

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 www.spearpoint.co.za

Certificate added to domain first on: 22.05.2020

Certificate updated last: -

For Client name: Elias Zwane

SA Online: WD & Q Ref: WD 1812023

Last worked on by Developer: Eri

Overseen by Project Manager: Wesley

Search Engine Optimization, otherwise referred to as S.E.O., is the practice and implementation of certain principles, tasks and tools done on 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 website 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 general 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.

1	Full website Primary Search Phrase – always loaded on index page.	Position on Google	Screen Grab - Main search phrase only	Last Position & Date
	Date updated: 22.05.2020			
	URL: http://www.spearpoint.co.za/			
	Main location of service: Gauteng			
	Main search phrase: dewatering services gauteng	8th position 2nd page	www.spearpoint.co.za - Spearpoint -	16.04.2020 Not yet on the first 3 pages of Google
	Main Search Phrase Extension 1: dewatering services in gauteng	8th position 2nd page	Spearpoint cost-effective Dewatering Services Gauteng	16.04.2020 Not yet on the first 3 pages of Google
	Main Search Phrase Extension 2: gauteng dewatering services	7th position 1st page	Spearpoint Engineering is a proudly South African service driven consulting engineering company. We are result oriented problems solvers in the field of ...	16.04.2020 Not yet on the first 3 pages of Google
2	Web Page Primary Search Phrase	Position on Google	Screen Grab - Main search phrase only	Last Position & Date
	Date updated: UPDATE			
	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 2: UPDATE	UPDATE		UPDATE
	Main Search Phrase Extension 3: UPDATE	UPDATE		UPDATE
3	Web Page Primary Search Phrase	Position on Google	Screen Grab - Main search phrase only	Last Position & Date
	Date updated: UPDATE			
	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 2: 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.																					
R.P.D.	Assessment of own site	http://www.spearpoint.co.za/Spearpoint/	dewatering services gauteng																			
	# of areas of products or services?	2	Check SEO brief or website	27.09.2019																		
	# of primary products and services?	4	Check SEO brief or website	27.09.2019																		
	Is there a page per product or service?	No	Check website	27.09.2019																		
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product / service in description or title)	2	Search primary search phrase on Google	27.09.2019																		
	Is the website mobile friendly? Different to general responsiveness.	"Page is mobile friendly"	Use https://www.google.com/webmasters/tools/mobile-friendly/	27.09.2019																		
	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 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.	27.09.2019																		
	Page count	5	Use http://www.siteliner.com/ or Screaming Frog SEO Spider	27.09.2019																		
	Image count	21	Use Screaming Frog SEO Spider or manually scan through site to check for images	27.09.2019																		
	Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google	910	Use Screaming Frog SEO Spider	27.09.2019																		
	How many videos are there?	0	Check site manually	27.09.2019																		
	Content vs media ratio?	40% vs 60%	Check site manually and estimate ratio	27.09.2019																		
	Functionality and navigation status - any broken links or unnecessary buttons.	Good	Check site manually and check broken links with Screaming Frog SEO Spider	27.09.2019																		
	Is the site user friendly? Google ranks websites that's easy to use higher.	Yes	Check site manually	27.09.2019																		
	What country is the website hosted in?	South Africa	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	27.09.2019																		
	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 that	27.09.2019																		
	Website speed? Slow or good?	7.22 s - okay	Use https://tools.pingdom.com/	27.09.2019																		
	Domain name quality linked to Primary Search phrase	No	Check domain name vs. primary search phrase	27.09.2019																		
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	Needs to be improved	Use Screaming Frog SEO Spider	27.09.2019																		
	Check primary search phrases are in page titles, descriptions and meta	Needs to be improved	Check code manually	27.09.2019																		
	Social media status - what is linked?	Linkedin	Check site manually	27.09.2019																		
	Check if there are broken videos	None	Check site manually and click on videos	27.09.2019																		
	Check for broken forms and incorrect contact information.	None	Check site manually	27.09.2019																		
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker		Use AWStats	27.09.2019																		
		<table border="1"> <thead> <tr> <th>Month</th> <th>Unique visitors</th> </tr> </thead> <tbody> <tr> <td>Jan 2019</td> <td>235</td> </tr> <tr> <td>Feb 2019</td> <td>152</td> </tr> <tr> <td>Mar 2019</td> <td>180</td> </tr> <tr> <td>Apr 2019</td> <td>128</td> </tr> <tr> <td>May 2019</td> <td>137</td> </tr> <tr> <td>Jun 2019</td> <td>217</td> </tr> <tr> <td>Jul 2019</td> <td>672</td> </tr> <tr> <td>Aug 2019</td> <td>230</td> </tr> </tbody> </table>	Month	Unique visitors	Jan 2019	235	Feb 2019	152	Mar 2019	180	Apr 2019	128	May 2019	137	Jun 2019	217	Jul 2019	672	Aug 2019	230		
	Month	Unique visitors																				
	Jan 2019	235																				
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	Jun 2019	217																				
	Jul 2019	672																				
	Aug 2019	230																				
	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", click "Landing Pages"	27.09.2019																		
	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	27.09.2019																		
	Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	Not available	Use AWStats	27.09.2019																		
	Check if website is responsive?	Site is responsive	Drag browser window smaller/bigger	27.09.2019																		
Is there hidden text?	No	Highlight all text on each page and check for text made the same colour as the background	27.09.2019																			
Are all images tagged?	No	Use Screaming Frog SEO Spider and check code	27.09.2019																			
Are there H1 and H2 tags?	Yes	Check code manually or use Screaming Frog SEO Spider	27.09.2019																			
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	27.09.2019																			
If CMS - check all plugins are operational.	Updates needed	Check site backend	27.09.2019																			
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	27.09.2019																			
Check site security	Done	Check site backend	27.09.2019																			
Check that there are no paid backlinks	Not available	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	27.09.2019																			
Check site and server are not spamming	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 that	27.09.2019																			
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	Done	https://www.searchenginejournal.com/content-semantic-seo/201596/#close	27.09.2019																			
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	User intent	Check website manually	27.09.2019																			
Check AMP Structured data?	Henry 0 ERRORS 0 WARNINGS 1 ITEM WebSite 0 ERRORS 0 WARNINGS 1 ITEM	Use https://search.google.com/structured-data/testing-tool	27.09.2019																			
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/	27.09.2019																			
Check crawl errors	Not available	Use Google Webmaster Tools	27.09.2019																			
Incoming link count?	4	Use http://www.siteliner.com/	27.09.2019																			
Is the site set up for voice search	No	Check site manually	27.09.2019																			
Report	Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)	Done		27.09.2019																		

Final task	Update SEO certificate	Done	Save as PDF and upload Excel and PDF version to domain	27.09.2019
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Competitor Check

1st on google, natural listing, using search phrase:	https://www.lectropower.com/
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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?	2	Check SEO brief or website		UPDATE
	# of primary products and services?	3	Check SEO brief or website		UPDATE
	Is there a page per product or service?	Yes	Check website		UPDATE
	Is the website mobile friendly? Different to general responsiveness.	Page is mobile friendly	Use https://www.google.com/webmasters/tools/mobile-friendly/		UPDATE
	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 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.		UPDATE
	Page count	11	Use http://www.siteliner.com/ or Screaming Frog SEO Spider		UPDATE
	Image count	22	Use Screaming 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	2426	Use Screaming Frog SEO Spider		UPDATE
	How many videos are there?	None	Check site manually		UPDATE
	Content vs media ratio?	90% vs 20%	Check site manually and estimate ratio		UPDATE
	Functionality and navigation status - any broken links or unnecessary buttons.	Good	Check site manually and check broken links with Screaming Frog SEO Spider		UPDATE
	Is the site user friendly? Google ranks websites that's easy to use higher.	Yes	Check site manually		UPDATE
	What country is the website hosted in?	South Africa	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whos/		UPDATE
	Server reputation downtime good or bad?	Hetzner - 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		UPDATE
	Website speed? Slow or good?	4.12s - good	Use https://tools.pingdom.com/		UPDATE
	Domain name quality linked to Primary Search phrase	No	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.	Okay	Use Screaming Frog SEO Spider		UPDATE
	Social media status - what is linked?	None	Check site manually		UPDATE
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	Not available	Use AWStats		UPDATE
	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", click "Landing Pages"		UPDATE
	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		UPDATE
	Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	Not available	Use AWStats		UPDATE
	Check if website is responsive?	Not responsive	Drag browser window smaller/bigger		UPDATE
	Is there hidden text?	No	Highlight all text on each page and check for text made the same colour as the background		UPDATE
	Are all images tagged?	No	Use Screaming Frog SEO Spider and check code		UPDATE
	Are there H1 and H2 tags?	Yes	Check code manually or use Screaming Frog SEO Spider		UPDATE
	Do a current check of google quantity guidelines – ensure no violations.	No	Use https://support.google.com/webmasters/answer/35769?hl=en as a guideline		UPDATE
	Check that there are no paid backlinks.	Not available	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker		UPDATE
	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 that		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 system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	Done	https://www.searchenginejournal.com/content-semantic-seo/201596/#close		UPDATE
	Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	User intent	Check website manually		UPDATE
	Check AMP Structured data?	0 ERRORS 0 WARNINGS 0 ITEMS	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.	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/		UPDATE
	Improving user experience. On site status	Not available	Use Google Webmaster Tools		UPDATE
	Check crawl errors	Not available	Use Google Webmaster Tools		UPDATE
	Incoming link count?	8	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	Secondary Priority - Recommended	Move site to new domain		
Relocate site hosting based on requirements of clients - local sever to client target	No action required.			
Add page per product	High Priority - Recommended	Create and link new pages on site		
Correct responsive issues	No action required.	Recommend to client to have site rebuilt on responsive platform		
Ensure file names include search phrases.	Secondary Priority	Check file names manually and change if needed	16.04.2020	Eli
Shorten file names if needed	Low Priority	Check file names manually and change if needed		
Add mobile first index	No action required.			
Correct page titles	Done		16.04.2020	Eli
Correct download media speed if required by removing large images / media	Low Priority			
Correct page descriptions	Done		16.04.2020	Eli
Correct / add more text	High Priority - Recommended			
Correct / add more images	Secondary Priority - Recommended			
Correct / remove poor / duplicate / hidden text	No action required.			
Correct / add images names and titles	Secondary Priority		22.05.2020	Eli
Correct broken videos	No action required.			
Correct / add social media	Secondary Priority - Recommended			
Correct / add incoming links (more can be added in RCR&M, but must have more than competitor)	Secondary Priority		22.05.2020	Eli
Correct broken links	No action required.			
Correct / reduce outgoing links	No action required.			
Improve on structure and flow. Design and development element. Usability	No action required.	Recommend to client and have PM quote on development time		
Correct broken forms and incorrect contact information	No action required.			
Add search engine GEO location information if required	No action required.			
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.	Secondary Priority		22.05.2020	Eli
Setup of Webmaster tools with Google Setup	Done		16.04.2020	Eli
Setup Google analytics Registration	Done		16.04.2020	Eli
Setup for Google Statistics to track visitors – explain to client how to assess	Done		16.04.2020	Eli
Setup monthly reporting for client for next 12 months	Done		16.04.2020	Eli
Add Robots.txt file	Done		16.04.2020	Eli
Add Favicon to website	No action required.			
Google sitemap added and linked to Webmaster Tools (XML sitemap)	Done		16.04.2020	Eli
Submission of Website to Main Search Engines. (Yahoo Bing Google)	Done		16.04.2020	Eli
Google Maps listing added for the business if core business is location specific.	No action required.			
Custom Google Search Engine added to inner pages - add to bottom of contact page only.	Low Priority			
Add social media platforms basic, Facebook, Twitter and Google + , Youtube channel	Secondary Priority - Recommended			
Set preferred domain view in Google Webmaster tools - www or non www	No action required.			
Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	No action required.			
If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	Done		16.04.2020	Eli
Update site security	Secondary Priority			
Ensure any redirects are in order (301 and 302)	No action required.			
Keywords in headings (<H1>, <H2>, tags)	Secondary Priority			
Correct keyword density based on RPD	Low Priority			
Keyword stemming: Applicable to non-English language pages. Check and action if required.	No action required.			
Remove cloaking	No action required.			
Remove iframes	No action required.			
Check and correct complex code such as Java, etc.	No action required.			
Correct keyword stuffing	No action required.			
If e-comm or site with sensitive data secure domain	n/a			
Set up site for voice search	Low Priority	Voice search for WP sites http://www.wpbeginner.com/plugins/how-to-add-voice-search-to-your-wordpress-site/		
Send Summary report to Client	Done		22.05.2020	Eli
Update SEO certificate	Done		22.05.2020	Eli

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date										
Review server traffic stats	<table border="1"> <thead> <tr> <th>Month</th> <th>Unique visitors</th> </tr> </thead> <tbody> <tr> <td>Jan 2020</td> <td>177</td> </tr> <tr> <td>Feb 2020</td> <td>185</td> </tr> <tr> <td>Mar 2020</td> <td>176</td> </tr> <tr> <td>Apr 2020</td> <td>128</td> </tr> </tbody> </table>	Month	Unique visitors	Jan 2020	177	Feb 2020	185	Mar 2020	176	Apr 2020	128	Elin	22.05.2020
Month	Unique visitors												
Jan 2020	177												
Feb 2020	185												
Mar 2020	176												
Apr 2020	128												
Update Phrases & Logs	Done	Elin	22.05.2020										
Review google reports and stats	Done	Elin	22.05.2020										
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)	Done	Elin	22.05.2020										
Check server down time													
Refresh page titles													
Refresh page descriptions													
Refresh page meta													
Refresh content (text shuffle)													
Add content	Recommended	Elin	22.05.2020										
Add images	Recommended	Elin	22.05.2020										
Add media (videos)	Recommended	Elin	22.05.2020										
Add social media													
Remove backlinks with low performance or older than 2 years													
Add extra pages	Recommended	Elin	22.05.2020										
Remove old/unused files from server													
Add site to industry related search engines to increase incoming links	Done	Elin	22.05.2020										
Update sitemap	Done	Elin	22.05.2020										
Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)													
Check and then correct reported errors													
Check forms and contacts													
Check social media links are working													
Check site functionality and navigation status													
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	Done	Elin	22.05.2020										
Do a current check of google quantity guidelines – ensure no violations.													
Check site and server are not spamming													
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?													
Check AMP Structured data													
Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status													
Check Crawl errors													
Resubmit site to search engines													
Check that mobile first indexing is working													
Add new search phrases - Ubersuggest tool https://ubersuggest.io/													
SEMrush – add competitor site to find out what words they are ranking for. Add search phrases													
Send Summary report to client	Done	Elin	22.05.2020										
Update SEO certificate	Done	Elin	22.05.2020										