

Re: Help with HTML please

Source:

<http://www.tech-archive.net/Archive/FrontPage/microsoft.public.frontpage.programming/2005-09/msg00035.html>

- *From:* "clintonG" <csgallagher@xx>
 - *Date:* Thu, 1 Sep 2005 16:11:54 -0500
-

Don't waste your time -- our anybody else's with this nonsense -- I've mastered Search Engine Optimization (SEO) to the extent that it can be mastered hoping you are not a damn fool and can understand I am trying to help you understand the way Google and other search engines really work is a closely held trade secret. Hello? Thus, it is sound to conclude most SEO is fraudulent but there are many truths and facts to be learned regardless some of which I will help you get started with

The rumor contends that text is read from left to right therefore SEO can be improved by putting the important text on the left and top of the page is a fallacy; a false conclusion based on a true supposition. Its true that browsers and other parsers parse text top to bottom and left to right but any conclusion suggesting doing so improves search ranking is false. There is absolutely no proof that this context has ever has helped improve search engine ranking unless you consider some boob with a website claiming it does to be proof.

Briefly then, the best way to improve search engine rankings is to use semantic markup, e.g. pure HTML with relevant elements ranked in order as h1, h2, h3 and so on in each page. That means every page should optimally start with an h1 element and so on. There is much more to learn I assure you but again, the rumor you are asking questions about is not worth discussing any further.

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"Doug Stewart" <DougStewart@xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx> wrote in message
<news:CC02EDA0-25B1-4CA4-A6D2-905E87936B64@xxxxxxxxxxxxxxxx>
>I have some HTML code that doesn't do quite what I need. Can anyone help
>with
> the following?
>
> I've divided my home page into 3 columns. First column is pictures, second

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> is text, 3rd is navigation buttons. For SEO purposes, I want the 2nd
> column
> to appear first in the HTML. I was kindly given some HTML code that creates
> a
> table that achieves this: 2nd column is first, followed by 1st column,
> followed by 3rd column.
>
> I would like to change the order slightly so that it is: 2nd column first,
> 3rd column 2nd, 1st column last. Can anyone tell me what I need to do to
> the
> following code to acheive this?
>
> <div align="center">
> <table border="0" cellpadding="0" cellspacing="0" width="100%"
> bgcolor="#FFFFFF" id="table1">
> <tr><td>
</td>
> <td rowspan="2" valign="top">

This content is first.</td>
> <td>
</td></tr>
> <tr><td>This content is second (I would like it to be third)</td>
> <td>This content is third (I would like it to be second)</td>
> </tr></table>
> </div>
>
> The code effectively creates a table with 2 cells in the first column, 1 on
> the second, 2 in the third. By using the bottom cell of the first and last
> column, the middle column appears first in the HTML. If you would like to
> see
> the result, I've created a test page:
> http://www.france-property-and-information.com/test_page.htm
>
> Very grateful for any suggestions.
> Doug Stewart
>
> P.S. I think it is about time I learned some basic HTML so that I can do
> this type of stuff myself. Can anyone recommend a book that is fairly
> basic
> (I'm not super technical)?
>

• **References:**

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◇ From: Doug Stewart

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