

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

Template version: Mar-17

Domain: <http://glasswallart.co.za/>

Certificate added to domain first on: Apr-17

Certificate updated last: Apr-17

For Client name: Niell Robinson

SA Online: WD & Q Ref: WD 03301116

Last worked on by Developer: Tencewill

Overseen by Project Manager: Stephen

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 competitiveness 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 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 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.

	Full website Primary Search Phrase – always loaded on index page.	Position on google	Last Position & Date	Last Position & Date
1	<p>Date updated: 13.06.2017</p> <p>URL: http://glasswallart.co.za/</p> <p>Main location of service: South Africa</p> <p>Main search phrase: Glass wall art in South Africa</p> <p>Main Search Phrase Extension 1: Glass wall art South Africa</p> <p>Main Search Phrase Extension 3: South Africa Glass wall art</p> <p>Main Search Phrase Extension 3: Glass wall art</p>	<p>Contact Us - Glass wall art South Africa - Neill Robinson 0825563625</p> <p>glasswallart.co.za/contact-us #</p> <p>Contact Us - Glass wall art South Africa Contact Details - Glass Wall Art - Neill Robinson 0825563625 sales@glasswallart.co.za</p> <p>3rd Page 8th Position</p> <p>3rd Page 5th Position</p> <p>3rd Page 1st Position</p> <p>3rd Page 10nd Position</p>	<p>NONE / 28.04.2017</p> <p>NONE / 28.04.2017</p> <p>NONE / 28.04.2017</p> <p>NONE / 28.04.2017</p>	<p>NONE / 13.04.2017</p> <p>NONE / 13.04.2017</p> <p>NONE / 13.04.2017</p> <p>NONE / 13.04.2017</p>
2	<p>Web Page Primary Search Phrase</p> <p>Date updated: 13.06.2017</p> <p>URL: http://glasswallart.co.za/</p> <p>Main location of service: South Africa</p> <p>Main search phrase: Printed glass in South Africa</p> <p>Main Search Phrase Extension 1: Printed glass South Africa</p> <p>Main Search Phrase Extension 3: South Africa Printed glass</p> <p>Main Search Phrase Extension 3: Printed glass</p>	<p>Not on the first 3 pages</p> <p>Not on the first 3 pages</p> <p>Not on the first 3 pages</p> <p>Not on the first 3 pages</p> <p>Not on the first 3 pages</p>	<p>NONE / 28.04.2017</p> <p>NONE / 28.04.2017</p> <p>NONE / 28.04.2017</p> <p>NONE / 28.04.2017</p>	<p>NONE / 13.04.2017</p> <p>NONE / 13.04.2017</p> <p>NONE / 13.04.2017</p> <p>NONE / 13.04.2017</p>
3	<p>Web Page Primary Search Phrase</p> <p>Date updated: 13.06.2017</p> <p>URL: http://glasswallart.co.za/</p> <p>Main location of service: South Africa</p> <p>Main search phrase: Glass print in South Africa</p> <p>Main Search Phrase Extension 1: Glass print South Africa</p> <p>Main Search Phrase Extension 3: South Africa Glass print</p> <p>Main Search Phrase Extension 3: Glass print</p>	<p>Not on the first 3 pages</p> <p>Not on the first 3 pages</p> <p>Not on the first 3 pages</p> <p>Not on the first 3 pages</p>	<p>NONE / 28.04.2017</p> <p>NONE / 28.04.2017</p> <p>NONE / 28.04.2017</p> <p>NONE / 28.04.2017</p>	<p>NONE / 13.04.2017</p> <p>NONE / 13.04.2017</p> <p>NONE / 13.04.2017</p> <p>NONE / 13.04.2017</p>

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.	emailed client		12.04.2017								
	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.	Assessment of own site											
	# of areas of products or services?	South Africa	Check SEO brief or website	12.04.2017								
	# of primary products and services?	Glass wall art South Africa	Check SEO brief or website	12.04.2017								
	Is there a page per product or service?	No	Check website	12.04.2017								
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product / service in description or title)	10	Search primary search phrase on Google	12.04.2017								
	Is the website mobile friendly? Different to general responsiveness.	is mobile-friendly	Use https://www.google.com/webmasters/tools/mobile-friendly/	12.04.2017								
	Is mobile first index active?	Active	Use the Fetch and Render tool in the Google Search Console. Specify the mobile-smartphone user-agent and look at the preview after the fetch and render is complete OR go to Google on your smartphone and enter "site:mywebsite.com." If nothing shows up, Googlebot may not be able to access your mobile pages. https://www.google.com/webmasters/tools/googlebot-fetch	12.04.2017								
	Page count	4	Use http://www.siteliner.com/ or Screaming Frog SEO Spider	12.04.2017								
	Image count	41	Use Screaming Frog SEO Spider or manually scan through site to check for images	12.04.2017								
	Word count full website. <i>Note to client, pages with 1900 or more relevant words statistically are more often on first page of google</i>	493	Use Screaming Frog SEO Spider	12.04.2017								
	How many videos are there?	NONE	Check site manually	12.04.2017								
	Content vs media ratio?	70% vs 30%	Check site manually and estimate ratio	12.04.2017								
	Functionality and navigation status - any broken links or unnecessary buttons.	Easy to navigate	Check site manually and check broken links with Screaming Frog SEO Spider	12.04.2017								
	Is the site user friendly? <i>Google ranks websites that's easy to use higher.</i>	Yes	Check site manually	12.04.2017								
	What country is the website hosted in?	Germany	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whos/	12.04.2017								
	Server reputation downtime good or bad?	Good	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine that	12.04.2017								
	Website speed? Slow or good?	3.23s 86/100	Use https://tools.pingdom.com/	12.04.2017								
	Domain name quality linked to Primary Search phrase	Good	Check domain name vs. primary search phrase	12.04.2017								
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	Not good, will be improved	Use Screaming Frog SEO Spider	12.04.2017								
	Check primary search phrases are in page titles, descriptions and meta	NONE	Check code manually	12.04.2017								
	Social media status - what is linked?	NONE	Check site manually	12.04.2017								
	Check if there are broken videos	NONE	Check site manually and click on videos	12.04.2017								
	Check for broken forms and incorrect contact information.	No form	Check site manually	12.04.2017								
	Current monthly unique visitors (if available from server) - or 3rd party estimated traffic checker	<table border="1"> <thead> <tr> <th>Month</th> <th>Unique visitors</th> </tr> </thead> <tbody> <tr> <td>Jan 2017</td> <td>11</td> </tr> <tr> <td>Feb 2017</td> <td>61</td> </tr> <tr> <td>Mar 2017</td> <td>120</td> </tr> </tbody> </table>	Month	Unique visitors	Jan 2017	11	Feb 2017	61	Mar 2017	120	Use AWSStats	12.04.2017
	Month	Unique visitors										
	Jan 2017	11										
	Feb 2017	61										
	Mar 2017	120										
	Current bounce rate (if available) <i>56 to 70 percent is cause for alarm, anything over 70 percent is bad</i>	Not available	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Content"	12.04.2017								
	Current time on site (if available) <i>Average. Anything less than 30 seconds per page is bad, 31-59 seconds okay, 60 seconds or more is excellent.</i>	Not available	Use Google Analytics	12.04.2017								
	Amount of page views (if available) <i>Less than 3 is bad, 3-5 is average, 6 or more is excellent.</i>	<table border="1"> <thead> <tr> <th>Month</th> <th>Pages</th> </tr> </thead> <tbody> <tr> <td>Jan 2017</td> <td>306</td> </tr> <tr> <td>Feb 2017</td> <td>1048</td> </tr> <tr> <td>Mar 2017</td> <td>1591</td> </tr> </tbody> </table>	Month	Pages	Jan 2017	306	Feb 2017	1048	Mar 2017	1591	Use AWSStats	12.04.2017
	Month	Pages										
	Jan 2017	306										
	Feb 2017	1048										
	Mar 2017	1591										
Check if website is responsive?	website is responsive	Drag browser window smaller/bigger	12.04.2017									
Is there hidden text?	NONE	Highlight all text on each page and check for text made the same colour as the background	12.04.2017									
Are all images tagged?	NONE	Use Screaming Frog SEO Spider and check code	12.04.2017									
Are there H1 and H2 tags?	Available	Check code manually or use Screaming Frog SEO Spider	12.04.2017									
Check if site has good hierarchy - 4 tiers or more bad, 3 good, 2 very good (not applicable to CMS sites)	N/A	Check site folders on domain	12.04.2017									
If CMS - check all plugins are operational.	NONE	Check site backend	12.04.2017									
Do a current check of google quantity guidelines - ensure no violations.	NONE	Use https://support.google.com/webmasters/answer/357692h1=en as a guideline	12.04.2017									
Check site security	NONE	Check site backend	12.04.2017									
Check that there are no paid backlinks	Available	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	12.04.2017									
Check site and server are not spamming	NONE	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine that	12.04.2017									
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 system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics			12.04.2017									
Content relevance, keywords are important but so are topics. Is the site optimize for user intent - not keywords?	User Intent	Check website manually	12.04.2017									
Check AMP Structured data?	3 items	Use https://search.google.com/structured-data/testing-tool	12.04.2017									
Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status	NONE	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/	12.04.2017									
Check Crawl errors	Not available	Use Google Webmaster Tools	12.04.2017									
Incoming link count?	3	Use http://www.siteliner.com/	12.04.2017									
Is the site set up for voice search	No	Check site manually	12.04.2017									
Report	Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)	Done		12.04.2017								

Final task	Update SEO certificate	DONE	Save as PDF and upload Excel and PDF version to domain	12.04.2017
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Competitor Check

1st on google, natural listing, using search phrase:	http://www.fantastick.co.za/
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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?	South Africa	Check SEO brief or website	28.04.2017
	# of primary products and services?	Glass wall art South Africa	Check SEO brief or website	28.04.2017
	Is there a page per product or service?	Yes	Check website	28.04.2017
	Is the website mobile friendly? Different to general responsiveness.	Page is mobile-friendly	Use https://www.google.com/webmasters/tools/mobile-friendly/	28.04.2017
	Is mobile first index active?	Yes	Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at the	28.04.2017
	Page count	267	Use http://www.siteliner.com/ or Scaming Frog SEO Spider	28.04.2017
	Image count	194	Use Scaming Frog SEO Spider or manually scan through site to check for images	28.04.2017
	Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google	170560	Use Scaming Frog SEO Spider	28.04.2017
	How many videos are there?	None	Check site manually	28.04.2017
	Content vs media ratio?	30% vs 70%	Check site manually and estimate ratio	28.04.2017
	Functionality and navigation status - any broken links or unnecessary buttons.	Good	Check site manually and check broken links with Scaming Frog SEO Spider	28.04.2017
	Is the site user friendly? Google ranks websites that's easy to use higher.	User Friendly	Check site manually	28.04.2017
	What country is the website hosted in?	South Africa	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whos/	28.04.2017
	Server reputation downtime good or bad?	Not Available	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine	28.04.2017
	Website speed? Slow or good?	4.08 s 76/100	Use https://tools.pingdom.com/	28.04.2017
	Domain name quality linked to Primary Search phrase	Not Good	Check domain name vs. primary search phrase	28.04.2017
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	Good	Use Scaming Frog SEO Spider	28.04.2017
	Social media status - what is linked?	Facebook	Check site manually	28.04.2017
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	Not Available	Use AWStats	28.04.2017
	Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	Not Available	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Content"	28.04.2017
	Current time on site (if available) Average. Anything less than 30 seconds per page is bad, 31-59 seconds okay, 60 seconds or	Not Available	Use Google Analytics	28.04.2017
	Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	Not Available	Use AWStats	28.04.2017
	Check if website is responsive?	Is responsive	Drag browser window smaller/bigger	28.04.2017
	Is there hidden text?	None	Highlight all text on each page and check for text made the same colour as the background	28.04.2017
	Are all images tagged?	All Tagged	Use Screaming Frog SEO Spider and check code	28.04.2017
	Are there H1 and H2 tags?	Available	Check code manually or use Screaming Frog SEO Spider	28.04.2017
	Do a current check of google quantity guidelines – ensure no violations.	None	Use https://support.google.com/webmasters/answer/35769?hl=en as a guideline	28.04.2017
	Check that there are no paid backlinks.	Total Backlinks 922 - No paid	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	28.04.2017
	Check site and server are not Spaming	Not Available	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine	28.04.2017
	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 system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics.			28.04.2017
	Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	User Intent	Check website manually	28.04.2017
	Check AMP Structured data?	None	Use https://search.google.com/structured-data/testing-tool	28.04.2017
	Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status	NONE	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/	28.04.2017
	Check Crawl errors	Not available	Use Google Webmaster Tools	28.04.2017
	Incoming link count?	70	Use http://www.siteliner.com/	28.04.2017

Task / Description / Detail	Notes History from R.P.D	Software / resource used to determine status / task notes	Completed Date	Developer
Correct / change domain	No action required.	Move site to new domain	Tencewill	12.05.2017
Relocate site hosting based on requirements of clients - local sever to client target	No action required.		Tencewill	12.05.2017
Add page per product	No action required.	Create and link new pages on site	Tencewill	12.05.2017
Correct responsive Issues	No action required.	Recommend to client to have site rebuilt on responsive platform	Tencewill	12.05.2017
Ensure file names include search phrases.	Contains phrase name	Check file names manually and change if needed	Tencewill	12.05.2017
Shorten file names if needed	No action required.	Check file names manually and change if needed	Tencewill	13.06.2017
Add mobile first index	Available		Tencewill	13.06.2017
Correct page titles	Done		Tencewill	12.05.2017
Correct download media speed if required by removing large images / media	Done		Tencewill	13.06.2017
Correct page descriptions	Done		Tencewill	12.05.2017
Correct / add more text	Suggest to client to add		Tencewill	12.05.2017
Correct / add more images	Suggest to client to add		Tencewill	12.05.2017
Correct / remove poor / duplicate / hidden text	Done		Tencewill	13.06.2017
Correct / add images names and titles	Done		Tencewill	13.06.2017
Correct broken videos	Not Available		Tencewill	13.06.2017
Correct / add social media	No action required.		Tencewill	13.06.2017
Correct / add incoming links (more can be added in RCR&M, but must have more than competitor)	Done		Tencewill	13.06.2017
Correct broken links	Done		Tencewill	13.06.2017
Correct / reduce outgoing links	Done		Tencewill	13.06.2017
Improve on structure and flow. Design and development element. Usability	No action required.	Recommend to client and have PM quote on development time	Tencewill	13.06.2017
Correct broken forms and incorrect contact information	Suggest to client to add		Tencewill	12.05.2017
Add search engine GEO location information if required	Not Available		Tencewill	13.06.2017
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page	Done		Tencewill	13.06.2017
Setup of Webmaster tools with Google Setup	Done		Tencewill	12.05.2017
Setup Google analytics Registration	Done		Tencewill	12.05.2017
Setup for Google Statistics to track visitors – explain to client how to assess	Done		Tencewill	12.05.2017
Setup Monthly Reporting for Client for next 12 months	Done		Tencewill	12.05.2017
Add Robots.txt file	Done		Tencewill	12.05.2017
Add Favicon to website	Done		Tencewill	12.05.2017
Google Site Map added and linked to Webmaster Tools (XML sitemap)	Done		Tencewill	12.05.2017
Submission of Website to Main Search Engines. (Yahoo Bing Google)	Done		Tencewill	12.05.2017
Google Maps Listing Added for the Business if core business is location specific	Not Available		Tencewill	13.06.2017
Custom Google Search Engine added to inner pages - add to bottom of contact page only.	No action required.		Tencewill	12.05.2017
Add social media platforms basic, facebook, twitter and google + , youtube channel	No action required.		Tencewill	12.05.2017
Set preferred domain view in Google Webmaster tools - www or non www	Done		Tencewill	12.05.2017
Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	No action required.		Tencewill	12.05.2017
If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	Done		Tencewill	12.05.2017
Update site security	No action required.		Tencewill	13.06.2017
Ensure any redirects are in order (301 and 302)	Done		Tencewill	13.06.2017
Keywords in headings (<H1>, <H2>, tags)	Done		Tencewill	12.05.2017
Correct keyword density based on RPD	Done		Tencewill	12.05.2017
Keyword stemming. Applicable to non -English language pages. Check and action if required.	Done		Tencewill	12.05.2017
Remove cloaking	Done		Tencewill	13.06.2017
Remove iframes	None		Tencewill	13.06.2017
Check and correct complex code such as Java, etc.	Do not do.		Tencewill	12.05.2017
Correct keyword stuffing	Done		Tencewill	12.05.2017
If e-comm or site with sensitive data secure domain	No action required.		Tencewill	13.06.2017
Set up site for voice search	Not Available	Voice search for WP sites http://www.wpbeginner.com/plugins/how-to-add-voice-search/	Tencewill	13.06.2017
Send Summary report to Client	Done		Tencewill	13.06.2017
Update SEO certificate	Done		Tencewill	13.06.2017

High Priority
Secondary Priority
Low Priority
Do not do.

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 link	UPDATE	UPDATE	UPDATE
Update sitemap	UPDATE	UPDATE	UPDATE
Check 3rd Party Software and action recommendations(<i>Sceaming Frog SEO Spider</i>)	UPDATE	UPDATE	UPDATE
Check and then correct reported error:	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	UPDATE	UPDATE	UPDATE
Improving user experience. On site status			
Check Crawl errors	UPDATE	UPDATE	UPDATE
Resubmit site to search engines	UPDATE	UPDATE	UPDATE
Check that mobile first indexing is workinc	UPDATE	UPDATE	UPDATE
Add new search phrases - Ubersuggest tool https://ubersuggest.io .	UPDATE	UPDATE	UPDATE
SEMrush – add competitor site to find out what words they are ranking for. Add search phrase	UPDATE	UPDATE	UPDATE
Send Summary report to client	UPDATE	UPDATE	UPDATE
Update SEO certificate	UPDATE	UPDATE	UPDATE