

For: hospitalitygrouppltd.com

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Certificate added to domain on the: 11th Dec 2018

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Notes:

•**Search Engine Optimization** (otherwise referred to as SEO) is when certain principles, tasks and actions are taken to influence search engine standing and better rate a website and its pages for position / based on their search results.

•**SEO sessions 1-3** are core steps, using an analogy: "we build a great car, put it on a race track and fill the tank with gas – the car will go fast and far" the tank will eventually run out and you will be left with a great car but the position you ran out of gas is where you will stay, and other cars will eventually over take you "Refuel your tank with extra sessions:

•**SEO Session 4+** are steps that need to be taken whenever a competitor changes their website, or if there is a new website that is launched or the search engines change their ranking policies - as you can imagine, these things happen daily, therefore we recommend at least 1 session per month – you can consult with us to determine how often sessions are required). To use an analogy: "each session will refuel your tank and keep your car racing"

•The industry, service, product and location associated with a website and its pages, the size and type of website, and the search engine algorithms and rules are some of the many factors that influence SEO results. **SEO is a marketing investment for a website owner.**

Session	Task Description Detail	Completed Date	Notes History
1-3	Review of client brief, and Keyword Assessment and Implementations on primary pages.15min consult with client explaining Keywords; and business marketing strategy relating to SEO as well as certificate.(Add primary keywords)	Done.	Completed
1-3	Implementing meta, page title, page description as per Recommended Google requirements.	Done.	Completed
1-3	Setup of Webmaster tools with Google Setup.	Done.	Completed
1-3	Google analytics Registration & Setup for Google Statistics to Track Visitors	Done.	Completed
1-3	Setup Monthly Reporting for Client for next 12months.	Done.	Completed
1-3	Robots.txt File Added	Done.	Completed
1-3	Check .htaccess	Done.	Completed
1-3	Add Favicon added to website	Done.	Completed
1-3	Google Site Map Added and linked to Webmaster Tools / XML sitemap.	Done.	Completed
1-3	Submission of Website to Main Search Engines.	Done.	Completed
1-3	Google Maps Listing Added for the Business if core Business is location specific.	Done.	Completed
1-3	Form, E-mail and phone number check.	Done.	Completed
1-3	Check / Removed Footer Link.	Done.	Completed
1-3	Custom Google Search Engine Added to inner pages.	Done.	Completed

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1-3	Tag primary pictures.	Done.	Completed
1-3	Created internal website directory page.	Done.	Completed
1-3	Add social media platforms basic, facebook, twitter and google+	Done.	Completed
4+	Set H1 and H2 tags	Done.	Completed
4+	Check number of indexed pages.(Site Map)	Done.	Completed
4+	Revise robot file.	Done.	Completed
4+	Revise site map.	Done.	Completed
4+	Fix html errors.	Done.	Completed
4+	Check and correct errors reported by search engines.	Done.	Completed
4+	Fix broken links.	Done.	Completed
4+	Correct missing pages and content.	Done.	Completed
4+	Submission of Website to secondary search engines And directories.	Done.	Completed
4+	Tag secondary pictures.	Done.	Completed
4+	Check content for flash and iframe errors.	Done.	Completed
4+	Check and when possible improve on hierarchy for Site navigation.(1-3 tiers only) – moving main files to index page.	Done.	Completed
4+	Form, E-mail and phone number check.	Done.	Completed
4+	Add media, youtube, images, etc.	Done.	Completed
4+	Check on and when possible make URLs static.	Done.	Completed
4+	Check and when possible ensure URLs are Descriptive file names.	Done.	Completed
4+	Run a duplicate content check for internal pages and Correct when found.	Done.	Completed
4+	Run a plagiarism check on text.	Done.	Completed
4+	Improve on positive content.	Done.	Completed
4+	Remove negative content.	Done.	Completed
4+	Check and when possible correct and improve on Character coding.	Done.	Completed
4+	Create download files with rich content.(adobe, etc)	Done.	Completed
4+	Optimize graphics for load time and cosmetics.	Done.	Completed
4+	Optimize navigation and usability to ensure visitor gets To the correct page and engages.	Done.	Completed
4+	Increase incoming links per page, focus on the highest Prospect pages.	Done.	Completed
4+	Decrease out going links for the website and especially The home page or other pages viewed often	Done.	Completed
4+	Refresh page content. (Recommendations once every two months)	Done.	Completed
4+	Refresh meta, page and title descriptions.(once ever Two months recommendations)	Done.	Completed
4+	Build content rich extra pages / banner pages.	Done.	Completed
4+	Take actions to increase the time a user is on the Web site.	Done.	Completed
4+	Take actions to increase the amount of pages a user visits.	Done.	Completed
4+	Investigate other social media accounts and platforms Related to core business and when possible implement /add.	Done.	Completed
4+	Analyze competitors-access data and use in next Session if possible.	Done.	Completed
4+	Check spam issues and website security.	Done.	Completed
4+	Implement third party tracking software for a "second opinion" – assess data and use in next session.	Done.	Completed