

The 'Right Hand Column' SEO Technique

Whether you're Amazon, Chase or a software company, it is important to use the Right Hand Side column of each webpage to create navigational quick links for customers to find high trafficked sections of the website. The 'Right Hand Side Column' is often underutilized search engine optimization real estate on a website.

SearchForecast suggest that clients consider a 'RHS Column' to increase keyword density across the website.

The right hand side is a perfect place to add high audience keywords that search engines index whilst providing improved usability for clients.



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

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