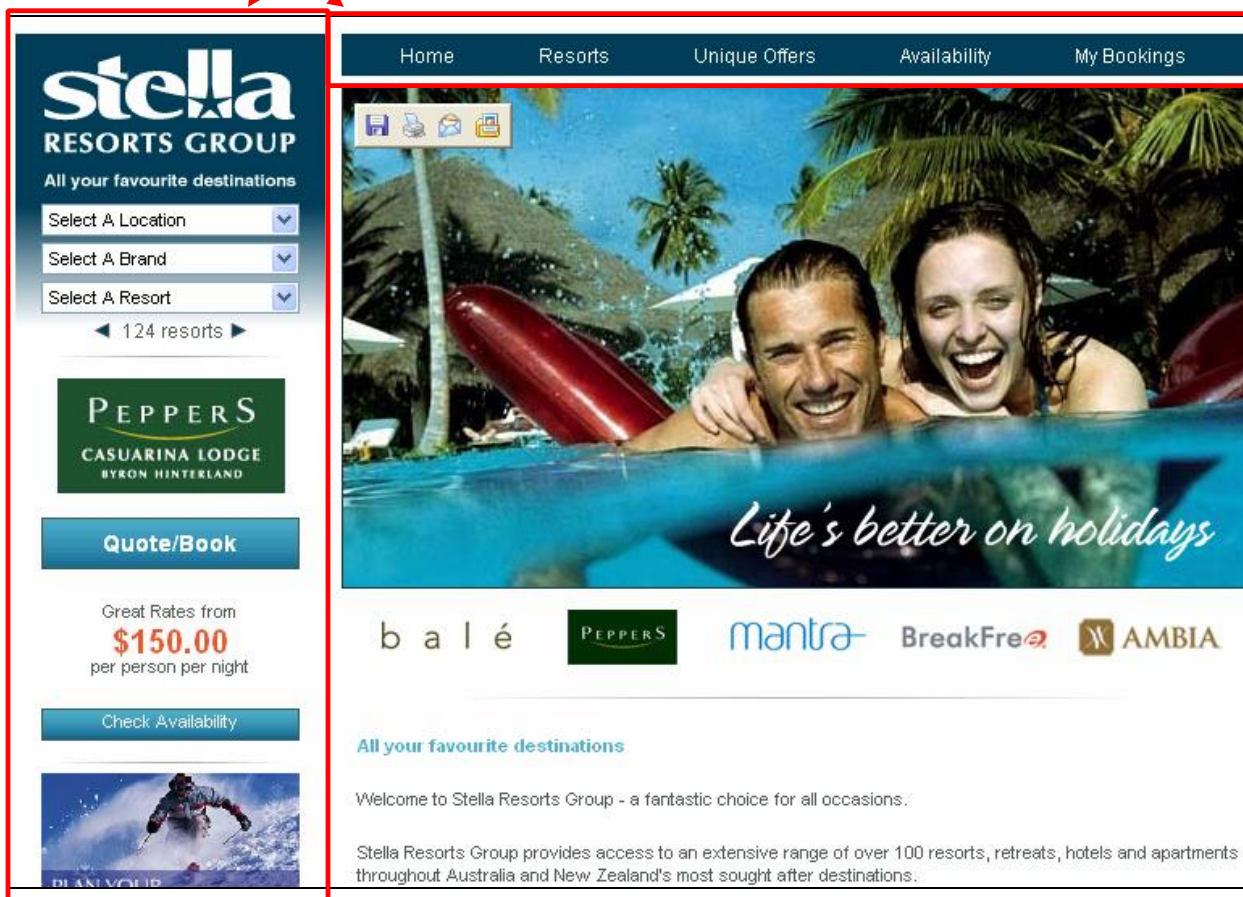


The 'Load Images Last' SEO Technique using Cascading Style Sheets

Search engine optimization often requires techniques to ensure the search engine crawlers can see content higher in the source code – instead of it being buried beneath source code and images. SearchForecast has a technique called the 'Load Images Last' technique to aid in higher natural search engine rankings.

Many websites, including the Stella Resorts Group website and most of its competitors, load webpage from top to bottom, therefore having images and navigational scripts loading first with the content following.

CURRENTLY LOADS FIRST



The screenshot shows the Stella Resorts Group website. A red box highlights the left sidebar and the top navigation bar. The sidebar contains the following elements:

- Stella RESORTS GROUP logo
- Text: "All your favourite destinations"
- Form fields: "Select A Location", "Select A Brand", "Select A Resort" (all dropdown menus)
- Text: "124 resorts" with left and right arrows
- Image: "PEPPERS CASUARINA LODGE BYRON HINTERLAND"
- Button: "Quote/Book"
- Text: "Great Rates from \$150.00 per person per night"
- Button: "Check Availability"
- Image: "PLAY YOUR" with a person skiing

The top navigation bar contains the following links: Home, Resorts, Unique Offers, Availability, My Bookings.

The main content area features a large image of a man and a woman in a pool with a red inflatable ring. Below the image is the text "Life's better on holidays". Below this are logos for "b a l é", "PEPPERS", "mantra", "BreakFree", and "AMBIA".

Below the logos is the text "All your favourite destinations" and "Welcome to Stella Resorts Group - a fantastic choice for all occasions." followed by "Stella Resorts Group provides access to an extensive range of over 100 resorts, retreats, hotels and apartments throughout Australia and New Zealand's most sought after destinations."

SearchForecast suggest that clients consider utilizing the 'Load Images Last' technique as detailed below.



```

<!-- Header -->
<div id="accounting-software-header">
  <table width="950" height="115" border="0" cellpadding="0" cellspacing="0" class="accounting-so
    <tr>
      <td class="accounting-software-headerborder" width="113">&nbsp;</td>
      <td class="accounting-software-headerborder" width="70%" valign="middle">
        <h1 align="left">Business Software Tips</h1></td>
      <td class="accounting-software-headerborder" width="193"> <div align="left"><a href="http://
        By: </font></a> <a href="http://www.everestsoftwareinc.com">
        
    </table>
  </div>
<!-- end of header -->
<!-- Footer --> <div id="accounting-software-footer"><table width="100%" border="0" cellpadding="
  <td align="left" nowrap><p>&copy; 2006 Everest Software, Inc. All Rights Reserved.</p></td>
  <td align="right" nowrap><p>&nbsp;</p><!--generated by SearchForecast Inc. <a href="http://www.
</td>
</tr>
</table>
</div>
</div>
</body>
</html>
  
```

As can be seen in the above example of <http://www.businessmanagementsoftwaretips.com>, which has a PageRank of 5, where the Everest Software logo image is at the top right of every page but appears as one of the last items in the page source code. Moving non indexable content below the main text by the use of absolute positioning can greatly increase search engine keyword density and page rank.

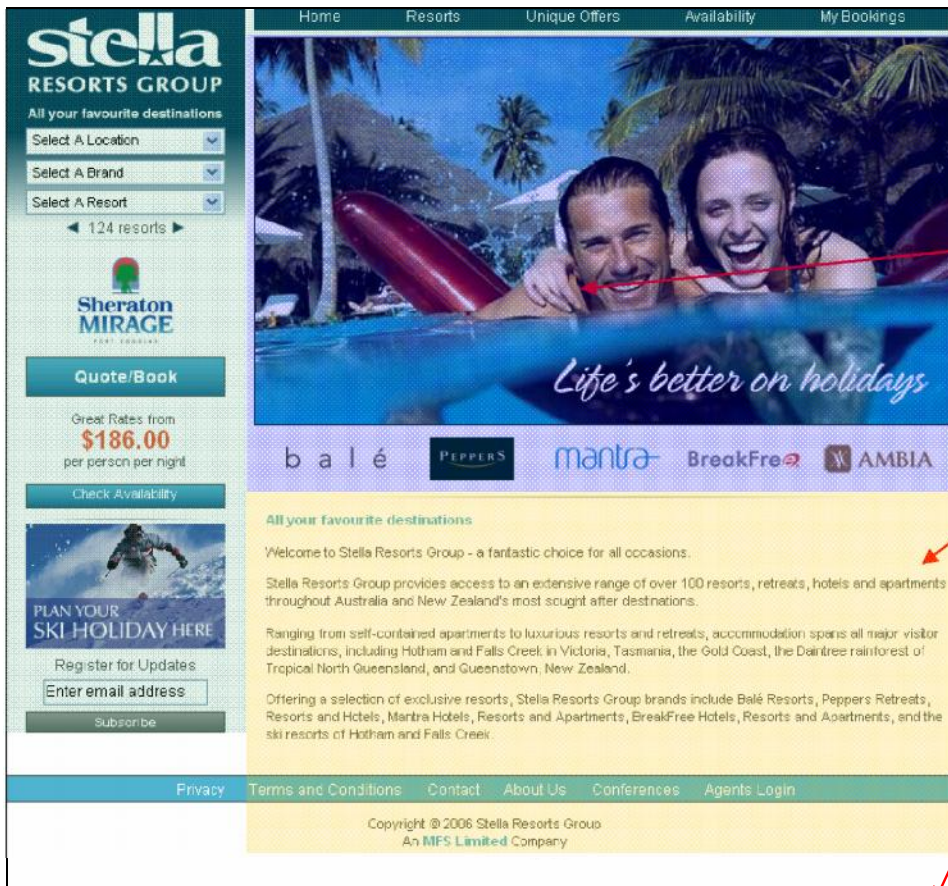
This ensures that the first content block to load and the first content encountered by crawlers is the main body text, which has been optimized with keyword phrases and keyword density methodologies.

SearchForecast suggest clients consider the following page loading sequence from the Search Engine Optimization perspective, ensuring that optimized text is placed higher up the page than navigation and graphical images.

To illustrate the order in which the content blocks should be loaded into the source code of the web browser when an Internet user requests a Stella Resorts Group webpage, the diagram below has been prepared.

Whilst we understand that Stella Resorts Group is currently using style sheets, they are not being maximized for search engine optimization. By ensuring that the following content blocks are loaded into the source code of the page from 1 to 4, this will ensure that high audience keywords will be read first by the search engine crawlers and spiders.

As detailed below, the following loading sequence could be used for search engine optimization best practice by the Stella Resorts Group.



The screenshot shows the Stella Resorts Group website layout. Red arrows point from text boxes on the right to specific elements on the page:

- Loading 3rd Navigation Menu:** Points to the top navigation bar containing Home, Resorts, Unique Offers, Availability, and My Bookings.
- Loading 4th Image Files:** Points to the large banner image of a couple in a pool with the text "Life's better on holidays".
- Loading 1st Main Body Content:** Points to the main content area below the banner, including the "All your favourite destinations" section.
- Loading 2nd Keyword Footer Content:** Points to the footer area containing navigation links and copyright information.

Accommodation by Brand | Hotel by State | Accommodation by Region | Resort by Destination

The Absolute Positioning Technique

SearchForecast acknowledges the current use of style sheets within client website yet suggest that management consider the 'order' in which the certain 'content blocks' appear in the source code. It is well understood that cross browser programming remains a challenge to this day which can also restrict the extreme use of positioning.

SearchForecast suggest that clients move the main content up to the very top of the source code.

This search engine optimization technique called 'absolute positioning' to avoid search engine crawlers visiting the website but not indexing the low positioned content.

Absolute positioning will allow clients 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 the client website.

Absolute positioning is done through the use of <DIV> tags and classes inside the Cascading Style Sheets files. The blocks are given sizes (through width and height) and are placed at either a set distance from the top left hand corner of the page or a parent <DIV> tag which contains all the visual elements of the page. Absolute positioning can still be done in pages that have their content in the middle of the page rather than resting on the left hand side of the browser.

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 client 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.

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