The 'Heading' SEO Technique using Cascading Style Sheets

There are several "off page" techniques that SearchForecast use in best practice search engine optimization.

Currently, most clients do not use any headers (H1, H2 or H3 tags) to describe content in the HTML code of their website.
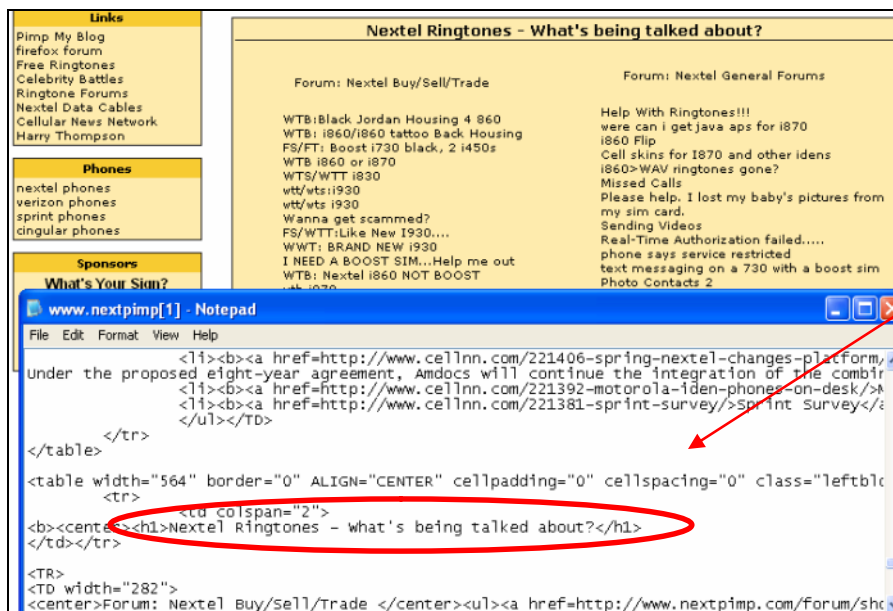

Warning:
No use of H1, H2, H3 headers which limits search engine visibility

URL: http://www.mobilesidewalk.com/Content/RingtonesInfo.aspx

As detailed in the below listed screen capture, Nextpimp.com do deploy the Header Technique in 'off page' search engine optimization in the source code of their website as can be at http://www.nextpimp.com.

Warning:
Nextpimp.com are using the SEO off page technique

searchforecast.com

The search engine optimization Header technique process is designed to greatly increase the keyword density and Google PageRank where applied. Best practice suggests sectional Page Headings use the <H1> and Paragraph Headings utilize <H2> tags.

Content headings <H1>, <h2> etc should also follow search engine optimization best practice guidelines also including keyword phrases with in <TITLE>, <H1>, <H2> tags ensuring that they are repeated within the first two sentences of the proceeding text copy. This ensures a high contextual keyword relevancy ensuring higher rankings on search engine results pages.

SearchForecast further suggest that clients consider the use of <H2> and <H3> tags for paragraph headings to increase search engine visibility.

WARNING: Excessive use of this practice can't be ruled out as being unfavored by Internet search engines and there is no guarantee that search engines may alter their crawler algorithms sometime in the future to reduce the importance of the use of Cascading Style sheets.

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