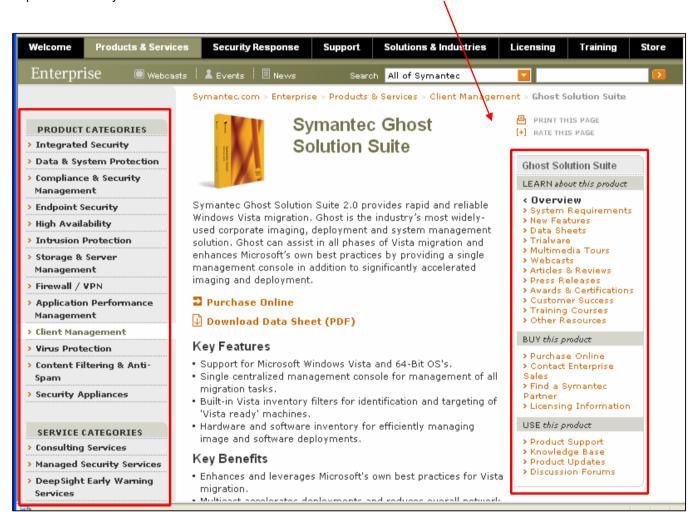


The 'Right Hand Column' SEO Technique

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

Commercial In Confidence 1/2



Disclaimer

This report is provided for your general assistance and information only. SearchForecast does not make any representations or warranties (express or implied) as to the accuracy or currency of the information contained in the materials nor does it accept liability whatsoever for any reliance placed on this material, including any liability in negligence for reliance on any information in these materials or any products, services or information which may be provided by the companies and organizations referred to.

Commercial In Confidence 2/2