

Use of Frames

Search Engine crawlers and spiders do not correctly, if at all, index the websites that are developed in 'Frames'.

Frames are defined as “a feature supported by most modern Web browsers that enables the Web author to divide the browser display area into two or more sections (frames). The contents of each frame are taken from a different Web page. Frames provide great flexibility in designing Web pages, but many designers avoid them because they are supported unevenly by current browsers.”

As can be seen in the below listed screen capture of the source, the Figtree Systems website is developed in “Frames”. It is highly likely that search engine crawlers and spiders do not correctly, if at all, index the Figtree Systems website.



Main content inside <frameset> tags

Search engines are not “frames friendly” and typically cannot gain sufficient understanding of the correlation of pages to content links. Should a spider or crawler persist in following framed websites they will usually prefer to crawl the content outside the frame set and look for the <NOFRAMES> tag(s).

Many websites do not use <NOFRAMES> tag(s), further restricting the visibility of main body content to search engines.

SearchForecast suggests you alter the HTML infrastructure of your website to remove the reliance on frames totally. Alternate methods for search engine friendly content delivery such as using tables or Cascading Style Sheets.

There are methods to maximise the indexability of framed content but it is more effective to consider a wholesale change to the underlying HTML structure of the websites design elements.

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