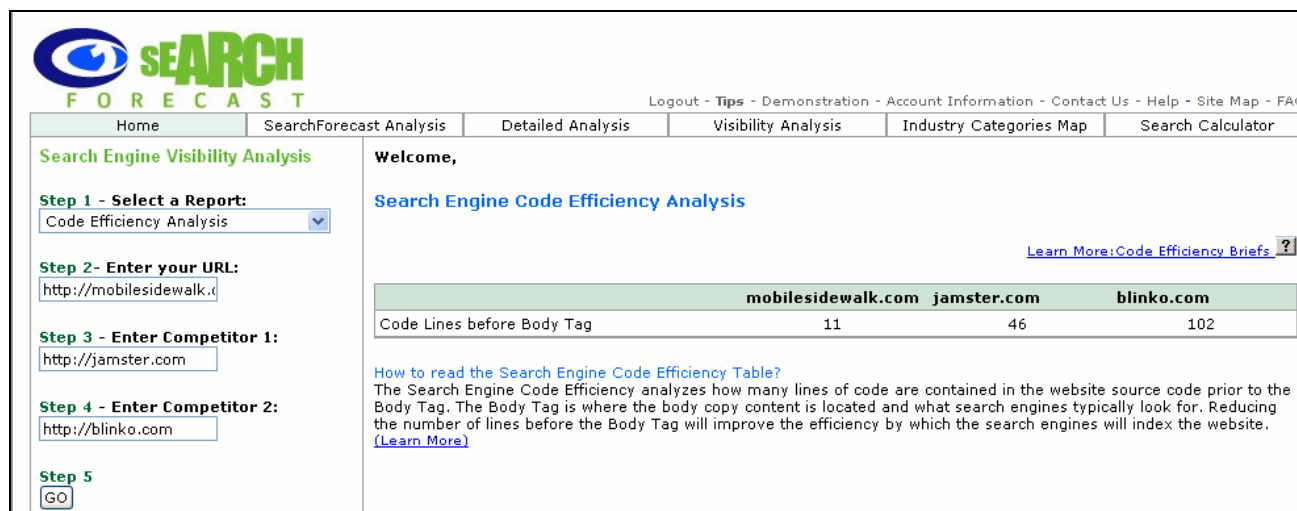# Analyzing Code Efficiency

The Search Engine Code Efficiency analyzes how many lines of code are contained in the website source code prior to the Body Tag. The Body Tag is where the body copy content is located and what search engines typically look for.

Reducing the number of lines before the Body Tag will improve the efficiency by which the search engines will index the website.

It is suggested that clients consider inserting content following the Body Tag across their website to increase visibility to search engines. This can be achieved through a technique called 'absolute positioning'.

What is the importance of Search Engine Code Efficiency?
As search engines interpret the HTML of websites from the top of the page to the bottom of the page - reading the content from left to right - the spider or crawler often give up before discovering content if it is buried within the website.

Search engines will open the <table> tag and look for the first "table row" <tr> and begin to read each "data set" <td>"data"</td> inside the "table row" from left to right until they find the closing </tr> tag.

Often, if there are too many code lines before the <body> tag, the main body content may not be indexed because it is situated too far down the page.

It is also known that search engines usually look at many page identifiers such as the Page headings, chapter headings and the main paragraphs of the body copy to determine the consistency of the first 200 words of content after the opening <body> tag.

Generally, the first 200 words at the top of the page are considered the most important text. It is common-place that website developers have unknowingly pushed the indexable content below the radar of the search engine crawlers.

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

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 organizations referred to.

searchforecast.com