**Thank you, enkosi, ngiyabonga, dankie**

**for choosing WebsiteDesign.co.za!**

We have put this briefing document together so that your developer can get a better understanding of you, your business and what you do. This goes a long way when it comes to web marketing.

Search Engine Optimization, otherwise referred to as SEO is the 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, giving the pages a better chance of top positions on relevant searchers.

SEO is a continious practice, and needs to be done regularly in order for search engines to still see you as relevant. As mentioned during our previous chats – it isn’t an overnight solution, ranking does take time to build up.

When chatting to your developer, please make sure you always include your reference number in the subject line (i.e. WD 1234567). This makes it easier to track everything related to your project.

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**GUIDELINES ON HOW TO PUT YOUR BRIEF TOGETHER**

* Please complete this briefing document as accurately as possible, the more in depth the brief the more we can assist you. Please also double check your **spelling & grammar**.
* Please try put yourself in your potential clients shoes when completing this. More often than not, they are searching for a product or service you offer in a specific area – and not searching for you by name.
* Please make sure you send your completed brief to your developer within **3 days** of project activation.
* If you need any assistance with this document, please speak with our friendly sales consultant or your developer without any delay.
* Each search phrase (statements made) or long tail search phrase (question asked), each webpage, each website, all need their own strategy. There are millions of pages competing for positions on search engines and search engines reassess webpages frequently.
* Before any work can be done, research into the competitiveness of the related industry has to be done in order to determine competing websites, and develop a strategy to outrank their webpages for better positions.
* The process of our SEO is three phases:
* Research the market & design a custom strategy with a priority list of search phrases and long tail search phrases, tools and tasks to be done in first few sessions. **(Session 1)**
* Implement priority list of tools and tasks in the first few sessions. **(Session 2-6)**
* Maintain site with tasks that need to be repeated. Frequency and updated / relevant content are imperative tasks to increase and maintain positions on search results. **(Session 7-12)**
* Once a year has been completed, the entire process should be done again to do a new competitor check.
* This document is an independent certificate developed by www.JeanPierreMurrayKline.co.za and is a guideline of the most up to date and generally accepted tricks and tools of the trade to increase website rankings on Search Engines.

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**Access**

(Please allow us access to your website backend.)

Please fill in the below for website, domain and Google access:

|  |
| --- |
| Domain Name (ie: www.websitedesign.co.za) : |
| Backend link and Website logins: |
| FTP & c-Panel Logins: |
| Google Account): |

and…

|  |
| --- |
| How frequently do you update the content on your website? : |
| Has your site been setup for a Google Business Profile?: |

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**Search Phrases**

(What do you think people are typing into Google to find you?)

Please fill in the below table with your **search phrases** and **long tail search phrases**.

We’ve provided some examples below.

|  |  |  |
| --- | --- | --- |
| **1. Primary** – always loaded on all pages.  **Service based** | | |
|  |  |  |
|  | **Example** | **Client search phrases** |
| **Main search phrase (statement):** | *Accounting Company* |  |
| Main search phrase **variation**: | *Well priced accounting company* |  |
|  |  |  |
| **Main long tail search phrase (question):** | *Where can I find a well-priced accounting company?* |  |
| Main long tail search phrase **variation**: | *Where can I find a well-priced reputable accounting company?* |  |
|  |  |  |
| **Main geo location (city) word:** | *Accounting Company Cape Town* |  |

|  |  |  |
| --- | --- | --- |
| **2.** **Primary** – always loaded on all pages.  **Product based** | | |
|  |  |  |
|  | **Example** | **Client search phrases** |
| **Main search phrase (statement):** | *Bottle Water Supplier* |  |
| Main search phrase **variation**: | *Branded Bottle Water Supplier* |  |
|  |  |  |
| **Main long tail search phrase (question):** | *Where can I get branded water bottles?* |  |
| Main long tail search phrase **variation**: | *Where does it cost to get branded water bottles?* |  |
|  |  |  |
| **Main geo location (city) word:** | *Bottled Water Company Cape Town* |  |

|  |  |
| --- | --- |
| **4. Five alternative long tail search phrase**  **(question)**  - loaded on 2nd tier webpages: | |
|  |  |
| **Example** | **Client search phrases** |
| *Who is the best Accounting Company* |  |
| *Where is a local Tax Accounting Company* |  |
| *What is the nearest Certified Accounting Company* |  |
| *Where are Personal Accounting Company for individuals* |  |
| *Who is the top Corporate Accounting Company in the area* |  |

|  |  |
| --- | --- |
| **5. Five alternative geo location**  **(city)**  - word, loaded on 2nd tier webpages: |  |
|  |  |
| **Example** | **Client search phrases** |
| *Western Cape* |  |
| *Cape Town CBD* |  |
| *Southern Suburbs* |  |
| *Constantia* |  |
| *Woodstock* |  |

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**Competitors**

(Who is doing what you do best?)

Who do you imagine on Google are your **main web competitors** and what is their website? List your top 3 only.

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **Company Name** | **Website URL** |
| **1st** | : |  |  |
| **2nd** | : |  |  |
| **3rd** | : |  |  |

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**CONGRATULATIONS!**

If you have completed all of the above questions, then we have what we need in order to start SEO on your website. To proceed, send this document back to your sales agent.

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