

The 'Heading' SEO Technique using Cascading Style Sheets

There are several "off page" techniques that SearchForecast use in best practice search engine optimization.

Currently, most clients do not use any headers (H1, H2 or H3 tags) to describe content in the HTML code of their website.

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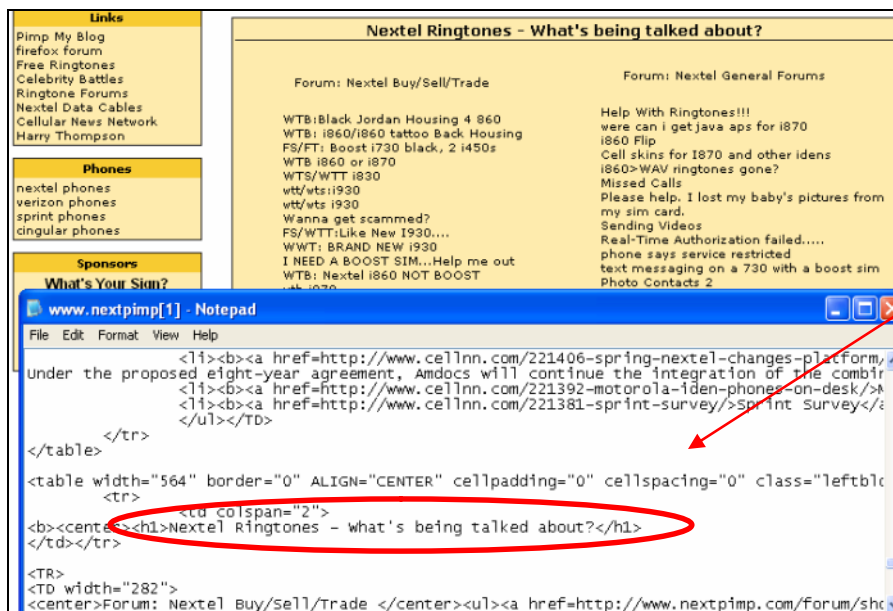
Format View Help
n="center" border="0" cellpadding="0" cellspacing="0">
ign="top" width="490">
<table border="0" cellpadding="0" cellspacing="0" width="490">
  <tr>
    <td>
  </td>
</tr>
</table>
<table border="0" cellpadding="5" cellspacing="0" width="490" class="tableborder">
  <tr>
    <td><b>RING TONE</b><br />
    <i>from wikipedia, the free encyclopedia.</i><br />
    
    A ring tone is the sound made by a telephone to indicate an incoming call. The term is most often used to refer to the customisable sound of a mobile phone. The facility was originally provided so that people would be able to tell their phone was ringing when in the company of other mobile phone users. A phone only rings when a special "ring signal" is sent to it. The ring signal is a 90-volt 20-hertz AC wave generated from the telephone line it is connected to. For mobile phones, the ring signal is a special tone. An alternative to a ring tone is a <a href="/vibratingAlert.js" />vibrating alert.
  </td>
</tr>
<tr>
    <td>
    <ul>
      <li>in noisy environments</li>
      <li>in places where ring tone noise would be disturbing</li>
      <li>for the hearing impaired</li>
    </ul>
  </td>
</tr>
<tr>
    <td><b>TYPES OF RING TONES</b><br />
    
  </td>
</tr>

```

Warning:
No use of H1, H2, H3 headers which limits search engine visibility

URL: <http://www.mobilesidewalk.com/Content/RingtonesInfo.aspx>

As detailed in the below listed screen capture, Nextpimp.com do deploy the Header Technique in 'off page' search engine optimization in the source code of their website as can be at <http://www.nextpimp.com>.



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<b><center><h1>Nextel Ringtones - what's being talked about?</h1></center></b>

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Warning:
Nextpimp.com are using the SEO off page technique

The search engine optimization Header technique process is designed to greatly increase the keyword density and Google PageRank where applied. Best practice suggests sectional Page Headings use the <H1> and Paragraph Headings utilize <H2> tags.

Content headings <H1>, <h2> etc should also follow search engine optimization best practice guidelines also including keyword phrases with in <TITLE>, <H1>, <H2> tags ensuring that they are repeated within the first two sentences of the proceeding text copy. This ensures a high contextual keyword relevancy ensuring higher rankings on search engine results pages.

SearchForecast further suggest that clients consider the use of <H2> and <H3> tags for paragraph headings to increase search engine visibility.

WARNING: Excessive use of this practice can't be ruled out as being unfavored by Internet search engines and there is no guarantee that search engines may alter their crawler algorithms sometime in the future to reduce the importance of the use of Cascading Style sheets.

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