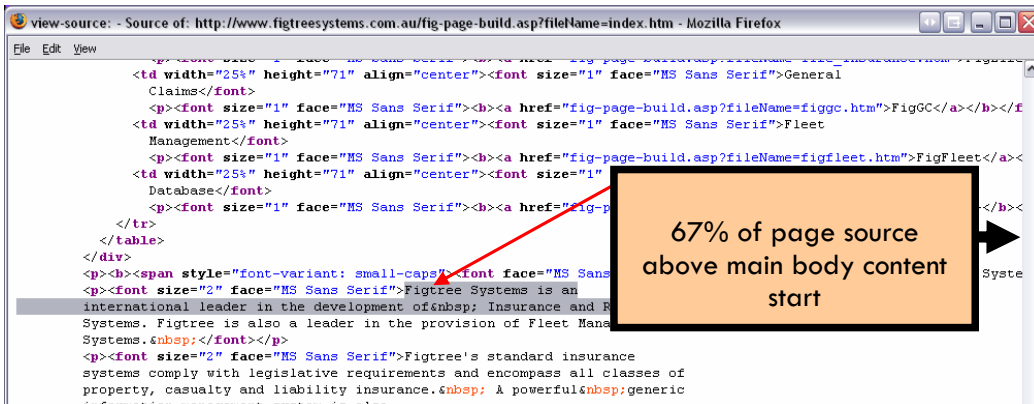


Code Efficiency

To maximize search engine visibility for a website, the ideal location for the main body text is immediately after the <BODY> tag. This ensures maximum visibility for your content to search engine spiders and website crawlers.

As can be seen in the below detailed screen capture of the website, the website is heavily commented and in some parts has a large script component in the <head> or <body> tags before the major content.



Action Point

SearchForecast suggests clients consider the following to reduce code bloat:

- 1.) Use of external style sheets for design elements
- 2.) Use of external Javascript where possible
- 3.) Use of a CSS based navigation menu

This also assists in page management, code stability, debugging and a better end-user experience via streamlined HTML code.

It is suggested that you consider the following search engine optimisation technique called 'absolute positioning' to avoid search engine crawlers visiting the website but not indexing the low positioned content.

Absolute positioning will allow you to write pages in the order required to maximize the likelihood of search engines spiders crawling the source code and to provide control over the order of content elements appearing in the visitor's browser when accessing the various sections of your website.

Benefits of Style Sheets to control Content Positioning

The use of Cascading Style Sheets to control absolute positioning has the following benefits:

- Smaller file sizes and faster page loads
- A single style sheet can control 100's of pages across the your website
- Finer control over your page layouts
- Improved Keyword density advantages.

An advantage of using style sheets to control positioning is that this technique has no effect on the graphic user interface or how the viewer sees content in their browser.

For Further Information, contact:

Marc Phillips
Email: marc.phillips@searchforecast.com

Disclaimer

This report is provided for your general assistance and information only. SearchForecast does not make any representations or warranties (express or implied) as to the accuracy or currency of the information contained in the materials nor does it accept liability whatsoever for any reliance placed on this material, including any liability in negligence for reliance on any information in these materials or any products, services or information which may be provided by the companies and organisations referred to. Copyright, SearchForecast 2005.

Confidentiality

The contents of this report, including the particular methodology are confidential to the client and shall not be disclosed to third parties.