

Increasing Keyword Density with Bottom Footer Links

SearchForecast suggest that clients consider increasing the navigational links throughout all pages across their website by creating a series of bottom footer tags as detailed below. Creating these visible hyperlinked text links on each webpage increases the user navigation whilst supplementing the website with high audience keywords that are being used in the pay per click advertising.

SearchForecast suggest that the client develop bottom Footer Tags which are standardized across every webpage throughout the website. These hyper-text links are keywords that provide tunnels for search engine spiders, crawlers and robots to access every page on the website whilst adding to the keyword density of each page – without compromising the simple sign up functionality of the website that users are looking for. They can also be hidden behind a link and not exposed on the main pages – to avoid competitors detecting a search engine linking strategy.

Below is how footer links have been used by Corrigo.com – a SearchForecast client based in Portland, Oregon.

 <p>Corrigo's service management software streamlines service and maintenance operations by coordinating real-time information flow between all the players in the service delivery process: customers, service and dispatch agents, technicians and vendors, and management. Learn more ></p> <p>Corrigo's time tracking software lets you eliminate paper time sheets, and gives you real-time visibility into the activities of your mobile employees. Learn more ></p>	<p>Corporate Facilities Retail & Food Commercial Property Multifamily Property</p> <p>Homebuilding Field Service More</p>	 <hr style="border-top: 1px dashed #ccc;"/> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>NEWS & EVENTS</p> <p>Corrigo Consolidates Position with \$10M in Financing Fuels Continued Growth And Expands Management Team Read More ></p> <p>Complimentary Webinar: Proactive Vendor and SubContractor Management Read More ></p> <p>Unicel & Corrigo Offer Wireless Field Service... Read More ></p> </div> <div style="width: 50%;"> <p>WORK ORDER SOFTWARE JUST FOR SERVICE CONTRACTORS</p> <div style="background-color: #0056b3; color: white; padding: 10px;"> <p style="font-size: 24px; font-weight: bold; margin: 0;">WORKTRACK™</p> <p style="font-size: 12px; margin: 0;">Service Management</p> <p style="font-size: 14px; margin: 10px 0 0 0;">Simple, powerful service management software gives service firms better control and visibility of field workers, customers and cash flow. From work order dispatch to easy QuickBooks integration, WorkTrack makes it fast and easy.</p> <p style="text-align: right; margin: 0;">LEARN MORE > SEE A DEMO ></p> </div>  </div> </div>
<p style="font-size: 10px; margin: 0;"> Work Order Software Service Management Software Field Service Software Facilities Management Software Property Management Software Maintenance Management Software Service Dispatch Software Warranty Management Software Time Tracking Software Job Tracking Software Employee Tracking Software Time Card Software Contact Us Privacy Policy Site Map </p>		

High audience keywords used as footer tags on every web page increases search engine visibility

Note: SearchForecast believe that future algorithm updates may do away with all repetitive and similar looking links to websites. Therefore, it is important to create a range of links and not one standard link text. By doing this, the search engines are not likely to detect a pattern and this will preserve your PageRank if the algorithms change.

For further information, contact

Marc Phillips

Email: marc.phillips@searchforecast.com

Richard Andrus

Email: richard.andrus@searchforecast.com

Telephone: 925.465.1221

Cell: 925.858.5663

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