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

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Search Engine Optimization, otherwise referred to as S.E.O., is the practice and implementation of certain principles, tasks and tools done on a website to influence search engines to better understand the purpose of a website and web pages, thus offer better search result to search engine 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 websites, 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 generally accepted tricks and tools of the trade to increase website ranking. The tools used per website are normally decided based on the results of the 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 launched competing for similar search phrases to own site purpose, own website SEO strategy and frequency of work to be done needs to make provision for 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 year, 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 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 S.E.O. tools and tasks to use to actively target and actively achieve better positions. This is a step missed by 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.

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1   <u>Full website Primary Search Phrase – always loaded on index page.</u>   **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

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2   <u>Web Page Primary Search Phrase</u>   **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

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3   <u>Web Page Primary Search Phrase</u>   **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.	UPDATE		UPDATE
	Assessment of own site	UPDATE		UPDATE
		UPDATE		UPDATE
	# of areas of products or services?	UPDATE	Check SEO brief or website	UPDATE
	# of primary products and services?	UPDATE	Check SEO brief or website	UPDATE
	Is there a page per product or service?	UPDATE	Check website	UPDATE
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product / service in description or title)	UPDATE	Search primary search phrase on Google	UPDATE
	Is the website mobile friendly? Different to general responsiveness.	UPDATE	Use https://www.google.com/webmasters/tools/mobile-friendly/	UPDATE
	Is mobile first index active?	UPDATE	Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at	UPDATE
	Page count	UPDATE	Use http://www.siteliner.com/ or Sceaming Frog SEO Spider	UPDATE
	Image count	UPDATE	Use Sceaming Frog SEO Spider or manually scan through site to check for images	UPDATE
	Word count full website. *Note to client, pages with 1900 or more relevant words statistically are more often on first page of google*	UPDATE	Use Sceaming Frog SEO Spider	UPDATE
	How many videos are there?	UPDATE	Check site manually	UPDATE
	Content vs media ratio?	UPDATE	Check site manually and estimate ratio	UPDATE
	Functionality and navigation status - any broken links or unnecessary buttons.	UPDATE	Check site manually and check broken links with Sceaming Frog SEO Spider	UPDATE
R.P.D.	Is the site user friendly? *Google ranks websites that's easy to use higher.*	UPDATE	Check site manually	UPDATE
	What country is the website hosted in?	UPDATE	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	UPDATE
	Server reputation downtime good or bad?	UPDATE	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can dete	UPDATE
	Website speed? Slow or good?	UPDATE	Use https://tools.pingdom.com/	UPDATE
	Domain name quality linked to Primary Search phrase	UPDATE	Check domain name vs. primary search phrase	UPDATE
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	UPDATE	Use Sceaming Frog SEO Spider	UPDATE
	Check primary search phrases are in page titles, discriptions and meta	UPDATE	Check code manually	UPDATE
	Social media status - what is linked?	UPDATE	Check site manually	UPDATE
	Check if there are broken videos	UPDATE	Check site manually and click on videos	UPDATE
	Check for broken forms and incorrect contact information.	UPDATE	Check site manually	UPDATE
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	UPDATE	Use AWStats	UPDATE
	Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	UPDATE	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Conte	UPDATE
	Current time on site (if available) Average. *Anything less than 30 seconds per page is bad. 31-59 seconds okay. 60 seonds or*	UPDATE	Use Google Analytics	UPDATE
	Amount of page views (if available) *Less than 3 is bad, 3-5 is average, 6 or more is excellent.*	UPDATE	Use AWStats	UPDATE
	Check if website is responsive?	UPDATE	Drag browser window smaller/bigger	UPDATE
	Is there hidden text?	UPDATE	Highlight all text on each page and check for text made the same colour as the background	UPDATE
	Are all images tagged?	UPDATE	Use Sceaming Frog SEO Spider and check code	UPDATE
	Are there H1 and H2 tags?	UPDATE	Check code manually or use Screaming Frog SEO Spider	UPDATE
	Check if site has good hierarchy - 4 tiers or more bad. 3 good, 2 very good *(not applicable to CMS sites)*	UPDATE	Check site folders on domain	UPDATE
	If CMS - check all plugins are operational.	UPDATE	Check site backend	UPDATE
	Do a current check of google quantity guidelines – ensure no violations.	UPDATE	Use https://support.google.com/webmasters/answer/35769?hl=en as a guideline	UPDATE
	Check site security	UPDATE	Check site backend	UPDATE
	Check that there are no paid backlinks	UPDATE	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	UPDATE
	Check site and server are not spamming	UPDATE	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can dete	UPDATE
	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	UPDATE		UPDATE
	Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	UPDATE	Check website manually	UPDATE
	Check AMP Structured data?	UPDATE	Use https://search.google.com/structured-data/testing-tool	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	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/	UPDATE
	Check Crawl errors	UPDATE	Use Google Webmaster Tools	UPDATE
	Incoming link count?	UPDATE	Use http://www.siteliner.com/	UPDATE
	Is the site set up for voice search	UPDATE	Check site manually	UPDATE
		UPDATE		UPDATE
Report	Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)	UPDATE		UPDATE
Final task	Update SEO certificate		Save as PDF and upload Excel and PDF version to domain	

Competitor Check

1st on google, natural listing, using search phrase:	UPDATE

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?	UPDATE	Check SEO brief or website	UPDATE
# of primary products and services?	UPDATE	Check SEO brief or website	UPDATE
Is there a page per product or service?	UPDATE	Check website	UPDATE
Is the website mobile friendly? Different to general responsiveness.	UPDATE	Use https://www.google.com/webmasters/tools/mobile-friendly/	UPDATE
Is mobile first index active?	UPDATE	Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at	UPDATE
Page count	UPDATE	Use http://www.siteliner.com/ or Sceaming Frog SEO Spider	UPDATE
Image count	UPDATE	Use Sceaming Frog SEO Spider or manually scan through site to check for images	UPDATE
Word count full website. *Note to client, pages with 1900 or more relevant words statistically are more often on first page of google*	UPDATE	Use Sceaming Frog SEO Spider	UPDATE
How many videos are there?	UPDATE	Check site manually	UPDATE
Content vs media ratio?	UPDATE	Check site manually and estimate ratio	UPDATE
Functionality and navigation status - any broken links or unnecessary buttons.	UPDATE	Check site manually and check broken links with Sceaming Frog SEO Spider	UPDATE
Is the site user friendly? *Google ranks websites that's easy to use higher.*	UPDATE	Check site manually	UPDATE
What country is the website hosted in?	UPDATE	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	UPDATE
Server reputation downtime good or bad?	UPDATE	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can dete	UPDATE
Website speed? Slow or good?	UPDATE	Use https://tools.pingdom.com/	UPDATE
Domain name quality linked to Primary Search phrase	UPDATE	Check domain name vs. primary search phrase	UPDATE
Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	UPDATE	Use Sceaming Frog SEO Spider	UPDATE
Social media status - what is linked?	UPDATE	Check site manually	UPDATE
Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	UPDATE	Use AWStats	UPDATE
Current bounce rate (if available) *56 to 70 percent is cause for alarm, anything over 70 percent is bad*	UPDATE	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Conte	UPDATE
Current time on site (if available) *Average. Anything less than 30 seconds per page is bad. 31-59 seconds okay. 60 seonds or*	UPDATE	Use Google Analytics	UPDATE
Amount of page views (if available) *Less than 3 is bad, 3-5 is average, 6 or more is excellent.*	UPDATE	Use AWStats	UPDATE
Check if website is responsive?	UPDATE	Drag browser window smaller/bigger	UPDATE
Is there hidden text?	UPDATE	Highlight all text on each page and check for text made the same colour as the background	UPDATE
Are all images tagged?	UPDATE	Use Sceaming Frog SEO Spider and check code	UPDATE
Are there H1 and H2 tags?	UPDATE	Check code manually or use Screaming Frog SEO Spider	UPDATE
Do a current check of google quantity guidelines – ensure no violations.	UPDATE	Use https://support.google.com/webmasters/answer/35769?hl=en as a guideline	UPDATE
Check that there are no paid backlinks.	UPDATE	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	UPDATE
Check site and server are not Spaming	UPDATE	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can dete	UPDATE
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	UPDATE		UPDATE
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	UPDATE	Check website manually	UPDATE
Check AMP Structured data?	UPDATE	Use https://search.google.com/structured-data/testing-tool	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	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/	UPDATE
Check Crawl errors	UPDATE	Use Google Webmaster Tools	UPDATE
Incoming link count?	UPDATE	Use http://www.siteliner.com/	UPDATE

Task / Description / Detail	Notes | History from R.P.D	Software / resource used to determine status / task notes	Completed | Date	Developer
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	Done		15.12.2017	Adel
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	Done		15.12.2017	Adel
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)	Done		15.12.2017	Adel
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-se	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	UPDATE	UPDATE	UPDATE
Refresh page meta	UPDATE	UPDATE	UPDATE
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	UPDATE	UPDATE	UPDATE
Check social media links are working	UPDATE	UPDATE	UPDATE
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	UPDATE	UPDATE	UPDATE
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	UPDATE	UPDATE	UPDATE
Update SEO certificate	UPDATE	UPDATE	UPDATE