

Get Your Keywords In The Right Place & Have The Search Engines

Love Your Pages!

By Erika Lawal

Get Your Keywords In The Right Place & Have The Search Engines Love Your Pages!

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Do you use a side navigation bar on your website?

Many of us do - it makes for an eye-catching, easy-to-use navigational layout.

The received wisdom is generally to place these sidebars (constructed by using tables) to the left of the page. The main reason for doing this is that visitors reading western scripts read from left to right, and are therefore more likely to be drawn to text at the beginning of a reading line.

This is great, but unfortunately, search engines don't read like us humans.

If a page has tables in it, a search engine robot will read from left to right, yes, but it will read the entire contents of a table before moving on to the next one, since it treats anything after the /Head tab as main body text, even if we don't intend it to be.


```
tdHomebrProduct 1br Product2brLinksbrContact Us  
/td  
/tr  
/table
```

If you put this code into your WYSIWYG editor, you'll two see layouts that look very similar, but with the second set of code, your keyword rich body text will be in the place you need it to be, and providing you've got the right mix of keywords, the search engines will LOVE you!

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