

## The 'Style Element' SEO Technique using Cascading Style Sheets

SearchForecast suggest that clients consider utilizing style elements within the Cascading Style Sheets by naming them as high audience keywords. This practice is considered to have the effect of increasing the impact of keyword density across the client website because style elements are HTML tags that the search engine crawler reads.

This 'Style Element' can be explained using the below example of the hotel.com.au website sectional home page.



Source: <http://www.hotel.com.au/>

**Warning:**  
**Hotel.com.au is using the style element off page SEO technique by including keywords such as "hotel" into the file name.**

### Current Application of Style Elements

The above example from Hotel.com.au website uses style elements for the purpose of Cascading Style Sheets. It is also suggested to increase keyword density by naming DIV tag's with high audience keywords. For example, there is no use of keywords in the DIV ID tags and Class names on [www.stellaresorts.com.au](http://www.stellaresorts.com.au)

```
<div id="main_content" style="width:545px;">
<hr>
<p><strong>Stella Resorts Group</strong> provides access to an extensive range of
over 100 resorts, retreats, hotels and apartments throughout Australia and New
Zealand's most sought after destinations.</p>
<p>Ranging from self-contained apartments to luxurious resorts and retreats,
accommodation spans all major visitor destinations, including Hotham and Falls
Creek in Victoria, Tasmania, the Gold Coast, the Daintree Rainforest of
Tropical North Queensland, and Queenstown, New Zealand.</p>
<p>Select the brand below to view the full suite of properties currently available:</p>
```

Source: <http://www.stellaresorts.com.au/resorts/>

However, in the "Class" names, other competitors have not used keywords in DIV ID Tags. SearchForecast suggest that clients such as Stella Resorts Group consider changing the style sheet to include keyword phrases such as "Accommodation" :

```
<p class="accommodation">
```

SearchForecast suggest that clients such as Stella Resorts Group consider substituting style sheet element names with keywords and descriptive phrases to increase the keyword density across the Stella Resorts Group website.

**Important Note:**

Please note that only underscores between words in style sheets can be used, not + or spaces. The above example demonstrates how to increase the keyword phrase count of "accommodation" without affecting the user experience in any way.

***The advantage for clients is that this search engine optimization best practice is not being used by many websites.***

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