



**Bloofusion Knowledge Series:
Why Search Engines Hate Frames**

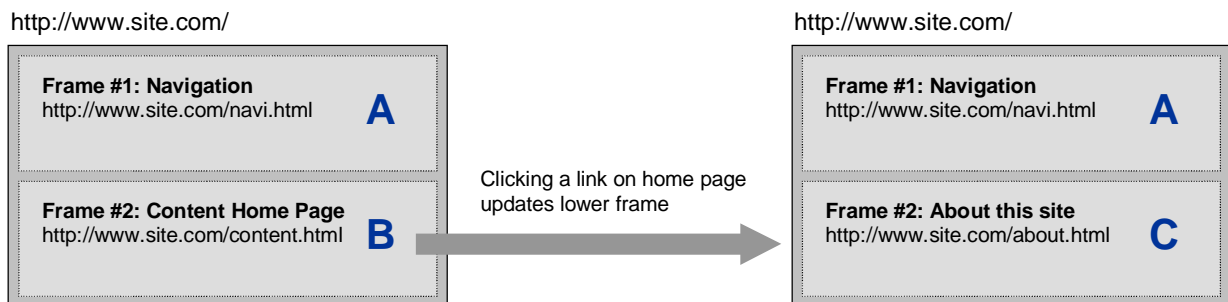
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Why Search Engines Hate Frames

This paper deals with a problem that we encounter with many clients: Web sites that look good superficially are not picked up by search engines. In some cases we discover that the web design is based on frames – something search engines don't like at all.

Please be warned: The next lines will get quite technical. If you're not HTML-savvy and don't want to know about framesets and frames, simply apply the following simple rule: **If you want to be listed in search engines to ensure higher traffic to your web site, don't use frames.** Unfortunately, not using frames does not ensure being listed, but that's another story.

To explain the inherent problems associated with frames, we will use the following example: A web site's home page uses frames. The upper frame represents the navigation bar, the lower frame the content (a typical setup). When the user clicks on a link located in the lower frame; the lower frame will be updated, while the upper frame will stay unchanged.



This looks all too familiar, as many sites use this technique. The problem will get very tangible once you try to bookmark the second web page (frames A and C). Apparently, both web pages (A/B and A/C) have the same URL (`http://www.site.com/`). If you type that URL into your browser, you will get the first web page (frames A and B), but not the second one; there is no URL for the second web page (frames A and C).

This is one of the main reasons why search engines don't like frames: For most of the web pages that „human users“ might be viewing in their browser by clicking around and following links, there simply is no URL (in our example: there is no URL for frames A/C) – and unfortunately search engines need a URL for every web page in their index.

One could argue that search engines could index single frames (A, B, C) instead of whole framesets. Actually, some search engines index framesets this way. But this varies from search engine to search engine.

Thus, to make sure that search engines can index your site you should avoid frames. In most cases the same web design can be achieved by using HTML tables, so, by thinking ahead, there usually isn't even a compelling reason for using frames.

About Bloofusion

The Bloofusion Group (www.bloofusion.com) is a one-stop outsourcing partner that generates online leads and increases sales for corporations. Located in Silicon Valley, Bloofusion has a unique combination of technology and marketing experience to augment profits by increasing web site traffic, implementing community marketing, providing competitive intelligence and various other online & offline activities. Bloofusion differentiates itself from other companies by providing customized, global online solutions that boost sales while providing brand value for the products and services.

If you need any help with your site, please don't hesitate to contact us for a free quote (http://www.bloofusion.com/free_quote/).

We look forward to hearing from you.