



For: www.bahamas-tours.com

By **Hmmsolutions**

Certificate added to domain on the: e.g. 27th June 2016

Certificate template date: e.g. 5 January 2016.

Notes:

- **Search Engine Optimization** (otherwise referred to as SEO) 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/son their search results.
- **SEO sessions 1-3** are core steps, to use 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 overtake you" Refuel your tank with extra sessions:
- **SEO Session 4+** are steps that need to be taken whenever a competitor changes their website, or there is a new website 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 you 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. 15 min consult with client explaining Keywords; and business marketing strategy relating to SEO as well as certificate. (Add primary keywords)	Done.	Recommended Session 1- 3
1-3	Implementing meta, page title, page description as per recommended google requirements.	Done.	Recommended Session 1.
1-3	Setup of Webmaster tools with Google Setup.	Done.	Recommended Session 1
1-3	Google analytics Registration & Setup for Google Statistics to Track Visitors	Done.	Recommended Session 1.
1-3	Setup Monthly Reporting for Client for next 12 months.	Done.	Recommended Session 1.
1-3	Robots.txt File Added	Done.	Recommended Session 1.
1-3	Check .htaccess	Done.	Recommended Session 1.
1-3	Add Favicon added to website	Done.	Recommended Session 2.
1-3	Google Site Map Added and linked to Webmaster Tools/XML sitemap.	Done.	Recommended Session 2
1-3	Submission of Website to Main Search Engines.	Done.	Recommended Session 1
1-3	Google Maps Listing Added for the Business if core business is location specific.	Done.	Recommended Session 2
1-3	Form, E-mail and phone number check.	Done.	Recommended Session 1- 3
1-3	Check/Removed Footer Link.	Done.	Recommended Session 1
1-3	Custom Google Search Engine Added to inner pages.	Done.	Recommended Session 2.

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1-3	Tagprimarypictures.	Done.	RecommendedSession1-3.
1-3	Createdinternalwebsitedirectorypage.	Done.	RecommendedSession3.
1-3	Addsocialmediaplatformsbasic,facebook,twitter and google+	Done.	RecommendedSession1-3.
4+	SetH1and H2tags	Done.	RecommendedSession4.
4+	Checknumberofindexedpages.(SiteMap)	Done.	RecommendedSession4.
4+	Reviserobotfile.	Done.	RecommendedSession4.
4+	Revisesite map.	Done.	RecommendedSession4.
4+	Fixhtmlerrors.	Done.	RecommendedSession4.
4+	Checkandcorrecterrorsreportedbysearchengines.	Done.	RecommendedSession4.
4+	Fixbrokenlinks.	Done.	RecommendedSession4.
4+	Correctmissingpagesandcontent.	Done.	RecommendedSession4.
4+	SubmissionofWebsitetosecondarysearchengines anddirectories.	Done.	RecommendedSession4.
4+	Tagsecondarypictures.	Done.	RecommendedSession4.
4+	Checkcontentforflashandiframeerrors.	Done.	RecommendedSession4.
4+	Checkand whenpossibleimproveon hierarchyfor sitenavigation.(1-3tiersonly)-movingmainfilesto indexpage.	Done.	RecommendedSession4.
4+	Form,E-mailandphonenumbercheck.	Done.	RecommendedSession4.
4+	Addmedia,youtube,images,etc.	Done.	RecommendedSession4.
4+	Checkon andwhenpossiblemake URLsstatic.	Done.	RecommendedSession4.
4+	CheckandwhenpossibleensureURLsare descriptivefilenames.	Done.	RecommendedSession4.
4+	Runaduplicate contentcheckforinternalpagesand correctwhenfound.	Done.	RecommendedSession4.
4+	Runaplagarismcheckcontext.	Done.	RecommendedSession4.
4+	Improveon positivecontent.	Done.	RecommendedSession4.
4+	Removenegativecontent.	Done.	RecommendedSession4.
4+	Checkandwhenpossiblecorrectandimproveon charactercoding.	Done.	RecommendedSession4.
4+	Createdownloadfileswithrichcontent.(adobe,etc)	Done.	RecommendedSession4.
4+	Optimizegraphicsforloadtime andcosmetics.	Done.	RecommendedSession4.
4+	Optimizenavigationandusabilityto ensure visitorgets tothecorrectpageandengages.	Done.	RecommendedSession4.
4+	Increaseincominglinkspage,focusonthehighest prospectpages.	Done.	RecommendedSession4.
4+	Decreaseoutgoinglinksforthe websiteandespecially thehomepageorotherpagesviewedoften	Done.	RecommendedSession4.
4+	Refreshpagecontent.(Recommendationsonce every two months)	Done.	RecommendedSession4.
4+	Refreshmeta,pageandtitledescriptions.(onceever twomonthsrecommendations)	Done.	RecommendedSession4.
4+	Build contentrichextrapages/bannerpages.	Done.	RecommendedSession4.
4+	Take actionsto increasethe time auser isonthe website.	Done.	RecommendedSession4.
4+	Takeactionsto increasetheamountof pagesauser visits.	Done.	RecommendedSession4.
4+	Investigateothersocialmedia accountsandplatforms relatedtocorebusinessandwhenpossibleimplement /add.	Done.	RecommendedSession4.
4+	Analyze competitors-assessdataanduseinnext sessionifpossible.	Done.	RecommendedSession4.
4+	Checkspamissuesandwebsitesecurity.	Done.	RecommendedSession4.
4+	Implementthirdpartytrackingsoftwarefora"second opinion"-assessdataanduseinnextsession.	Done.	RecommendedSession4.