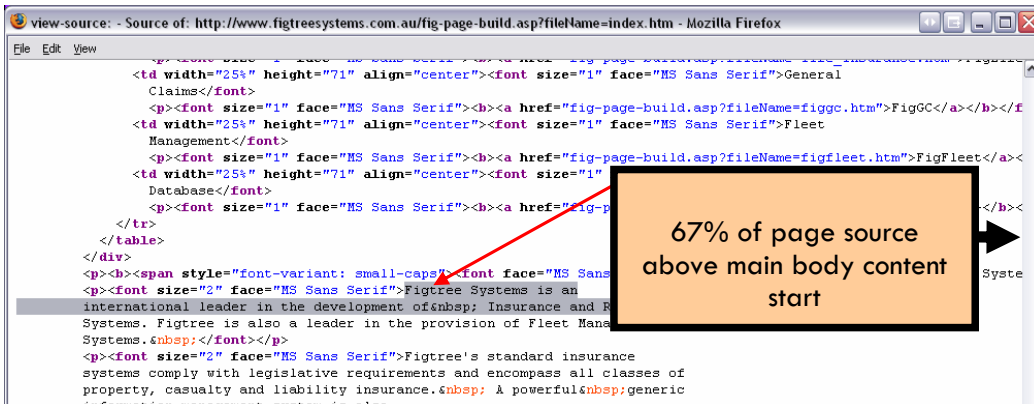


Code Efficiency

To maximize search engine visibility for a website, the ideal location for the main body text is immediately after the <BODY> tag. This ensures maximum visibility for your content to search engine spiders and website crawlers.

As can be seen in the below detailed screen capture of the website, the website is heavily commented and in some parts has a large script component in the <head> or <body> tags before the major content.



view-source: - Source of: http://www.figtreesystems.com.au/fig-page-build.asp?fileName=index.htm - Mozilla Firefox

```

<td width="25%" height="71" align="center"><font size="1" face="MS Sans Serif">General
Claims</font>
<p><font size="1" face="MS Sans Serif"><b><a href="fig-page-build.asp?fileName=figgc.htm">FigGC</a></b></f
<td width="25%" height="71" align="center"><font size="1" face="MS Sans Serif">Fleet
Management</font>
<p><font size="1" face="MS Sans Serif"><b><a href="fig-page-build.asp?fileName=figfleet.htm">FigFleet</a><
<td width="25%" height="71" align="center"><font size="1"
Database</font>
<p><font size="1" face="MS Sans Serif"><b><a href="fig-p
</tr>
</table>
</div>
<p><b><span style="font-variant: small-caps"><font face="MS Sans
<p><font size="2" face="MS Sans Serif">Figtree Systems is an
international leader in the development of&nbsp;&nbsp;&nbsp;Insurance and R
Systems. Figtree is also a leader in the provision of Fleet Mana
Systems.&nbsp;&nbsp;&nbsp;</font></p>
<p><font size="2" face="MS Sans Serif">Figtree's standard insurance
systems comply with legislative requirements and encompass all classes of
property, casualty and liability insurance.&nbsp;&nbsp;&nbsp;A powerful&nbsp;&nbsp;&nbsp;generic
information management system is also

```

Action Point

SearchForecast suggests clients consider the following to reduce code bloat:

- 1.) Use of external style sheets for design elements
- 2.) Use of external Javascript where possible
- 3.) Use of a CSS based navigation menu

This also assists in page management, code stability, debugging and a better end-user experience via streamlined HTML code.

It is suggested that you consider the following search engine optimisation technique called 'absolute positioning' to avoid search engine crawlers visiting the website but not indexing the low positioned content.

Absolute positioning will allow you to write pages in the order required to maximize the likelihood of search engines spiders crawling the source code and to provide control over the order of content elements appearing in the visitor's browser when accessing the various sections of your website.

Benefits of Style Sheets to control Content Positioning

The use of Cascading Style Sheets to control absolute positioning has the following benefits:

- Smaller file sizes and faster page loads
- A single style sheet can control 100's of pages across the your website
- Finer control over your page layouts
- Improved Keyword density advantages.

An advantage of using style sheets to control positioning is that this technique has no effect on the graphic user interface or how the viewer sees content in their browser.

For Further Information, contact:

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