

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 No info yet
SA Online: WD & Q Ref: No info yet
By Developer No info yet
Overseen by Project Manager No info yet
Of websitesdesign.co.za

Certificate added to domain on the: 29.07.2015
URL of Certificate <http://www.santanagourmet.co.za/wp-content/uploads/2015/07/gourmet-seo-certificate>
Domain <http://www.santanagourmet.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.