

SEO | Search Engine Optimization



~ Certificate ~

For: www.greif.co.za | **WD01030413** | **QRAJ2300413**

By

www.websitedesign.co.za and www.search-engine-optimization.co.za

Certificate added to domain on the: 21st June 2013
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Notes:

- **Search Engine Optimization** (otherwise referred to as SEO) 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 sessions 1-3** are core steps, to use an analogy : "we build a great car, put it on a race track and fill the tank with gas - the car will go fast and far" the tank will eventually run out and you will be left with a great car but the position you ran out of gas is where you will stay, and other cars will eventually overtake you" Refuel your tank with extra sessions:
- **SEO Session 4+** are steps that need to be taken whenever a competitor changes their website, or there is a new website is launched or the search engines change their ranking policies - as you can imagine, these things happen daily, therefore we recommend at least 1 session per month - you can consult with us to determine how often sessions are required). To use an analogy : "each session will refuel your tank and keep your car racing"
- The industry, service, product and location associated with a website and its pages, the size and type of website, and the search engine algorithms and rules are some of the many factors that influence SEO results. **SEO is a marketing investment for a website owner.**

Session	Task / Description / Detail	Completed Date	Notes History
		Not Done.	None please optimize your website.
1-3	Review of client brief, and Keyword Assessment and implementations on primary pages. 15 min consult with client explaining Keywords; and business marketing strategy relating to SEO as well as certificate. (Add primary keywords)	08/07/2013 08/08/2013 06/09/2013	Recommended Session 1 - 3
1-3	Implementing meta, page title, page description as per recommended google requirements.	08/07/2013 08/08/2013 06/09/2013	Recommended Session 1.
1-3	Set up of Webmaster tools with Google Setup.	08/07/2013	Recommended Session 1
1-3	Google analytics Registration & Setup for Google Statistics to Track Visitors	08/07/2013	Recommended Session 1.
1-3	Setup Monthly Reporting for Client for next 12	08/07/2013	Recommended Session 1.

	months.		
1-3	Robots.txt File Added	08/07/2013 06/09/2013	Recommended Session 1.
1-3	Check .htaccess	08/07/2013 06/09/2013	Recommended Session 1.
1-3	Add Favicon added to website	08/07/2013	Recommended Session 2.
1-3	Google Site Map Added and linked to Webmaster Tools / XML sitemap.	08/07/2013 06/09/2013	Recommended Session 1
1-3	Submission of Website to Main Search Engines.	08/07/2013	Recommended Session 1
1-3	Google Maps Listing Added for the Business if core business is location specific.	08/08/2013 04/10/2013	Too many locations - client needs to confirm which location to use All 3 locations added and verified
1-3	Form, E-mail and phone number check.	08/07/2013	Recommended Session 1 - 3
1-3	Check / Removed Footer Link.	08/07/2013	Recommended Session 1
1-3	Custom Google Search Engine Added to inner pages.	08/08/2013	Can't be done - Joomla
1-3	Tag primary pictures.	08/08/2013 06/09/2013	Recommended Session 1 - 3.
1-3	Created internal website directory page.	04/10/2013	Recommended Session 3.
1-3	Add social media platforms basic, facebook, twitter and google +	Not Done.	Recommended Session 1 - 3.
4+	Set H1 and H2 tags	07/11/2013 14/05/2014	
4+	Check number of indexed pages. (SiteMap)	04/10/2013 03/12/2013	
4+	Revise robot file.	04/10/2013 27/03/2014 04/04/2014 14/05/2014	
4+	Revise site map.	04/10/2013 04/04/2014 14/05/2014 10/06/2014	
4+	Fix html errors.	04/10/2013 03/12/2013	

		27/03/2014 04/04/2014 14/05/2014	
4+	Check and correct errors reported by search engines.	04/10/2013 14/05/2014	None found
4+	Fix broken links.	04/10/2013 03/12/2013 04/04/2014 14/05/2014	Redirect added in the .htaccess file
4+	Correct missing pages and content.	03/12/2013 04/04/2014	Checked
4+	Submission of Website to secondary search engines and directories.	03/12/2013	Google, Bing, Anoox, FyberSearch, Amfibi, ActiveSearch, InfoTiger, ScrubTheWeb and lots more
4+	Tag secondary pictures.	03/12/2013 04/03/2014 14/05/2014	Checked and tagged Checked and tagged
4+	Check content for flash and iframe errors.	03/12/2013 04/03/2014 14/05/2014	Checked Updated the website backend
4+	Check and when possible improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page.	03/12/2014	Checked
4+	Form, E-mail and phone number check.	03/12/2013 14/05/2014	Details checked. No form
4+	Add media, youtube, images, etc.	04/04/2014	Linked Main Greif Facebook page to website
4+	Check on and when possible make URLs static.	03/12/2014	Joomla website – URL's static
4+	Check and when possible ensure URLs are descriptive file names.	04/03/2014 10/06/2014	Automated by Joomla
4+	Run a duplicate content check for internal pages and correct when found.	04/03/2014	Duplicate content checked on the web. Content 84% unique
4+	Run a plagiarism check on text.	04/03/2014	Plagiarism checked. Content 84% unique
4+	Improve on positive content.	14/05/2014	
4+	Remove negative content.	Not Done.	
4+	Check and when possible correct and improve on character coding.	04/03/2014	Automatically done by Joomla
4+	Create download files with rich content. (adobe, etc)	04/03/2014	Checked. Website built with PDF downloads

4+	Optimize graphics for load time and cosmetics.	04/03/2014	Some images resized for optimization
4+	Optimize navigation and usability to ensure visitor gets to the correct page and engages.	04/04/2014	
4+	Increase incoming links per page, focus on the highest prospect pages.	Not Done.	
4+	Decrease outgoing links for the website and especially the homepage or other pages viewed often	04/04/2014	
4+	Refresh page content. (Recommendations once every two months)	Not Done.	
4+	Refresh meta, page and title descriptions. (once ever two months recommendations)	04/04/2014 14/05/2014 10/06/2014	
4+	Build content rich extra pages / banner pages.	Not Done.	
4+	Take actions to increase the time a user is on the website.	Not Done.	
4+	Take actions to increase the amount of pages a user visits.	Not Done.	
4+	Investigate other social media accounts and platforms related to core business and when possible implement / add.	27/03/2014 10/06/2014	Added social media from main website: www.greif.com Applied new social media tab on the side for more visibility
4+	Analyze competitors - assess data and use in next session if possible.	10/06/2014	
4+	Check spam issues and website security.	27/03/2014	Checked website for spam and cleared
4+	Implement third party tracking software for a "second opinion" - assess data and use in next session.	04/10/2013 07/11/2013 27/03/2014 04/04/2014 14/05/2014 10/06/2014	Scanned website with Screaming frog for errors, and fixed Scanned website with Screaming frog for errors, and fixed Scanned website with Screaming frog for errors, and fixed Scanned website with Screaming frog for errors, and fixed Scanned website with Screaming frog for errors, and fixed Scanned website with Screaming frog for errors, and fixed
	ADDED:		
4+	Black hat SEO – hidden keywords and text in content	04/03/2014 27/03/2014	Checked. Website not built on black hat seo Slideshow module hacked and fixed from spam
4+	Data Highlighter in Webmaster Tools	27/03/2014	
4+	Advance 'Search Phrase' Test	Not Done.	

Traffic History - unique visitors only from server.

Year Month	#	Notes
2013 Jan		
2013 Feb		
2013 March		
2013 Apr		
2013 May		
2013 June		

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