

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: Kobus Dissel
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: 27.07.2015
URL of Certificate: <http://www.kororidge.co.za/wp-content/uploads/2015/07/koro-seo-certificate>
Domain: <http://www.kororidge.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.	Clients primary service is Bushveld lifestyle development, with property development as there most profitable service. They see there main competitors on google to be retirenow and retirement developments. Looking to rank for kororidge and property development	
R.P.D.	Assessment of own site		
	Areas of products or services	Gauteng and limpopo	30.07.1977
	Primary products and services	Property Development	30.07.1978
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description)	8	30.07.1979
	Page count	4	30.07.1980
	Image count	3	30.07.1981
	Word content count	769	30.07.1982
	Content vs media ratio	11% media	30.07.1983
	Functionality and navigation status	easy to navigation, forms work	30.07.1984
	Server reputation downtime	unknown	30.07.1985
	Server speed test	83/100	30.07.1986
	Domain quality	average, could be improved, doesn't contain any keywords	30.07.1987
	Status on file names, description & meta	good, keywords in the pages	30.07.1988
	Social media status	No social media present	30.07.1989
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	unknown	30.07.1990
	Current bounce rate (if available)	unknown	30.07.1991
	Current time on site (if available)	unknown	30.07.1992
	Amount of page views (if available)	unknown	30.07.1993
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	Mobile friendly	30.07.1994
	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.	Assessment of own primary competitor site	http://www.3oaks.co.za/	
	Areas of products or services:	Gauteng	30.07.1994
	Primary products and services:	Property Development	30.07.1995
	Page count:	27	30.07.1996
	Image count:	251	30.07.1997
	Word content count:	5105	30.07.1998
	Content vs media ratio	89% media	30.07.1999
	Functionality and navigation status:	Easy to navigate through	30.07.2000
	Server reputation downtime:	unknown	30.07.2001
	Server speed test	74/100	30.07.2002
	Domain quality:	poor, no keyword in it	30.07.2003
	Status on file names, description & meta:	No proper page titles, no keywords or descriptions	30.07.2004
	Social media status:	have facebook and are relatively active	30.07.2005
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	unknown	30.07.2006
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	not mobile friendly	30.07.2007
	Other notes:		
	Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M	16 May 2015 was the last update	30.07.2007
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	Website contains meta keywords and descriptions	30.07.2007
R.P.D.	Run a 3 party content originality check	content is original	30.07.2008
R.P.D.	Check number of incoming and outgoing links and their quality	none	30.07.2009
R.P.D.	Check on design & function – ensuring a client can engage or access information	design and functionality is good	30.07.2010
R.P.D.	Check images and media have correct titles, dictipions, file names and details	images and pages have good titles	30.07.2011
R.P.D.	Check on sites GEO locations on primary search engines	Johannesburg	30.07.2012
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	none	30.07.2013
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.	Suggest client should be doing googles places as a lot of the the search results for property development come from google places listings. Possible add some social media. Suggest to continuously keep the website updated with new content and projects	30.07.2014
R.P.D.	Update SEO certificate	Done	30.07.2015

Phase	Task / Description / Detail	Notes History	Completed Date	Developer	Project Manager Sign off Date	Project Manager name
Setup	Correct / change domain	N/a	31.08.2015			
Setup	Relocate site hosting based on requirements of clients	n/a	31.08.2015			
Setup	Correct responsive issues – based on RPD - design element	site is responsive	31.08.2015			
Setup	Ensure file names include search phrases.		31.08.2015			
Setup	Create more pages - based on RPD		31.08.2015			
Setup	Correct page titles - based on RPD		31.08.2015			
Setup	Correct download media speed if required by removing large images / media		31.08.2015			
Setup	Correct page description - based on RPD		31.08.2015			
Setup	Correct / add more content - both text and images and media - based on RPD		31.08.2015			
Setup	Correct / remove poor / duplicate / neegative content - based on RPD		31.08.2015			
Setup	Correct / add images names and titles - based on RPD		31.08.2015			
Setup	Correct / add media - based on RPD	received images from client and added	31.08.2015			
Setup	Correct / add social media - based on RPD	added facebook link	31.08.2015			
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation		31.08.2015			
Setup	Correct broken links - based on RPD		31.08.2015			
Setup	Correct / reduce outgoing links - based on RPD - Anchor text		31.08.2015			
Setup	Improve on structure and flow, Desion and development element - based on RPD		31.08.2015			
Setup	Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields		31.08.2015			
Setup	Add search engine GEO location information if required - based on RPD		31.08.2015			
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page		31.08.2015			
Setup	Setup of Webmaster tools with Google Setup		31.08.2015			
Setup	Setup Google analytics Registration		31.08.2015			
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess		31.08.2015			
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review		31.08.2015			
Setup	Add Robots.txt File		31.08.2015			
Setup	Add Favicon added to website		31.08.2015			
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap		31.08.2015			
Setup	Submission of Website to Main Search Engines. (Yahoo Bing Google)		31.08.2015			
Setup	Google Maps Listing Added for the Business if core business is location specific	Client already did this	31.08.2015			
Setup	Custom Google Search Engine Added to inner pages - hidden		31.08.2015			
Setup	Created internal website 3rd party directory page		31.08.2015			
Setup	Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages	added facebook link	31.08.2015			
Setup	Set preferred domain view in Google Webmaster tools - www or non www		31.08.2015			
Setup	Improve on hierarchy for site navigation, (1-3 tiers only) - moving main files to index page		31.08.2015			
Setup	If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast		31.08.2015			
Setup	Ensure any redirects are in order (301 and 302)	none	31.08.2015			
Setup	Keywords in headings (<H1> <H2> tags) : Very important		31.08.2015			
Setup	Correct keyword density based on RPD		31.08.2015			
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.		31.08.2015			
Setup	Remove Cloaking		31.08.2015			
Setup	Remove hidden text		31.08.2015			
Setup	Remove I frames	no iframes	31.08.2015			
Setup	Check and correct complex code such as Java, etc.		31.08.2015			
Setup	Correct Keyword stuffing		31.08.2015			
Setup	If e-comm or site with sensitive data secure domain	N/a	31.08.2015			
Setup	Update SEO certificate		31.08.2015			

Phase	Task / Description / Detail	Notes / History	Developer	Date last actioned	URLs worked on	Project Manager random check date	Project Manager name
					http://www.xorridge.co.za/		
RCRM	Review server traffic stats	121 visitors in the past month	Michelle	29.09.2015			
RCRM	Review google reports and stats	121 visitors in the past month	Michelle	29.09.2015			
RCRM	Do a primary search phrase real time test on google (Pages Keyword tab)		Michelle	29.09.2015			
RCRM	Check server down time	unknown	Michelle	29.09.2015			
RCRM	Refresh Page tags		Michelle	29.09.2015			
RCRM	Refresh Page descriptions		Michelle	29.09.2015			
RCRM	Refresh Page meta		Michelle	29.09.2015			
RCRM	Refresh content	suggested to client	Michelle	29.09.2015			
RCRM	Refresh images	suggested to client	Michelle	29.09.2015			
RCRM	Refresh media and check media		Michelle	29.09.2015			
RCRM	Remove backlinks with low performance or older than 2 years		Michelle	29.09.2015			
RCRM	Add extra content	suggested to client	Michelle	29.09.2015			
RCRM	Add extra images	suggested to client	Michelle	29.09.2015			
RCRM	Add extra media	suggested to client	Michelle	29.09.2015			
RCRM	Add extra pages	suggested to client	Michelle	29.09.2015			
RCRM	Add site to industry related search engines to increase incoming links		Michelle	29.09.2015			
RCRM	Update site map		Michelle	29.09.2015			
RCRM	Check 3rd Party Software and action		Michelle	29.09.2015			
RCRM	Correct reported errors	no errors	Michelle	29.09.2015			
RCRM	Check forms and contacts		Michelle	29.09.2015			
RCRM	Check social media links are working	client has facebook but not very active	Michelle	29.09.2015			
RCRM	Speed check	85/100	Michelle	29.09.2015			
RCRM	Send copy of RCRM to Client and PM		Michelle	29.09.2015			
RCRM	Update SEO certificate		Michelle	29.09.2015			

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"

Engine & GEO = the search engine and the region or # of countries of the service provider

Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	index	property development	property development gauteng	property development limpopo
Gauteng	Date check	29.09.2015	Position:	
Developer	NAME			

Google search for "koro ridge".

Web Images Maps Videos News More Search tools

About 109 000 results (0,52 seconds)

Koro Ridge: JCK Property Development Company (Pty) Ltd
www.kororidge.co.za/
The Property Development includes planned health and care services to assist the older and/or weakened resident to stay in the comfort of their own residence.

Facilities - Koro Ridge
www.kororidge.co.za/facilities/
Rated among the top 100 golf courses in South Africa is the Koro Creek Bushveld Golf Estate.

NEW DEVELOPMENT !! KORO RIDGE BUSH-VELD ...
limpopo.locanto.co.za > Real Estate > Houses for Sale Nylstroom
Set in the beautiful bush-velde environment on the jewel of Limpopo, the Koro Creek Bush-velde Golf Estate in Modimolle (Nylstroom) The development consists of ...

3 Bedroom House for sale in Modimolle - P24-103082365
www.property24.com > Limpopo > Modimolle > Modimolle
Jul 24, 2015 - New development !! Koro ridge bush-velde lifestyle , with beautiful spacious houses in modimolle. Set in the beautiful bush-velde environment on ...

Koro Ridge Bushveld Lifestyle - Modimolle - Company ...
https://www.facebook.com/pages/Koro-Ridge.../1603150169938744
Koro Ridge Bushveld Lifestyle, Modimolle. 2 likes. Company.

Koro Ridge | Facebook
https://www.facebook.com/people/Koro-Ridge/100009501927179
Koro Ridge is on Facebook. Join Facebook to connect with Koro Ridge and others you may know. Facebook gives people the power to share and makes the ...

Koro creek - Trovit
homes.trovit.co.za/koro-creek
Koro ridge bushveld lifestyle development prospectus in koro creek bushveld golf estate. World class golf, hiking, game viewing and serene way... Mark as ...