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A range of SEO tools are used to monitor, analyze and optimize keywords to determine the following factors:

- \* Keyword density
- \* Keyword prominence
- \* Keyword placement
- \* Keyword geographies
- \* Keyword spamming

Off-page optimization

One of the most significant principles in SEO is how search engines view your site. The following techniques are used to dramatically increase your sites exposure.

- \* Search engine submission - to over 30 search engines
- \* Directory submission
- \* Link building
- \* Google ranking score analysis

Schedule

Search engines generally index sites within 30-45 days from initial submission and some optimizations can take up to 2+ months to take effect. Reports can be provided as required but generally I provide a detailed initial report and then monthly keyword performance reports.