

SEO | Search Engine Optimization



~ Certificate ~

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

By

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

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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
	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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