

# 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: Heinrich van Nieuwenhuizen  
SA Online: WD & Q Ref: WD 07301115  
By Developer: Michelle  
Overseen by Project Manager: Stephen Rawlins  
Of: websitedesign.co.za

Certificate added to domain on the: 02,03,2016  
URL of Certificate: <http://ecam.co.za/wp-content/uploads/2016/03/ecam-seo-certificate.pdf>  
Domain: <http://ecam.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.  | Client has an Electronic Consulting and Manufacturing company and looking to rank for electronic consultants gauteng, product development, prototyping gauteng | 02.03.2016                                 |
|  | 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. |  |  |
| R.P.D.   | <b>Assessment of own site</b>  |  |  |
|  | Areas of products or services  | Gauteng  | 02.03.2016                                 |
|  | Primary products and services  | electronic consultants gauteng, product development, prototyping gauteng, electronic manufacturing   | 02.03.2016                                 |
|  | How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in  | 2  | 02.03.2016                                 |
|  | Page count   | 12   | 02.03.2016                                 |
|  | Image count  | 7  | 02.03.2016                                 |
|  | Word content count   | 2237   | 02.03.2016                                 |
|  | Content vs media ratio   | 14% images   | 02.03.2016                                 |
|  | Functionality and navigation status  | good   | 02.03.2016                                 |
|  | Server reputation downtime   | unknown  | 02.03.2016                                 |
|  | Server speed test  | 76/100   | 02.03.2016                                 |
|  | Domain quality   | average  | 02.03.2016                                 |
|  | Status on file names, description & meta   | no meta descriptions or keywords   | 02.03.2016                                 |
|  | Social media status  | no social media present  | 02.03.2016                                 |
|  | Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker  | unknown  | 02.03.2016                                 |
|  | Current bounce rate (if available)   | unknown  | 02.03.2016                                 |
|  | Current time on site (if available)  | unknown  | 02.03.2016                                 |
|  | Amount of page views (if available)  | unknown  | 02.03.2016                                 |
|  | Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/  | site is mobile friendly  | 02.03.2016                                 |
|  | 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>   | http://www.crutchfieldeng.co.za/   | 02.03.2016                                 |
|  | Areas of products or services:   | Gauteng  | 02.03.2016                                 |
|  | Primary products and services:   | electronic manufacturing   | 02.03.2016                                 |
|  | Page count:  | 18   | 02.03.2016                                 |
|  | Image count:   | 19   | 02.03.2016                                 |
|  | Word content count:  | 4448   | 02.03.2016                                 |
|  | Content vs media ratio   | 41% Images   | 02.03.2016                                 |
|  | Functionality and navigation status:   | good   | 02.03.2016                                 |
|  | Server reputation downtime:  | unknown  | 02.03.2016                                 |
|  | Server speed test  | 90/100   | 02.03.2016                                 |
|  | Domain quality:  | average  | 02.03.2016                                 |
|  | Status on file names, description & meta:  | could be improved  | 02.03.2016                                 |
|  | Social media status:   | no social media present  | 02.03.2016                                 |
|  | Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:   | unknown  | 02.03.2016                                 |
|  | Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/  | not mobile friendly  | 02.03.2016                                 |
|  | Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M  | 05-Feb-16  | 02.03.2016                                 |
|  | Other notes:   |  |  |
| This step can take up to 2 days to ensure data is generated and all steps executed |  |  |  |

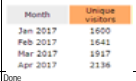
|        |   |  |            |
|--------|---|--|------------|
| R.P.D. | Run a 3 party SEO error check for page titles, descriptions, meta and content   | no meta descriptions or keywords   | 02.03.2016 |
| R.P.D. | Run a 3 party content originality check   | content is original  | 02.03.2016 |
| R.P.D. | Check number of incoming and outgoing links and their quality   | 22 external, 37 internal   | 02.03.2016 |
| R.P.D. | Check on design & function – ensuring a client can engage or access information   | good   | 02.03.2016 |
| R.P.D. | Check images and media have correct titles, dictions, file names and details  | no meta descriptions or keywords   | 02.03.2016 |
| R.P.D. | Check on sites GEO locations on primary search engines  | germany  | 02.03.2016 |
| R.P.D. | Check site accessibility: 404 errors, password-protected areas and other similar reasons.   | no errors  | 02.03.2016 |
| 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. | Will ask if he has any social media to add to the site or if you he will like to add any more content, keywords and meta descriptions to be adding in the next session | 02.03.2016 |
| R.P.D. | Update SEO certificate  |  | 02.03.2016 |

| Phase | Task / Description / Detail   | Notes   History       | Completed   Date | Developer | Project Manager Sign off Date | Project Manager name |
|-------|---|-----------------------|------------------|-----------|-------------------------------|----------------------|
| Setup | Correct / change domain   | n/a                   | 04.04.2016       |           |                               |                      |
| Setup | Relocate site hosting based on requirements of clients  |                       | 04.04.2016       |           | 15.07.2016                    | Stephen Rawlins      |
| Setup | Correct responsive issues – based on RPD - design element   |                       | 04.04.2016       |           |                               |                      |
| Setup | Ensure file names include search phrases.   |                       | 04.04.2016       |           |                               |                      |
| Setup | Create more pages - based on RPD  |                       |                  |           |                               |                      |
| Setup | Correct page titles - based on RPD  |                       | 04.04.2016       |           |                               |                      |
| Setup | Correct download media speed if required by removing large images / media   |                       |                  |           |                               |                      |
| Setup | Correct page description - based on RPD   |                       | 04.04.2016       |           |                               |                      |
| Setup | Correct / add more content - both text and images and media - based on RPD  |                       |                  |           |                               |                      |
| Setup | Correct / remove poor / duplicate / negative content - based on RPD   |                       |                  |           |                               |                      |
| Setup | Correct / add images names and titles - based on RPD  |                       |                  |           |                               |                      |
| Setup | Correct / add media - based on RPD  |                       |                  |           |                               |                      |
| Setup | Correct / add social media - based on RPD   |                       |                  |           |                               |                      |
| Setup | Correct / add incoming links - based on RPD - Anchor text - reputation  |                       |                  |           |                               |                      |
| Setup | Correct broken links - based on RPD   | no broken links found | 04.04.2016       |           |                               |                      |
| Setup | Correct / reduce outgoing links - based on RPD - Anchor text  |                       |                  |           |                               |                      |
| Setup | Improve on structure and flow. Design and development element - based on RPD  |                       | 04.04.2016       |           |                               |                      |
| Setup | Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields                        |                       | 04.04.2016       |           | 15.07.2016                    | Stephen Rawlins      |
| Setup | Add search engine GEO location information if required - based on RPD   |                       | 04.04.2016       |           |                               |                      |
| Setup | Create internal site directory, back end of site, hidden page with 1 internal link to landing page                                |                       | 04.04.2016       |           |                               |                      |
| Setup | Setup of Webmaster tools with Google Setup  |                       | 04.04.2016       |           |                               |                      |
| Setup | Setup Google analytics Registration   |                       | 04.04.2016       |           |                               |                      |
| Setup | Setup for Google Statistics to Track Visitor – explain to client how to assess  |                       | 04.04.2016       |           |                               |                      |
| Setup | Setup Monthly Reporting for Client for next 12 months – explain to client how to review   |                       | 04.04.2016       |           |                               |                      |
| Setup | Add Robots.txt File   |                       | 04.04.2016       |           |                               |                      |
| Setup | Add Favicon added to website  |                       | 04.04.2016       |           |                               |                      |
| Setup | Google Site Map Added and linked to Webmaster Tools / XML sitemap   |                       | 04.04.2016       |           |                               |                      |
| Setup | Submission of Website to Main Search Engines (Yahoo   Bing   Google)  |                       | 04.04.2016       |           |                               |                      |
| Setup | Google Maps Listing Added for the Business if core business is location specific  |                       | 04.04.2016       |           |                               |                      |
| Setup | Custom Google Search Engine Added to inner pages - hidden   |                       | 04.04.2016       |           |                               |                      |
| Setup | Created internal website 3rd party directory page   |                       | 04.04.2016       |           |                               |                      |
| Setup | Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages |                       |                  |           |                               |                      |
| Setup | Set preferred domain view in Google Webmaster tools - www or non www  |                       | 04.04.2016       |           |                               |                      |
| Setup | Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page                                      |                       | 04.04.2016       |           |                               |                      |
| Setup | If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast  |                       | 04.04.2016       |           |                               |                      |
| Setup | Ensure any redirects are in order (301 and 302)   | no redirects          | 04.04.2016       |           |                               |                      |
| Setup | Keywords in headings (<H1>, <H2>, tags) : Very important  |                       | 04.04.2016       |           |                               |                      |
| Setup | Correct keyword density based on RPD  |                       |                  |           |                               |                      |
| Setup | Keyword stemming: Applicable to non -English language pages. Check and action if required.  |                       |                  |           |                               |                      |
| Setup | Remove Cloaking   |                       |                  |           |                               |                      |
| Setup | Remove hidden text  |                       |                  |           |                               |                      |
| Setup | Remove I frames   |                       | 04.04.2016       |           |                               |                      |
| Setup | Check and correct complex code such as Java, etc.   |                       |                  |           |                               |                      |
| Setup | Correct Keyword stuffing  |                       |                  |           |                               |                      |
| Setup | If e-comm or site with sensitive data secure domain   | N/a                   | 04.04.2016       |           |                               |                      |
| Setup | Update SEO certificate  |                       | 04.04.2016       |           |                               |                      |

| 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  |                 |           |                    |                |                                   |                      |
| RCRAM | Review google reports and stats  |                 |           |                    |                |                                   |                      |
| RCRAM | Do a primary search engine real time test on google ( Pages Keyword tab) | Done            | Eri       | 12.07.2016         |                | 15.07.2016                        | Stephen Kowins       |
| RCRAM | Check server down time   |                 |           |                    |                |                                   |                      |
| RCRAM | Refresh Page titles  | Done            | Eri       | 12.07.2016         |                |                                   |                      |
| RCRAM | Refresh Page descriptions  | Done            | Eri       | 12.07.2016         |                | 15.07.2016                        | Stephen Kowins       |
| RCRAM | Refresh Page meta  | Done            | Eri       | 12.07.2016         |                |                                   |                      |
| RCRAM | Refresh content  |                 |           |                    |                |                                   |                      |
| RCRAM | Refresh images   |                 |           |                    |                |                                   |                      |
| RCRAM | Refresh media and check media  |                 |           |                    |                |                                   |                      |
| RCRAM | Remove backlinks with low performance or older than 2 years              |                 |           |                    |                |                                   |                      |
| RCRAM | Add extra content  |                 |           |                    |                |                                   |                      |
| RCRAM | Add extra images   |                 |           |                    |                |                                   |                      |
| RCRAM | Add extra media  |                 |           |                    |                |                                   |                      |
| RCRAM | Add extra pages  |                 |           |                    |                |                                   |                      |
| RCRAM | Add site to industry related search engines to increase incoming links   |                 |           |                    |                |                                   |                      |
| RCRAM | Update sals map  | Done            | Eri       | 12.07.2016         |                |                                   |                      |
| RCRAM | Check 3rd Party Software and action                                      |                 |           |                    |                |                                   |                      |
| RCRAM | Correct reported errors  |                 |           |                    |                |                                   |                      |
| RCRAM | Check forms and contacts   | Done            | Eri       | 12.07.2016         |                |                                   |                      |
| RCRAM | Check social media links are working                                     | Done            | Eri       | 12.07.2016         |                |                                   |                      |
| RCRAM | Spelled check  | Good            | Eri       | 12.07.2016         |                |                                   |                      |
| RCRAM | Send copy of RCRAM to Client and PM                                      | Done            | Eri       | 12.07.2016         |                |                                   |                      |
| RCRAM | Update SEO certificat  | Done            | Eri       | 12.07.2016         |                |                                   |                      |

| 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  | <table border="1"> <thead> <tr> <th>Month</th> <th>Unique visitors</th> </tr> </thead> <tbody> <tr><td>Jan 2016</td><td>220</td></tr> <tr><td>Feb 2016</td><td>241</td></tr> <tr><td>Mar 2016</td><td>378</td></tr> <tr><td>Apr 2016</td><td>253</td></tr> <tr><td>May 2016</td><td>293</td></tr> <tr><td>Jun 2016</td><td>373</td></tr> <tr><td>Jul 2016</td><td>800</td></tr> <tr><td>Aug 2016</td><td>422</td></tr> </tbody> </table> | Month     | Unique visitors    | Jan 2016       | 220                               | Feb 2016             | 241 | Mar 2016 | 378 | Apr 2016 | 253 | May 2016 | 293 | Jun 2016 | 373 | Jul 2016 | 800 | Aug 2016 | 422 | Tencowill | 29/09/2016 |  |  |  |
|          | Month  | Unique visitors  |           |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          | Jan 2016   | 220  |           |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          | Feb 2016   | 241  |           |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          | Mar 2016   | 378  |           |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          | Apr 2016   | 253  |           |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          | May 2016   | 293  |           |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          | Jun 2016   | 373  |           |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| Jul 2016 | 800  |  |           |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| Aug 2016 | 422  |  |           |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Review google reports and stats  | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Do a primary search phrase real time test on google ( Pages Keyword tab) | Done   | Tencowill | 29/09/2016         |                | 15/07/2016                        | Stephen Rawlins      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Check server down time   | not available  | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh Page titles  | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh Page descriptions  | Done   | Tencowill | 29/09/2016         |                | 15/07/2016                        | Stephen Rawlins      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh Page meta  | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh content  | Suggested to Client  | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh images   | Suggested to Client  | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh media and check media  | Suggested to Client  | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Remove backlinks with low performance or older than 2 years              | Suggested to Client  | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Add extra content  | Suggested to Client  | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Add extra images   | Suggested to Client  | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Add extra media  | Suggested to Client  | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Add extra pages  | Suggested to Client  | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Add site to industry related search engines to increase incoming links   | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Update site map  | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Check 3rd Party Software and action                                      | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Correct reported errors  | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Check forms and contacts   | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Check social media links are working                                     | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Speed check  | Good   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Send copy of RCRAM to Client and PM                                      | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Update SEO certificate   | Done   | Tencowill | 29/09/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |

| Phase    | Task / Description / Detail   | Notes / History  | Developer       | Date last actioned | URLs worked on | Project Manager random check date | Project Manager name |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
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| RCRAM    | Review server traffic stats   | <table border="1"> <thead> <tr> <th>Month</th> <th>Unique visitors</th> </tr> </thead> <tbody> <tr><td>Jan 2016</td><td>326</td></tr> <tr><td>Feb 2016</td><td>261</td></tr> <tr><td>Mar 2016</td><td>378</td></tr> <tr><td>Apr 2016</td><td>255</td></tr> <tr><td>May 2016</td><td>353</td></tr> <tr><td>Jun 2016</td><td>373</td></tr> <tr><td>Jul 2016</td><td>800</td></tr> <tr><td>Aug 2016</td><td>422</td></tr> <tr><td>Sep 2016</td><td>934</td></tr> <tr><td>Oct 2016</td><td>852</td></tr> </tbody> </table> | Month           | Unique visitors    | Jan 2016       | 326                               | Feb 2016             | 261 | Mar 2016 | 378 | Apr 2016 | 255 | May 2016 | 353 | Jun 2016 | 373 | Jul 2016 | 800 | Aug 2016 | 422 | Sep 2016 | 934 | Oct 2016 | 852 | Tencowill | 09/11/2016 |  |  |  |
|          |   | Month  | Unique visitors |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          |   | Jan 2016   | 326             |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          |   | Feb 2016   | 261             |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          |   | Mar 2016   | 378             |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          |   | Apr 2016   | 255             |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          |   | May 2016   | 353             |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          |   | Jun 2016   | 373             |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          |   | Jul 2016   | 800             |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
|          |   | Aug 2016   | 422             |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| Sep 2016 | 934   |  |                 |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| Oct 2016 | 852   |  |                 |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Review google reports and stats   | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Do a primary search phrase real time test on google (Pages Keyword tab) | Done   | Tencowill       | 09/11/2016         |                | 15.07.2016                        | Stephen Rawlins      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Check server down time  | Not available  | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh Page files  | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh Page descriptions   | Done   | Tencowill       | 09/11/2016         |                | 15.07.2016                        | Stephen Rawlins      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh Page meta   | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh content   | Suggested to Client  | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh images  | Suggested to Client  | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Refresh media and check media   | Suggested to Client  | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Remove bad links with low performance or older than 2 years             |  |                 |                    |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Add extra content   | Suggested to Client  | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Add extra images  | Suggested to Client  | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Add extra media   | Suggested to Client  | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Add extra pages   | Suggested to Client  | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Add site to industry related search engines to increase incoming links  | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Update site map   | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Check 3rd Party Software and action                                     | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Correct reported errors   | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Check forms and contacts  | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Check social media links are working                                    | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Speed check   | Good   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Send copy of RCRAM to Client and PM                                     | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |
| RCRAM    | Update SSL Certificate  | Done   | Tencowill       | 09/11/2016         |                |                                   |                      |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |          |     |           |            |  |  |  |

| 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  |  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Review google reports and stats  | Done  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Do a primary search phrase real time test on google ( Pages Keyword tab) | Done  | Tencowill | 04.05.2017         |                | 15.07.2016                        | Stephen Rowles       |
| RCRAM | Check server down time   | Not available   | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Refresh Page Titles  | Done  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Refresh Page descriptions  | Done  | Tencowill | 04.05.2017         |                | 15.07.2016                        | Stephen Rowles       |
| RCRAM | Refresh Page meta  | Done  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Refresh content  | Suggested to Client   | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Refresh images   | Suggested to Client   | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Refresh media and check media  | Suggested to Client   | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Remove backlinks with low performance or older than 2 years              | Suggested to Client   | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Add extra content  | Suggested to Client   | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Add extra images   | Suggested to Client   | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Add extra media  | Suggested to Client   | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Add extra pages  | Suggested to Client   | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Add site to industry related search engines to increase incoming links   | Done  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Update site map  | Done  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Check 3rd Party Software and action                                      | Done  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Correct reported errors  | Done  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Check forms and contacts   | Done  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Check social media links are working                                     | Done  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Speed Check  | 2.75 s 85/100   | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Send copy of RCRAM to Client and PM                                      | Done  | Tencowill | 04.05.2017         |                |                                   |                      |
| RCRAM | Update SEO certificate   | Done  | Tencowill | 04.05.2017         |                |                                   |                      |



**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 if the engine can offer a location of city / province or state

| Engine & GEO | Page/URL Index | Date check | Position:  | Primary Keyword                  | Extension 1                 | Extension 2         |
|--------------|----------------|------------|--|----------------------------------|-----------------------------|---------------------|
| Google SA    |                | 29.09.2016 | Position: 1st page   5th position                                | electronic manufacturing gauteng | product development gauteng | prototyping gauteng |
| Cape Town    |                | 29.09.2016 | Position: 1st page   8th position                                |                                  |                             |                     |
| Developer    | Tencowill      | 12.07.2016 | Position: Not on the first 10 pages of Google search results yet |                                  |                             |                     |

