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**SA Web Awards winner**

## IIS SEO Lite®

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As it is becoming more and more important for one's website to not only be found in Google, but also to be well-placed (ranked) in Google's search engine results, website owners are turning to expensive, Search Engine Optimisation (SEO) specialists, to ensure their sites are indexed in Google's vast database of websites and well-placed in the results page of a Google search.

The first, even vital part of website optimisation is to ensure that appropriate search words or phrases (keywords) are placed correctly in the website, along with other important structuring of the website's code (HTML).

**IIS SEO Lite®** is a one-time set of economical Search Engine Optimisation activities, performed on your behalf by experienced IIS web engineers, aimed at ensuring your website meets all recommended requirements for full Google compliance.

A Google-compliant website contains properly-structured keywords, a sitemap and meaningful, relevant content, title and description, aimed at ensuring the right number of keywords are indexed by Google so that your site can be found in Google, according to the keywords you have chosen. SEO Lite does not assist directly with Google Ranking but ranking can be improved, depending on the competitiveness of your keywords (our engineers analyse the keywords you select and make recommendations based on the popularity and competitiveness of the keywords you choose, along with similar keywords as advised by Google itself). No promise or guarantee of improvement in ranking however can be given, as SEO Lite® is aimed at indexing, not ranking.

Activities and changes to the website to ensure that the correct keywords are present and indexed include:

- Where necessary, research of proposed keywords<sup>^</sup> and variants, based on their current popularity and competition.
- Authoring of each page\* to ensure a proper title tag that also contains keywords.  
- The title tag is used in displaying your site in Google Search Engine Results Page (serp).
- Authoring of each page\* to ensure a proper description tag that also contains keywords.  
- The description tag can be used to display a snippet of information about your site in Google serp.
- Removal of keyword tags (they are NOT used by Google and just provide information to your competitors).
- Authoring page content\* to include and reinforce the presence of desired keywords.  
- correct use of the <H>, <Strong>, <Alt> and image/<a> title attributes, with emphasis on the Home page.

Activities and changes to the website to enable Google to locate your website and generate visit statistics:

- Creation and submission of a sitemap to Google.
- Manual submission of the site to Google, Bing, and Yahoo.
- Registering the site on Google Analytics – providing an emailed weekly/monthly statistics report (optional).
- Registering the site on Google Webmaster Tools.

Other added-value activities:

- Registering the client on Google Maps.
- **NEW:** Client-managed (CMS) Title & Description tags for each standard web page.
- **NEW:** Client-managed (CMS) sections (two per page) for each standard web page (manage your own content).

For existing IIS-hosted clients, the client needs to define a list of up to 6 suggested keywords in total we can use as a starting point for the keyword analysis and research mentioned above. The keywords will be used across the pages i.e. some should be aimed at the home page, some at product pages etc. Keywords can be repeated across pages but this is not recommended. Clients can alternatively specify mandatory keywords that will be included in the website regardless of competitiveness and popularity.

For clients that do not host with IIS, we also need FTP access to the site, in order to effect the necessary changes.

Before spending a fortune on SEO, rather consider SEO Lite® and ask IIS Group for the latest price. A significant discount applies when applying SEO Lite® to an upgrade or new website.

<sup>^</sup> Up to six keywords in total unless by prior arrangement.

\* Up to 10 pages included; for larger sites, a special quotation is needed. Dynamic or data-base driven pages not included.

**SEO Lite** is a registered Trade Mark (No 2016/24677) with the South African Dept of Trade & Industries.