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SEO service is the process of making a particular companyâ€™s website visible in the first page of various major search engines such as Google, Bing and Yahoo. SEO consultant, especially in Australia can play a vital role if you want to make the best use of your companyâ€™s website. Without them your potential customers will not be able to find your website on the internet. It doesnâ€™t matter what keyword your business targets, you will be facing tough competition to stay on first page of various search engines as there are millions of new pages and contents that are added on the internet every year. Moreover, a recent research shows that, if a website is not listed on the first page of the search engine, then it is less likely for that particular website to receive much web traffic. People are inclined to visit the websites that are listed on the first page of the search engines; hence it is very unlikely for them to visit the websites that are listed on the second page or further of the search engine. For the successful and prosperous internet ventures, services of SEO consultant have become necessity.

Some of the best SEO consultants in Australia make sure that their clientâ€™s website improves their ranks in various search engines and later on, once the ranks are improved, they make sure that it stays that way. As part of their trade, their SEO services include various techniques some of which are described below.

Designing Search Engine Friendly Website â€“ a website designed with search engine in mind has very good chance of achieving better ranks in various search engines. The SEO consultants make sure that the websites has clear readable texts, easy navigation, ideal quality images, etc. that are vital for the website to be search engine friendly. In addition to this, they also add meta-tags in the website that are beneficial for search engine optimisation.

Keyword Analysis â€“ keyword research and analysis is the most important thing when a particular businessâ€™s website needs to be search engine optimised. After thoroughly studying the nature of clientâ€™s business, SEO expert identifies the right keywords that would be searched most by their potential customers. Then they make sure that the right keywords are properly placed in websiteâ€™s title, description and within the web pages.

Keyword Density â€“ the amount or the density of relevant keyword in the webpage is very important. Excessive use of the keyword will flag off the website. The ideal density of relevant keywords is around 2-5%. So the SEO consultants pay due attention of how much amount of keyword they will be using in a particular website.

Apart from these, SEO consultants in Australia also perform web analytics, copy writing / content writing, articles and press releases submission and much more.

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