.	Check images and media have correct titles, dictipions, file names and details	file names are good	07.08.2015
R.P.D.	Check on sites GEO locations on primary search engines	Cape town	07.08.2015
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	none	07.08.2015
R.P.D.	Compare competitor vs Client own site status in context of all data and research. Send report back on Setup tasks to implement to create better foundation that competitor site in Setup and RCR&M phases. Submit report and certificate to client for review and proceed with secondary consult or SEO tasks if requested from Client.	Client should do goggle places, and add more content to the website as the website is made up of mainly images.	07.08.2015
R.P.D.	Update SEO certificate	done	07.08.2015

Phase	Task / Description / Detail	Notes   History	Completed   Date	Developer	Project Manager Sign off Date	Project Manager name
Setup	Correct / change domain	N/a	07.08.2015			
Setup	Relocate site hosting based on requirements of clients	N/A	07.08.2015			
Setup	Correct responsive issues – based on RPD - design element	Website is responsive	07.08.2015			
Setup	Ensure file names include search phrases.		07.08.2015			
Setup	Create more pages - based on RPD		07.08.2015			
Setup	Correct page titles - based on RPD		07.08.2015			
Setup	Correct download media speed if required by removing large images / media		07.08.2015			
Setup	Correct page description - based on RPD		07.08.2015			
Setup	Correct / add more content - both text and images and media - based on RPD		07.08.2015			
Setup	Correct / remove poor / duplicate / negative content - based on RPD		07.08.2015			
Setup	Correct / add images names and titles - based on RPD		07.08.2015			
Setup	Correct / add media - based on RPD		07.08.2015			
Setup	Correct / add social media - based on RPD	Already have facebook and twitter	07.08.2015			
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation		07.08.2015			
Setup	Correct broken links - based on RPD	none	07.08.2015			
Setup	Correct / reduce outgoing links - based on RPD - Anchor text	none	07.08.2015			
Setup	Improve on structure and flow, Design and development element - based on RPD		07.08.2015			
Setup	Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields	no forms on the website	07.08.2015			
Setup	Add search engine GEO location information if required - based on RPD	suggested to client	07.08.2015			
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page		07.08.2015			
Setup	Setup of Webmaster tools with Google Setup		07.08.2015			
Setup	Setup Google analytics Registration		07.08.2015			
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess		07.08.2015			
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review		07.08.2015			
Setup	Add Robots.txt File		07.08.2015			
Setup	Add Favicon added to website		07.08.2015			
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap		07.08.2015			
Setup	Submission of Website to Main Search Engines. (Yahoo   Bing   Google)		07.08.2015			
Setup	Google Maps Listing Added for the Business if core business is location specific		07.08.2015			
Setup	Custom Google Search Engine Added to inner pages - hidden		07.08.2015			
Setup	Created internal website 3rd party directory page		07.08.2015			
Setup	Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages	Already have facebook and twitter	07.08.2015			
Setup	Set preferred domain view in Google Webmaster tools - www or non www		07.08.2015			
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page		07.08.2015			
Setup	If CMS system - integrate the required plugin - example Wordpress - SEO Yoast		07.08.2015			
Setup	Ensure any redirects are in order (301 and 302)	no redirects	07.08.2015			
Setup	Keywords in headings (<H1> <H2> tags) : Very important		07.08.2015			
Setup	Correct keyword density based on RPD		07.08.2015			
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.		07.08.2015			
Setup	Remove Cloaking		07.08.2015			
Setup	Remove hidden text		07.08.2015			
Setup	Remove I frames	no iframes	07.08.2015			
Setup	Check and correct complex code such as Java, etc.		07.08.2015			
Setup	Correct Keyword stuffing		07.08.2015			
Setup	If e-comm or site with sensitive data secure domain	n/a	07.08.2015			
Setup	Update SEO certificate		07.08.2015			

Phase	Task / Description / Detail	Notes / History	Developer	Date last actioned	URLs worked on	Project Manager random check date	Project Manager name
RCRAM	Review server traffic stats			21.08.2015			
RCRAM	Review google reports and stats			21.08.2015			
RCRAM	Do a primary search phrase real time test on google ( Pages Keyword tab)			21.08.2015			
RCRAM	Check server down time			21.08.2015			
RCRAM	Refresh Page links			21.08.2015			
RCRAM	Refresh Page descriptions			21.08.2015			
RCRAM	Refresh Page meta			21.08.2015			
RCRAM	Refresh content	n/a		21.08.2015			
RCRAM	Refresh images	n/a		21.08.2015			
RCRAM	Refresh media and check media			21.08.2015			
RCRAM	Remove backlinks with low performance or older than 2 years			21.08.2015			
RCRAM	Add extra content	no extra content to add		21.08.2015			
RCRAM	Add extra images	no extra content to add		21.08.2015			
RCRAM	Add extra media	no extra content to add		21.08.2015			
RCRAM	Add extra pages	no extra content to add		21.08.2015			
RCRAM	Add site to industry related search engines to increase incoming links			21.08.2015			
RCRAM	Update site map			21.08.2015			
RCRAM	Check 3rd Party Software and action			21.08.2015			
RCRAM	Correct reported errors			21.08.2015			
RCRAM	Check forms and contacts	no contact forms		21.08.2015			
RCRAM	Check social media links are working			21.08.2015			
RCRAM	Speed check	65/100		21.08.2015			
RCRAM	Send copy of RCRAM to Client and PM			21.08.2015			
RCRAM	Update SEO certificate			21.08.2015			

**Primary Keyword** = a search phrase of two or more words that include the main product or service and often the location of operation. A Primary Keyword can also reference the main objective of a page on a website. For example: "car hire cape town"

We generally load the more important word first, for example, to a company that does car hire, the wording car hire is more important than the words cape town. This is not always obvious, but in some cases and services, search engines determine your location already and filter the search results.

**Primary Keyword Extension** = is an add on to a Primary Keyword. For example: "Car hire in Cape Town" the extension here is "in" and this in fact creates an entire new search phrase and results on search engines can change because of this.

Each web page (not website) should have no more than 1 Primary Keyword, and then its extensions. For example:

**Primary Keyword** = "car hire cape town"

**Extensions** = "car hire in cape town" "cheap car hire cape town" "car hire cape town reviews" "car hire cape town prices" "car hire cape town pictures"

**Check if PDF** = [http://www.pdfcrowd.com/](#) [http://www.pdfcrowd.com/](#) [http://www.pdfcrowd.com/](#)

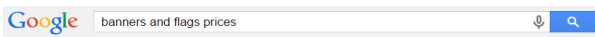
Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>	<a href="#">large format printing</a>	<a href="#">large format printing belville</a>	<a href="#">large format printing cape town</a>
Cape Town	<b>Date check</b>	21.08.2015	<b>Position:</b>	not in 1st 10 pages
Developer	NAME			

Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>	<a href="#">banners and flags prices</a>		
Cape Town	<b>Date check</b>	21.08.2015	<b>Position:</b>	6th Page   2nd Position
Developer	NAME			

Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>	<a href="#">car magnet printers</a>		
Cape Town	<b>Date check</b>	21.08.2015	<b>Position:</b>	7th Page   5th Position
Developer	NAME			

Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>	<a href="#">pvc flags</a>		
Cape Town	<b>Date check</b>	21.08.2015	<b>Position:</b>	5th Page   3rd Position
Developer	NAME			

Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>	<a href="#">block mounting car magnets</a>	<a href="#">block mounting</a>	
Cape Town	<b>Date check</b>	21.08.2015	<b>Position:</b>	6th Page   4th Position
Developer	NAME			



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**Flag Banners from R950 - Telescopic, Sharkflag, Arc Flag**

[www.roccaprinters.co.za/](#)  
Incl unit, print & carry bag

**Branded Banners and Flags - leadbranding.co.za**

[www.leadbranding.co.za/Banner-Flag](#)  
Showcase your Unique Company Brand. Get Best Quality Banners & Flags. Free & Fast Quotes - Great Lead Times, 12 Month Warranty - Superior Service Custom Branded Gazebos - Branded Umbrellas - Branded Furniture

**Cheap Feather Flags and Banners - AliExpress.com**

[www.aliexpress.com](#) | discount  
232 Results - Great but Cheap Feather Flags and Banners. Cheap Home & Garden, Flags, Banners ... Online Get Best Feather Flags and Banners You Need from ... feather flags and banners Price: desk flag Price: design custom flag Price ...

**PVC Banners & Flags Printing - LDP**

[www.lpd2print.co.za/pvc-banners-flags/](#)  
Size, Price. 500mm x 1000mm, R 140. 1000mm x 1500mm, R 400. 1500mm x 2000mm, R 796. 2000mm x 2500mm, R 1320. 2500mm x 3000mm, R 1999 ...

**Cheap Feather Flags UK and Feather Banner Stands**

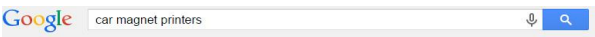
[www.uk-featherflags.co.uk/](#)  
UK Feather Flags are the market leader in custom-made and printed, cheap feather flags and banner stands which are ideal for use both indoors and outdoors. ... Special Price Excl. Tax: £65.83 Incl. Tax: £79.00. quick view | Feather Flags ...

**Best of Signs: Cheap Banners & Signs, Banner Printing Online**

[www.bestofsigns.com/](#)  
Design & Buy High Quality Banners and Signs from Scratch, Choose from Templates or Upload Your Artwork, ... Lowest Price, Current Promotion, How to Order ...

**Feather Flags, Custom Feather Banner Flags - BuildASign**

[www.buildasign.com/FeatherFlags](#)  
★★★★★ Rating: 9.2/10 - 1 090 reviews  
Pricing: All flag kits come with FREE shipping! 6' x 2' for \$149.99, 10' x 2.5' for ... Our Retractable Banners are perfect for trade shows, events and retail displays.



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**Car Magnets - Design Tech Printing**

[www.designtechprinting.com/store/product-view.html/60-Car\\_Magnets](#)  
A full Color car door magnet is a great outdoor mobile marketing tool for all businesses of any size. Printed High Resolution on sturdy 30 mil Magnets these ...

**Custom Magnets and Magnet Printing Designs**

[www.printingfortress.com/Custom-Magnets.html](#)  
Lots of designs and ideas for high quality magnet printing ... Personalize your custom magnets for various uses including save the dates, vehicle advertising, ...

**Car Magnets - Hottfrog South Africa**

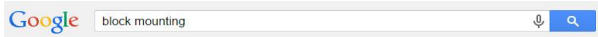
[www.hottfrog.co.za/Products/Car-Magnets](#)  
Latest updates: General signs Printing Embroidery - 11-25-2014 printing on banners, pull-up banners, car magnets, and car stickers to emb... Read more: ...

**"I Like Big Mutts and I Cannot Lie" Car Magnet Funny Quote ...**

[www.amazon.com](#) | Pet Supplies | Cats | Memorials  
Amazon.com: "I Like Big Mutts and I Cannot Lie" Car Magnet Funny Quote and Paw Print In The Center Covered In High Quality UV Gloss For Weather and ...

**Block Mounting Car Magnets Printing - LDP**

[www.lpd2print.co.za/block-mounting-car-magnets/](#)  
Block Mounting Car Magnets. High quality artist canvas mounted onto a wooden frame,



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**Mounting Blocks | Georgia-Pacific**

[www.gpvinylsking.com/wps/.../mountingblocks?\\_blockmountingblocks](#)  
Mounting blocks provide multiples uses, including the ability to easily and ... Universal J-Block Square Mounting Block to easily and attractively mount light ...

**MDF 110D Block Mounting System(2) - CutSheet, MDF ...**

[objects.eanixder.com/PD331752.PDF](#)  
The CPI 110D Block Mounting System provides high-density, space-saving 110D style block mounting for both 100 and 300 pair, 110D style blocks. The 4.25"W ...

**Block mounting filters: HYDAC**

[www.hydac.com/de-en/products/.../block-mounting-filters.html](#)  
HYDAC manifold mounting hydraulic filters are attached directly to the control block downstream from the pump or are used as protective filters upstream from ...

**Block Mounting Car Magnets Printing - LDP**

[www.lpd2print.co.za/block-mounting-car-magnets/](#)  
Block Mounting Car Magnets. High quality artist canvas mounted onto a wooden frame, with a UV Varnish coating.

**Block Mounting | Products & Services | Rietfontein, . Pretoria**

[www.netwoodframes.co.za](#) | Products  
Block Mounting | Products & Services |

**AC6000-MNT Industrial Shock-Block Mount Rev ... - Littelf...**

[www.littelfuse.com](#) | [blocklittelfuse\\_industrial\\_shock\\_block\\_ac6000\\_mnt](#)  
3714 Kinnear Place Saskatoon, SK Canada S7P 0A6 Ph: (306) 373-6505 Fx: (306) 374-2245 [www.littelfuse.com/relayscontrols](#). AC6000-MNT MANUAL.

**Terminal Block Mounting Channel - Din Rails - Grainger ...**

[www.grainger.com/category/terminal-block-mounting-blocks/](#) | /N-8h6  
18 Results: DIN rail mounting channel from Grainger is pre-punched for installing circuits and terminals inside of equipment racks. Order online for fast delivery!

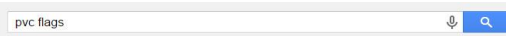
**XLBET 110A Block Mounting System 11810 11910**

[www.chatsworth.com/WorkArea/DownloadAsset.aspx?id=15032387148](#)  
6/13, 800-834-4969 in U.S. & Canada • [www.chatsworth.com](#) Product Cut Sheet. XLBET 110A BLOCK MOUNTING SYSTEM. Part Number: 23" Width, 35" Width.



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**China PVC Flags, Colored Reflective Fabric for Road Safety ...**

[hovesimold-en-made-in-china.com/](#) | /China-PVC-Flags-Colored-Reflect...  
China PVC Flags, Colored Reflective Fabric for Road Safety, Plastic Mould, Find details about China Mould, Pvc Flags from PVC Flags, Colored Reflective Fabric ...

**Safety Flag Warning Flag Traffic Flag PVC Flags of ...**

[www.lighthouse.org/p25f586fc-c2525264b-safety-flag-warning-flag-trac](#)  
Feb 26, 2013 - Buy quality Flags, Safety Flag Warning Flag Traffic Flag PVC Flags wholesaler of Pingyang Zoneach Craft Products Co., Ltd from China.

**PVC Banners & Flags Printing - LDP**

[www.lpd2print.co.za/pvc-banners-flags/](#)  
Hanging PVC Banners, High Quality Printing, Eyelids holes for rope, 600gsm Black & White PVC, Durable, Various sizes.

**PVC Flag Poles - Instructables**

[www.instructables.com/id/PVC-Flag-Poles/](#)  
Have you ever heard that you can make anything with PVC well you can and here's how you make a PVC flagpole.

**PVC Stake Flags, 4" x 5" | Ben Meadows**

with a UV Varnish coating.

#### Car Magnets - seasonmedia.com

www.seasonmedia.com/car\_magnets.php  
Professional Printing Services | Banners, Brochures, Business Cards, EDDM, Flyers, Greeting Cards, Menus, Postcards, Posters, Stickers.

#### Sticky Stickers - Vinyl Stickers Cape Town - Vehicle ...

stickystickers.co.za/  
Sticky Stickers, South Africa - Sticker Printing for Vinyl Stickers Cape Town as well as Vehicle Branding, Fridge Magnets, License Disk and Warranty Stickers, ...

#### Stickers, Clings & Magnets - The Animal Rescue Site

theanimalrescuesite.greatergood.com/store/...stickers-clings-and-magnets  
\$12.95 Paw Print Mini Car Magnets - Set of 6. \$7.95 ... Prismatic Paw Print Magnets - Set of 2. \$6.95 ... Purple Paw Love To the Rescue™ Heart Car Magnet.

#### Car Magnets - Signs.com

www.benmeadows.com/pvc-stake-flags-4-x-5\_36814401/ -  
US\$12.75

Shop for products #PVC Stake Flags, 4" x 5" at Ben Meadows, your best source for equipment and tools for forestry and natural resource professionals.

#### Multi Coloured PVC Plastic Bunting Banner 10 Metre Long ...



www.youtube.com/watch?v=8JkLkH4cc64

Aug 1, 2014 - Uploaded by Asep Wahyudi

Read More <http://www.amazon.co.uk/gp/product/B0...> Multi Coloured PVC Plastic Bunting Banner 10 Metre Long 20 Flags Pennant Double ...

#### PVC Banners - Branding Outdoors - Displays for Outdoors ...

www.banners-banners.co.za/pvc-banners.html  
PVC Banners and Flags manufacturing company. Our products are of the best quality and prices. Order PVC Banners and display your brand and products to ...

#### pvc flags retail - AliExpress.com

www.aliexpress.com - Compare Product  
AliExpress pvc flags online shopping site the world largest pvc flags retail shopping