

## Search Engine Optimization with PDF Files

PDF files greatly assist visibility throughout search engine results pages.

SearchForecast cross industry knowledge of search engine optimization allows us to understand the high natural search engine results received by PDF documents.

### Search Engine Visibility and Adobe

Adobe Publisher allows descriptions to be added into the document which allows search engine optimization to be related to off page elements such as PDF documents.

As can be seen in the below listed screen capture of the National Australia Bank home loans section, they have deployed a range of PDF documents. Each document has high audience keywords and the descriptive phrase in the Title Tag, Page Heading and Paragraph heading provides keyword density for search engines.

[National Information Guides](#) / Home







### Home

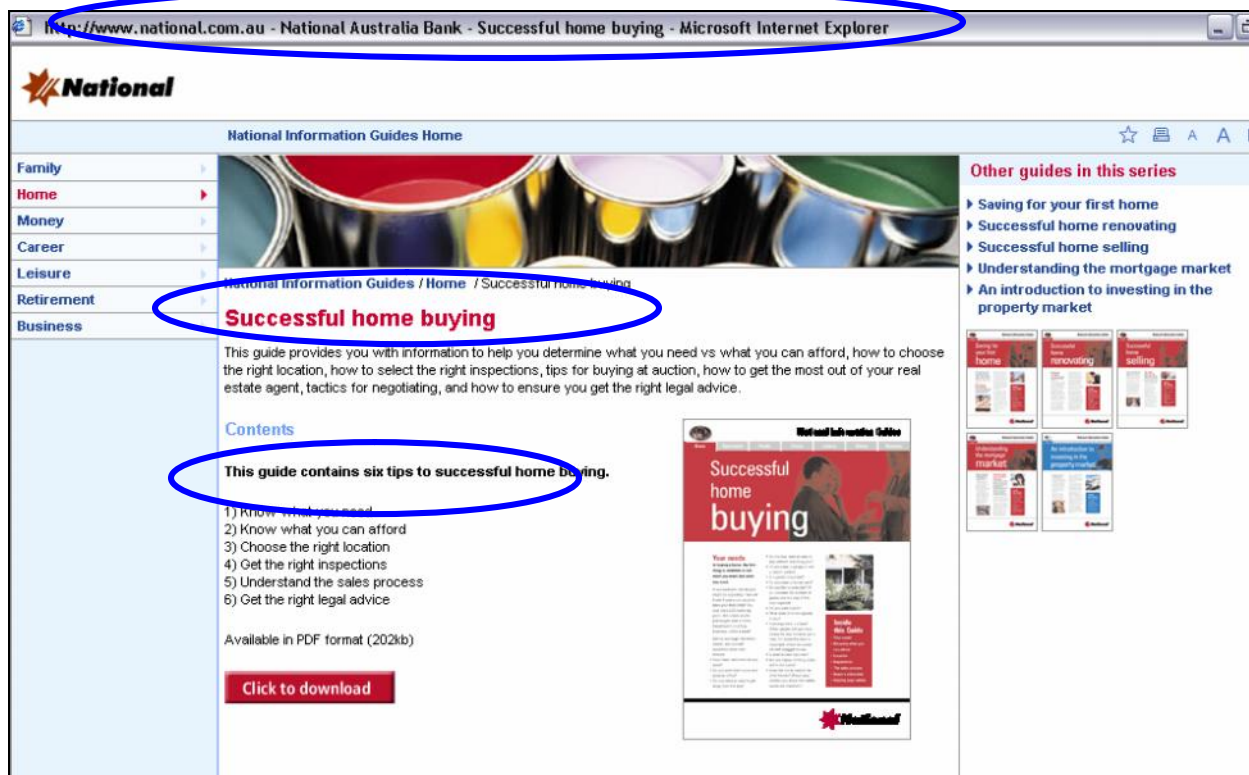
If you've never owned your own home or invested in property before, the hardest part is usually knowing where to start.

Our home series guides are written especially with first-time home buyers and property investors in mind. You'll find useful hints on where to begin, what to avoid and the sorts of things you need to think about.

Best of all, National's Information Guides are free to download, so arming yourself with the information you'll need to help make the big decisions won't cost you a cent. make a start today. Download a guide that can help you.

Select a Home guide below or choose a different category from the menu items above.

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It is known to SearchForecast that PDF files greatly assist indexation throughout search engine results pages. This is because search engines perceive these documents to be very helpful to users. Although search engines read and store some PDF documents in html files on their servers, if the PDF file name is consistent with the content, they will index it and return these files with higher rankings.

SearchForecast suggest that clients consider deploying PDF documents into various sections of the website and classify these PDFs with a separate nomenclature as this will improve search engine visibility.

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