

candour

Linking from important pages



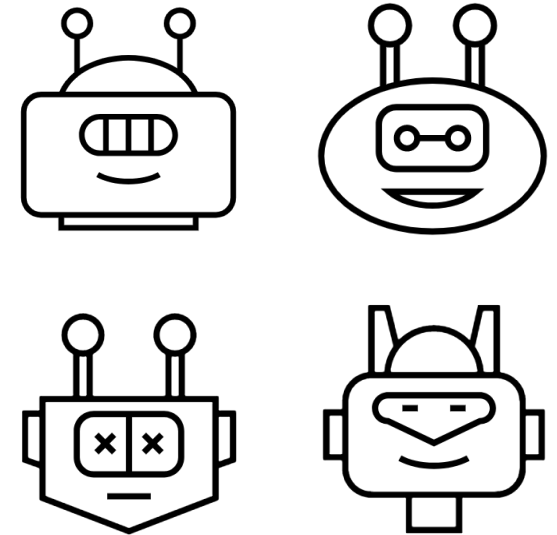
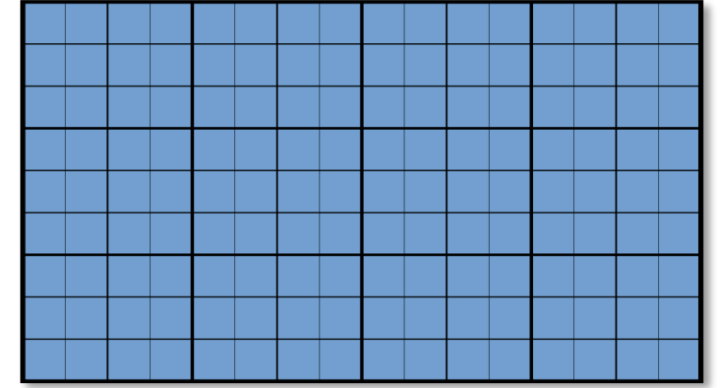
Trainer:

Mark Williams-Cook
Candour



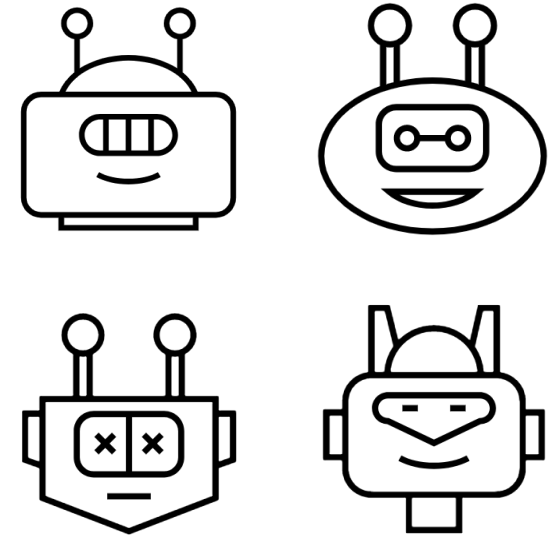
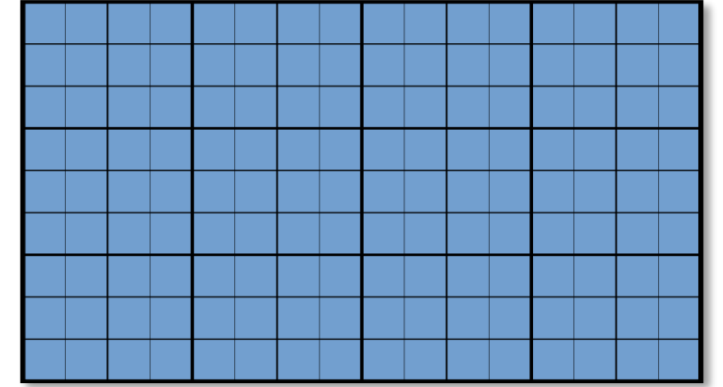
What are important pages?

- Homepage
- Any page in your main menu
- Pages that have a lot of external links



What are important pages?

- Homepage
- Any page in your main menu
- Pages that have a lot of external links
- Any page linked to directly from the above



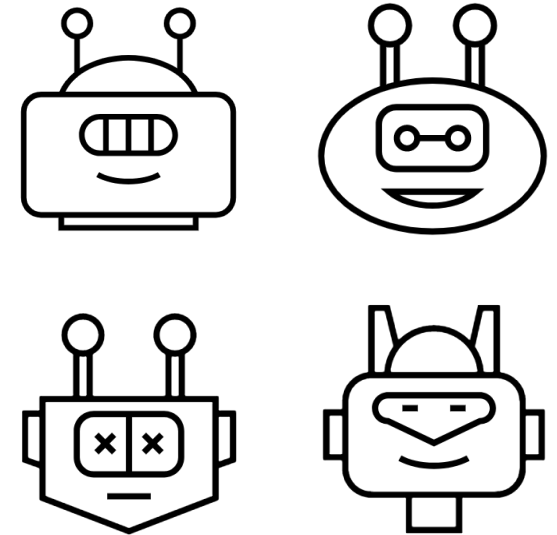
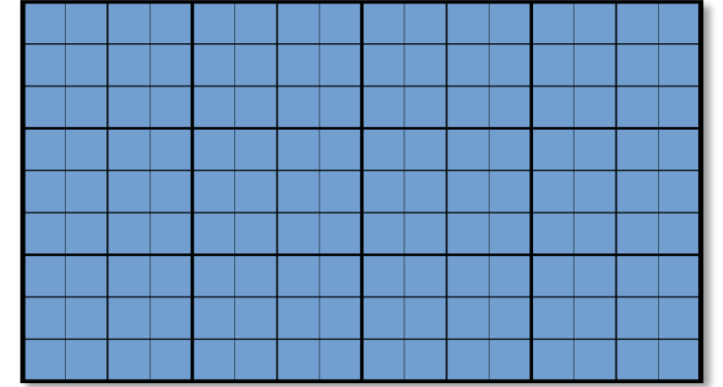
Challenge



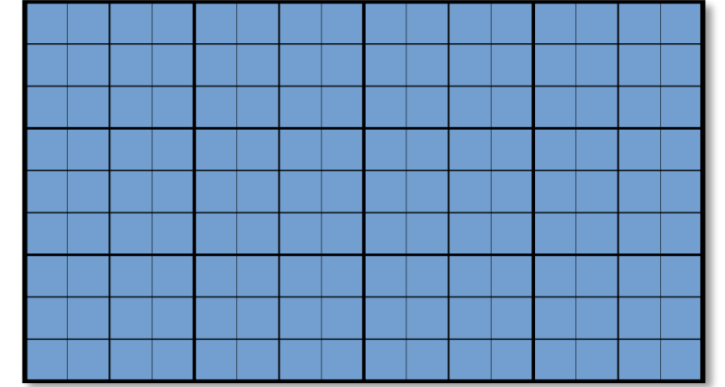
What would you think would happen to the ranking of some “evergreen” content if it was put into a blog-like structure?

Evergreen & news content

- **Evergreen:** Content that keeps its relevance despite age. E.g. “How to change a bicycle tyre”
- **News:** Content that is most important when it is new. E.g. “Raleigh released a new model of racing bike”



Key concept



If your site has lots of external links, you can usually improve the ranking of “deep” pages by surfacing them with links from important pages

