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.cape-town-attorney-law.co.za/
Certificate added to domain first on:	09.05.2018
Certificate updated last:	09.05.2018
For Client name:	Internal
SA Online: WD & Q Ref:	Internal
Last worked on by Developer:	Thobile
Overseen by Project Manager:	Internal

Search Engine Optimization, otherwise referred to as S.E.O., is the practice and implementation of certain principles, tasks and tools done on website to influence search engines to better understand the purpose of a website and web pages, thus offer better search result to search engin 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 website 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 generall accepted tricks and tools of the trade to increase website ranking. The tools used per website are normally decided based on the results of th 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 launche competing for similar search phrases to own site purpose, own website SEO strategy and frequency of work to be done needs to make provision f the new competitor.

S.E.O. is therefore not a once off product or step in building a website. It is recommended that competiveness research is done at least once a yea and strategy amended.

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 content 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 b nearly all S.E.O. and web design companies and is the reason S.E.O. results can be slower than they need to be and more costly in the long run.

Before R.P.D can start, a website owner must decide on Primary Search Phrases.

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.   R.P.D. 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 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 who has made changes since your websites last review. The more competitive the market, the more frequent RCR&M should be done.

Primary Search Phrases & Logs

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 web 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 that 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 word or words, to a Primary Keyword. For example:
"Car hire in Cape Town" the extension here is "in" and this in fact creates an entirely new search phrase and results on search engines can change because of this simple added word "in".

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"

Below are three base line position reports. A website owner will get information on position of home webpage, and two other web pages same website to see position status. Additional position reports can be done, if a client's S.E.O strategy includes them.

1	Full website Primary Search Phrase – always loaded on index page.		Position on google		Last Position & Date
Date updated:	UPDATE			Screan Grab - Main search phrase only	
URL	UPDATE				
Main location of service:	UPDATE				
Main search phrase:	UPDATE		UPDATE	UPDATE	UPDATE
Main Search Phrase Extension 1:	UPDATE		UPDATE		UPDATE
Main Search Phrase Extension 3:	UPDATE		UPDATE		UPDATE
Main Search Phrase Extension 3:	UPDATE		UPDATE		UPDATE

2	Web Page Primary Search Phrase		Position on google		Last Position & Date
Date updated:	UPDATE			Screan Grab - Main search phrase only	
URL	UPDATE				
Main location of service:	UPDATE				
Main search phrase:	UPDATE		UPDATE	UPDATE	UPDATE
Main Search Phrase Extension 1:	UPDATE		UPDATE		UPDATE
Main Search Phrase Extension 3:	UPDATE		UPDATE		UPDATE
Main Search Phrase Extension 3:	UPDATE		UPDATE		UPDATE

3	Web Page Primary Search Phrase		Position on google		Last Position & Date
Date updated:	UPDATE			Screan Grab - Main search phrase only	
URL	UPDATE				
Main location of service:	UPDATE				
Main search phrase:	UPDATE		UPDATE	UPDATE	UPDATE
Main Search Phrase Extension 1:	UPDATE		UPDATE		UPDATE
Main Search Phrase Extension 3:	UPDATE		UPDATE		UPDATE
Main Search Phrase Extension 3:	UPDATE		UPDATE		UPDATE

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.			
	Assessment of own site			
	# of areas of products or services?	Johannesburg & Pretoria/Gauteng, Cape Town/Weste	Check SEO brief or website	07.02.2018
	# of primary products and services?	All lawyer/attorney services	Check SEO brief or website	07.02.2018
	Is there a page per product or service?	Yes	Check website	07.02.2018
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product / service in description or title)	3	Search primary search phrase on Google	07.02.2018
	Is the website mobile friendly? Different to general responsiveness.	Yes - "Page is mobile-friendly"	Use https://www.google.com/webmasters/tools/mobile-friendly/	07.02.2018
	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	07.02.2018
R.P.D.	Page count	41	Use http://www.siteliner.com/ or Sceaming Frog SEO Spider	07.02.2018
	Image count	25	Use Sceaming Frog SEO Spider or manually scan through site to check for images	07.02.2018
	Word count full website. *Note to client, pages with 1900 or more relevant words statistically are more often on first page of google*	21754	Use Sceaming Frog SEO Spider	07.02.2018
	How many videos are there?	None	Check site manually	07.02.2018
	Content vs media ratio?	50% vs 50%	Check site manually and estimate ratio	07.02.2018
	Functionality and navigation status - any broken links or unnecessary buttons.	Good	Check site manually and check broken links with Sceaming Frog SEO Spider	07.02.2018
	Is the site user friendly? *Google ranks websites that's easy to use higher.*	Yes	Check site manually	07.02.2018
	What country is the website hosted in?	South Africa	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	07.02.2018
	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 determ	07.02.2018
	Website speed? Slow or good?	Good - 7.11s	Use https://tools.pingdom.com/	07.02.2018
	Domain name quality linked to Primary Search phrase	Good	Check domain name vs. primary search phrase	07.02.2018
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	Good	Use Sceaming Frog SEO Spider	07.02.2018
	Check primary search phrases are in page titles, discriptions and meta	Good	Check code manually	07.02.2018
	Social media status - what is linked?	Facebook	Check site manually	07.02.2018
	Check if there are broken videos	n/a	Check site manually and click on videos	07.02.2018
	Check for broken forms and incorrect contact information.	None	Check site manually	07.02.2018
	Current monthly unique visitors (if available from server) – 3rd party estimated traffic checker	Nov-17: 45, Dec-17: 26, Jan-18: 17	Use AWStats	07.02.2018
	Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	50.00%	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Content"	07.02.2018
	Current time on site (if available) Average. Anything less than 30 seconds per page is bad. 31-59 seconds okay. 60 seonds or	3m 54s	Use Google Analytics	07.02.2018
	Amount of page views (if available) *Less than 3 is bad, 3-5 is average, 6 or more is excellent.*	3.33	Use AWStats	07.02.2018
	Check if website is responsive?	Responsive	Drag browser window smaller/bigger	07.02.2018
	Is there hidden text?	None	Highlight all text on each page and check for text made the same colour as the background	07.02.2018
	Are all images tagged?	Yes	Use Screaming Frog SEO Spider and check code	07.02.2018
	Are there H1 and H2 tags?	Yes	Check code manually or use Sceaming Frog SEO Spider	07.02.2018
	Check if site has good hierarchy - 4 tiers or more bad. 3 good, 2 very good *(not applicable to CMS sites)*	Good	Check site folders on domain	07.02.2018
	If CMS - check all plugins are operational.	n/a	Check site backend	07.02.2018
	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	07.02.2018
	Check site security	n/a	Check site backend	07.02.2018
	Check that there are no paid backlinks	None	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	07.02.2018
	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 determ	07.02.2018
	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 systemprimarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	Done		07.02.2018
	Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	Both	Check website manually	07.02.2018
	Check AMP Structured data?	Detected 0 ERRORS	0 WARNINGS	0 ITEMS	Use https://search.google.com/structured-data/testing-tool	07.02.2018
	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/	07.02.2018
	Check Crawl errors	5 - Fixed	Use Google Webmaster Tools	07.02.2018
	Incoming link count?	10	Use http://www.siteliner.com/	07.02.2018
	Is the site set up for voice search	No	Check site manually	07.02.2018
Report	**Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)**	n/a		07.02.2018
Final task	Update SEO certificate	Done	Save as PDF and upload Excel and PDF version to domain	07.02.2018

Competitor Check

1st on google, natural listing, using search phrase:		cape town attorney law - http://www.sdlaw.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?	Cape Town & Johannesburg	Check SEO brief or website	07.02.2018
	# of primary products and services?	7	Check SEO brief or website	07.02.2018
	Is there a page per product or service?	Yes	Check website	07.02.2018
	Is the website mobile friendly? Different to general responsiveness.	Yes - "Page is mobile-friendly"	Use https://www.google.com/webmasters/tools/mobile-friendly/	07.02.2018
	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	07.02.2018
	Page count	173	Use http://www.siteliner.com/ or Sceaming Frog SEO Spider	07.02.2018
	Image count	78	Use Sceaming Frog SEO Spider or manually scan through site to check for images	07.02.2018
	Word count full website. *Note to client, pages with 1900 or more relevant words statistically are more often on first page of google*	103445	Use Sceaming Frog SEO Spider	07.02.2018
	How many videos are there?	1	Check site manually	07.02.2018
	Content vs media ratio?	60% vs 40%	Check site manually and estimate ratio	07.02.2018
	Functionality and navigation status - any broken links or unnecessary buttons.	7 broken links	Check site manually and check broken links with Sceaming Frog SEO Spider	07.02.2018
	Is the site user friendly? *Google ranks websites that's easy to use higher.*	Yes	Check site manually	07.02.2018
	What country is the website hosted in?	South Africa	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	07.02.2018
	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 determi	07.02.2018
	Website speed? Slow or good?	Good - 6.18s	Use https://tools.pingdom.com/	07.02.2018
	Domain name quality linked to Primary Search phrase	No	Check domain name vs. primary search phrase	07.02.2018
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	Can be improved	Use Sceaming Frog SEO Spider	07.02.2018
	Social media status - what is linked?	Facebook, Twitter & Linkedin	Check site manually	07.02.2018
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	Not Available	Use AWStats	07.02.2018
	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"	07.02.2018
	Current time on site (if available) Average. *Anything less than 30 seconds per page is bad. 31-59 seconds okay. 60 seonds or*	Not Available	Use Google Analytics	07.02.2018
	Amount of page views (if available) *Less than 3 is bad, 3-5 is average, 6 or more is excellent.*	Not Available	Use AWStats	07.02.2018
	Check if website is responsive?	Yes	Drag browser window smaller/bigger	07.02.2018
	Is there hidden text?	No	Highlight all text on each page and check for text made the same colour as the background	07.02.2018
	Are all images tagged?	Yes	Use Screaming Frog SEO Spider and check code	07.02.2018
	Are there H1 and H2 tags?	Yes	Check code manually or use Screaming Frog SEO Spider	07.02.2018
	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	07.02.2018
	Check that there are no paid backlinks.	Not Available	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	07.02.2018
	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 determi	07.02.2018
	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 systemprimarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	Done		07.02.2018
	Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	Both	Check website manually	07.02.2018
	Check AMP Structured data?	Detected 0 ERRORS | 0 WARNINGS | 2 ITEMS	Use https://search.google.com/structured-data/testing-tool	07.02.2018
	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/	07.02.2018
	Check Crawl errors	Not available	Use Google Webmaster Tools	07.02.2018
	Incoming link count?	29	Use http://www.siteliner.com/	07.02.2018

Task / Description / Detail	Notes | History from R.P.D	Software / resource used to determine status / task notes	Completed | Date	Developer
	High Priority, Secondary Priority, Low Priority / Do not do.			
Correct / change domain	High Priority, Secondary Priority, Low Priority / Do not do.	Move site to new domain	UPDATE	UPDATE
Relocate site hosting based on requirements of clients - local sever to client target	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Add page per product	High Priority, Secondary Priority, Low Priority / Do not do.	Create and link new pages on site	UPDATE	UPDATE
Correct responsive issues	High Priority, Secondary Priority, Low Priority / Do not do.	Recommend to client to have site rebuilt on responsive platform	UPDATE	UPDATE
Ensure file names include search phrases.	High Priority, Secondary Priority, Low Priority / Do not do.	Check file names manually and change if needed	UPDATE	UPDATE
Shorten file names if needed	High Priority, Secondary Priority, Low Priority / Do not do.	Check file names manually and change if needed	UPDATE	UPDATE
Add mobile first index	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct page titles	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct download media speed if required by removing large images / media	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct page descriptions	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct / add more text	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct / add more images	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct / remove poor / duplicate / hidden text	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct / add images names and titles	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct broken videos	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct / add social media	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct / add incoming links (more can be added in RCR&M, but must have more than competitor)	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct broken links	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct / reduce outgoing links	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Improve on structure and flow. Design and development element. Usability	High Priority, Secondary Priority, Low Priority / Do not do.	Recommend to client and have PM quote on development time	UPDATE	UPDATE
Correct broken forms and incorrect contact information	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Add search engine GEO location information if required	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Setup of Webmaster tools with Google Setup	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Setup Google analytics Registration	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Setup for Google Statistics to track visitors – explain to client how to assess	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Setup Monthly Reporting for Client for next 12 months	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Add Robots.txt file	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Add Favicon to website	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Google Site Map added and linked to Webmaster Tools (XML sitemap)	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Submission of Website to Main Search Engines. (Yahoo | Bing | Google)	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Google Maps Listing Added for the Business if core business is location specific	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Custom Google Search Engine added to inner pages - add to bottom of contact page only.	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Add social media platforms basic, facebook, twitter and google + , youtube channel	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Set preferred domain view in Google Webmaster tools - www or non www	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Update site security	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Ensure any redirects are in order (301 and 302)	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Keywords in headings (<H1>, <H2>, tags)	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct keyword density based on RPD	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Keyword stemming: Applicable to non-English language pages. Check and action if required.	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Remove cloaking	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Remove iframes	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Check and correct complex code such as Java, etc.	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Correct keyword stuffing	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
If e-comm or site with sensitive data secure domain	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE	UPDATE
Set up site for voice search	High Priority, Secondary Priority, Low Priority / Do not do.	Voice search for WP sites http://www.wpbeginner.com/plugins/how-to-add-voice-s	UPDATE	UPDATE
Send Summary report to Client			UPDATE	UPDATE
Update SEO certificate			UPDATE	UPDATE

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats	UPDATE	UPDATE	UPDATE
Update Phrases & Logs	UPDATE	UPDATE	UPDATE
Review google reports and stats	UPDATE	UPDATE	UPDATE
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)	UPDATE	UPDATE	UPDATE
Check server down time	UPDATE	UPDATE	UPDATE
Refresh page titles	UPDATE	UPDATE	UPDATE
Refresh page descriptions	Done	Elri	02.08.2017
Refresh page meta	Done	Elri	02.08.2017
Refresh content (text shuffle)	UPDATE	UPDATE	UPDATE
Add content	UPDATE	UPDATE	UPDATE
Add images	UPDATE	UPDATE	UPDATE
Add media (videos)	UPDATE	UPDATE	UPDATE
Add social media	UPDATE	UPDATE	UPDATE
Remove backlinks with low performance or older than 2 years	UPDATE	UPDATE	UPDATE
Add extra pages	UPDATE	UPDATE	UPDATE
Remove old/unused files from server	UPDATE	UPDATE	UPDATE
Add site to industry related search engines to increase incoming links	UPDATE	UPDATE	UPDATE
Update sitemap	UPDATE	UPDATE	UPDATE
Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)	UPDATE	UPDATE	UPDATE
Check and then correct reported errors	UPDATE	UPDATE	UPDATE
Check forms and contacts	Done	Elri	02.08.2017
Check social media links are working	Done	Elri	02.08.2017
Check site functionality and navigation status	UPDATE	UPDATE	UPDATE
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	UPDATE	UPDATE	UPDATE
Do a current check of google quantity guidelines – ensure no violations.	UPDATE	UPDATE	UPDATE
Check site and server are not spamming	UPDATE	UPDATE	UPDATE
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	UPDATE	UPDATE	UPDATE
Check AMP Structured data	UPDATE	UPDATE	UPDATE
Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status	UPDATE	UPDATE	UPDATE
Check Crawl errors	UPDATE	UPDATE	UPDATE
Resubmit site to search engines	Done	Elri	02.08.2017
Check that mobile first indexing is working	UPDATE	UPDATE	UPDATE
Add new search phrases - Übersuggest tool https://ubersuggest.io/	UPDATE	UPDATE	UPDATE
SEMrush – add competitor site to find out what words they are ranking for. Add search phrases	UPDATE	UPDATE	UPDATE
Send Summary report to client	n/a	n/a	n/a
Update SEO certificate	Done	Elri	02.08.2017

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats			
Update Phrases & Logs			
Review google reports and stats			
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)			
Check server down time			
Refresh page titles			
Refresh page descriptions			
Refresh page meta			
Refresh content (text shuffle)			
Add content	Done	Elri	11.12.2017
Add images	Done	Elri	11.12.2017
Add media (videos)			
Add social media			
Remove backlinks with low performance or older than 2 years			
Add extra pages	Added 7 pages	Elri	11.12.2017
Remove old/unused files from server			
Add site to industry related search engines to increase incoming links			
Update sitemap	Done	Elri	11.12.2017
Check 3rd Party Software and action recommendations (Sceaming 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			
Do a current check of google quantity guidelines – ensure no violations.			
Check site and server are not spamming			
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 - Übersuggest 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	n/a	n/a	n/a
Update SEO certificate	Done	Elri	11.12.2017

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats			
Update Phrases & Logs			
Review google reports and stats			
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)			
Check server down time			
Refresh page titles	Done	Thobile	22.02.2018
Refresh page descriptions	Done	Thobile	22.02.2018
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 (Sceaming 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			
Do a current check of google quantity guidelines – ensure no violations.			
Check site and server are not spamming			
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 - Übersuggest 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	n/a	n/a	n/a
Update SEO certificate	Done	Thobile	22.02.2018

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats			
Update Phrases & Logs			
Review google reports and stats			
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)			
Check server down time			
Refresh page titles	Done	Thobile	09.05.2018
Refresh page descriptions	Done	Thobile	09.05.2018
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 *(Sceaming 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			
Do a current check of google quantity guidelines – ensure no violations.			
Check site and server are not spamming			
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 - Übersuggest 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	n/a	n/a	n/a
Update SEO certificate	Done	Thobile	09.05.2018

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats			
Update Phrases & Logs			
Review google reports and stats			
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)			
Check server down time			
Refresh page titles	Done	Thobile	01.10.2018
Refresh page descriptions	Done	Thobile	01.10.2018
Refresh page meta			
Refresh content (text shuffle)			
Add content	Updated For lawyers page & Info pack pdf	Elri	08.10.2018
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	Done	Elri	08.10.2018
Add site to industry related search engines to increase incoming links			
Update sitemap	Done	Elri	08.10.2018
Check 3rd Party Software and action recommendations (Sceaming 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			
Do a current check of google quantity guidelines – ensure no violations.			
Check site and server are not spamming			
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 - Übersuggest tool https://ubersuggest.io/			
SEMrush – add competitor site to find out what words they are ranking for. Add search phrases			
Update internal directory page	Done	Elri	08.10.2018
Send Summary report to client	n/a	n/a	n/a
Update SEO certificate	Done	Elri	08.10.2018