



Anchor text and internal linking



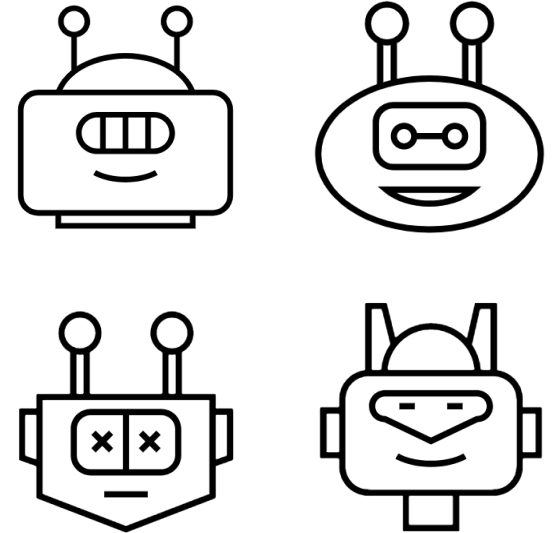
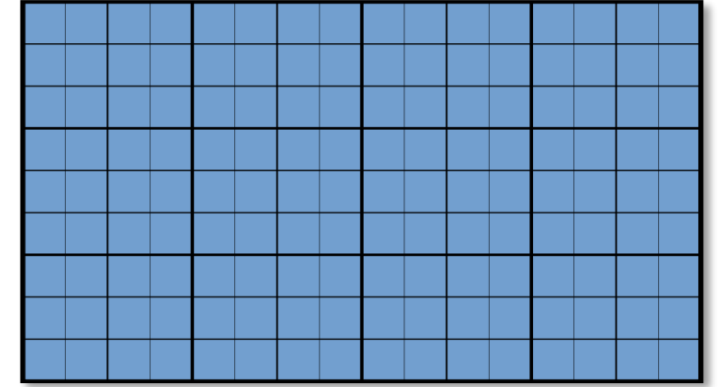
Trainer:

Mark Williams-Cook
Candour



What is anchor text?

[Click here](#)

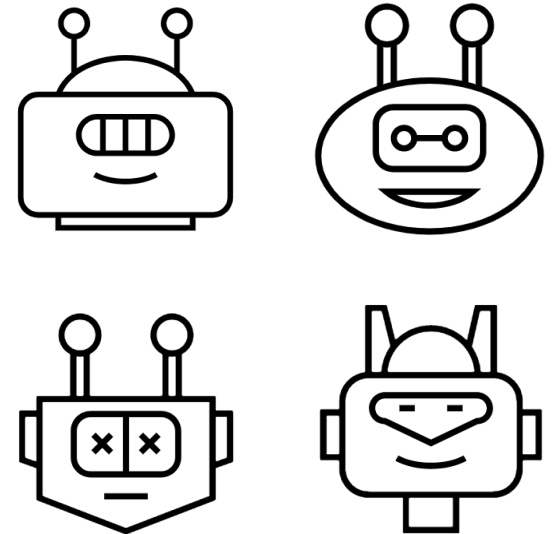
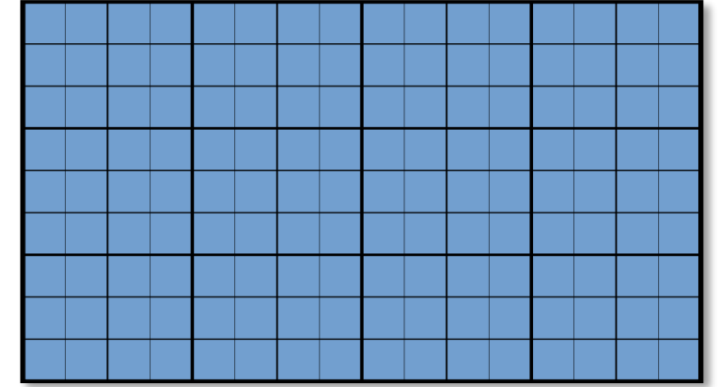


What is anchor text?

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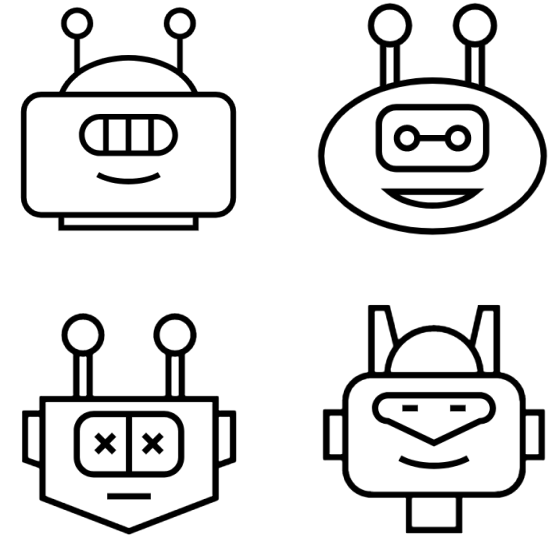
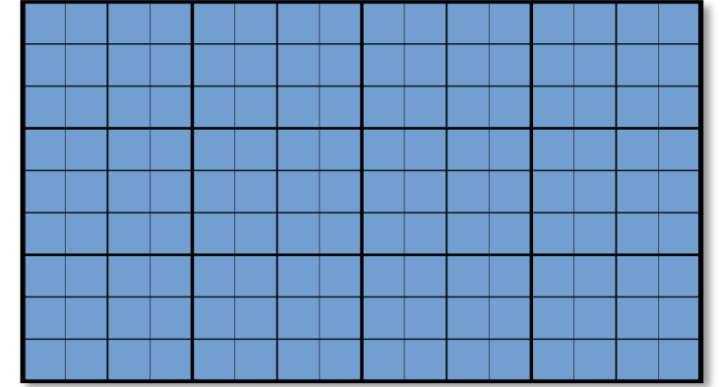
In code it will look a bit like this:

```
<a href="https://withcandour.co.uk/another-page">Click here</a>
```



Why is anchor text important?

1) **Accessibility**: Used by screen readers



Challenge



How do you think using descriptive anchor text can benefit users?

Why is anchor text important?

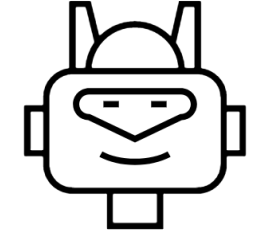
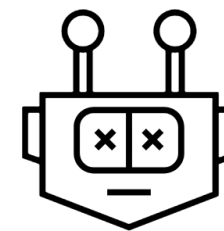
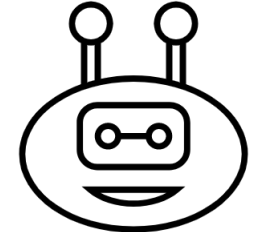
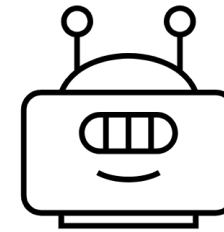
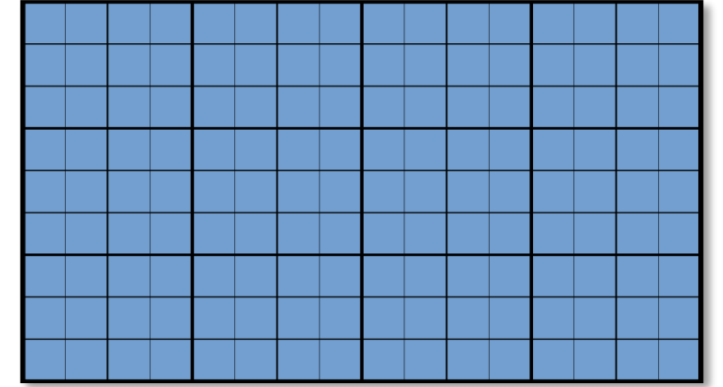
Accessibility: Used by screen readers

Example A

Our company has done very well in the last financial year. In fact we are going to let you read our 2020 financial report. If you wish to access this report please [click here](#).

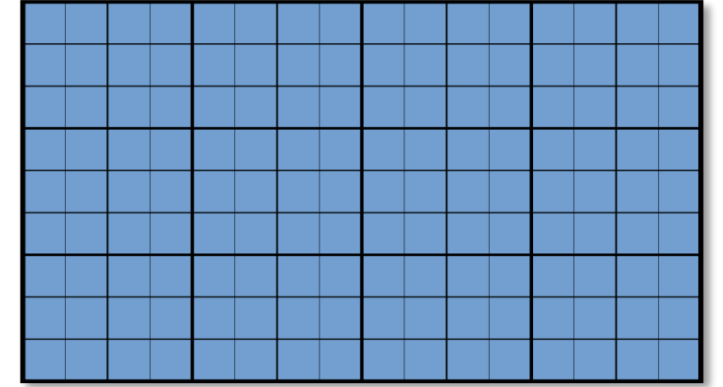
Example B

Our company has done very well in the last financial year. In fact we are going to let you [read our 2020 financial report](#).



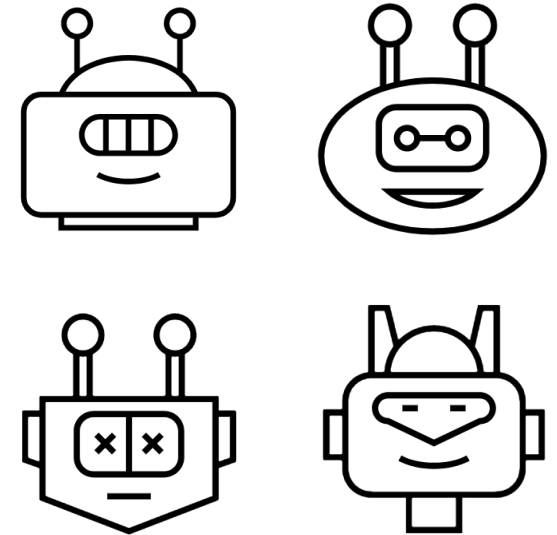
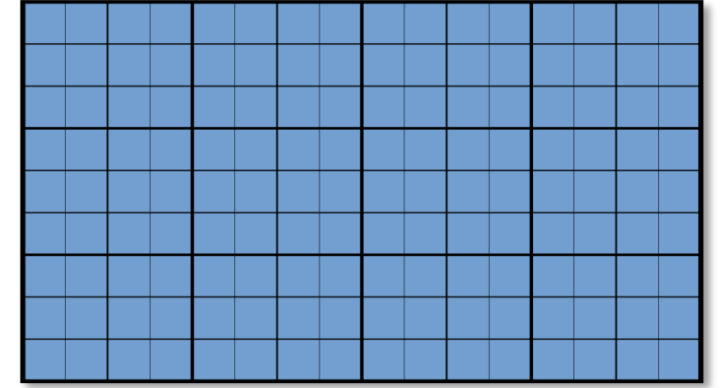
Key concept

Proper use of anchor text is very helpful to your site visitors.

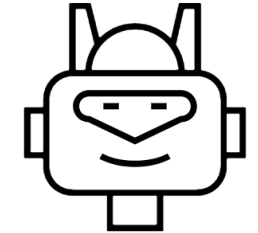
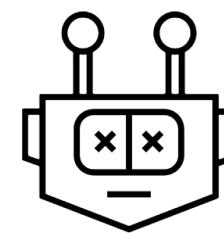
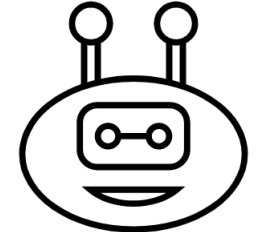
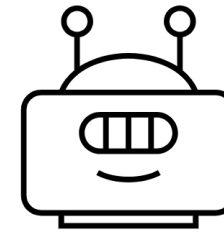
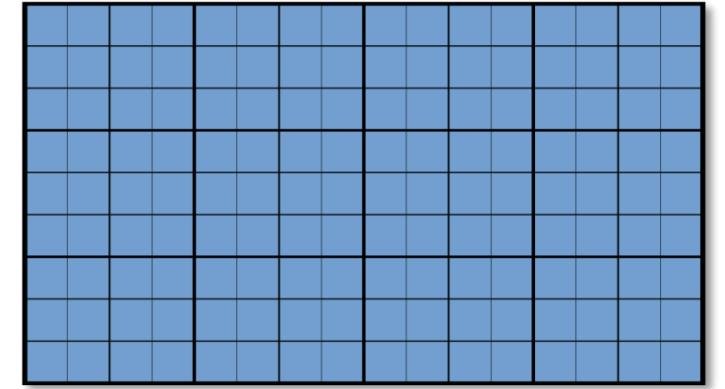
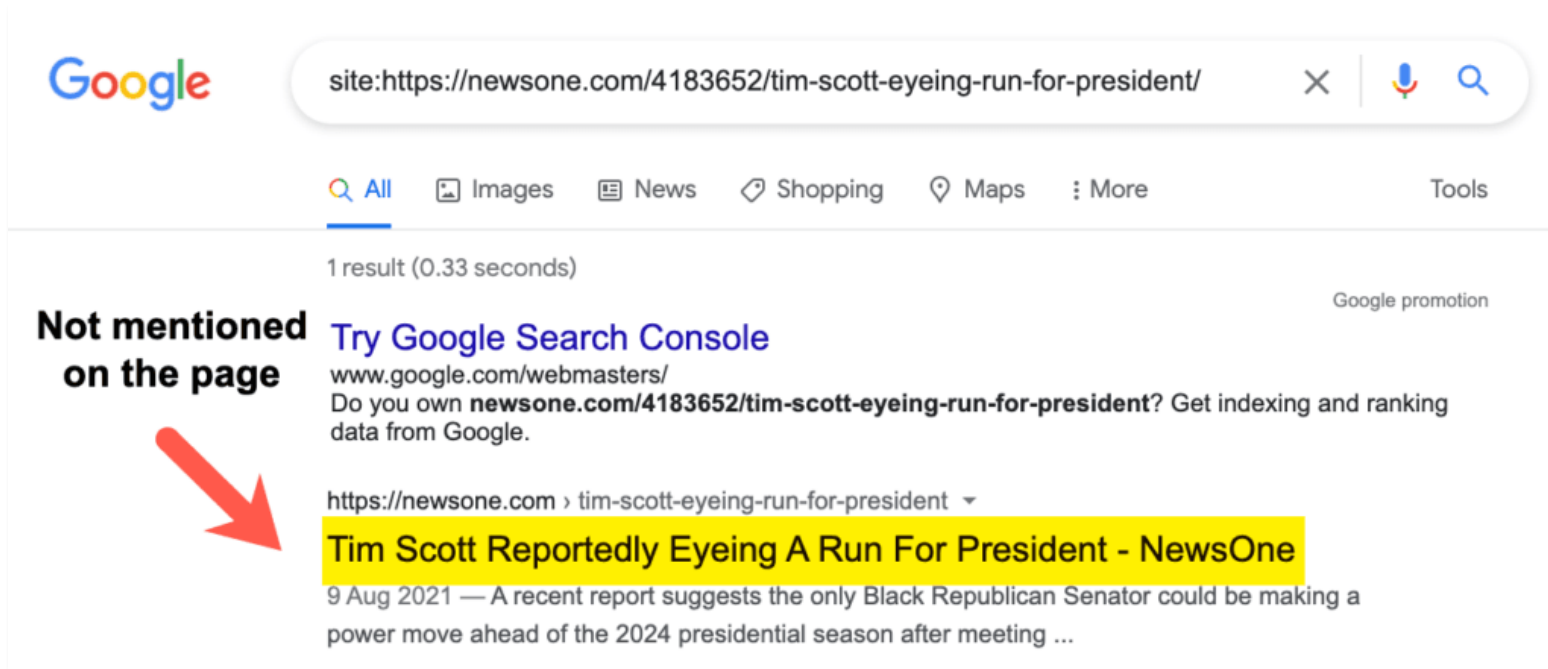


Why is anchor text important?

Search engines: Anchor text is used as a strong hint to what the following page contains.

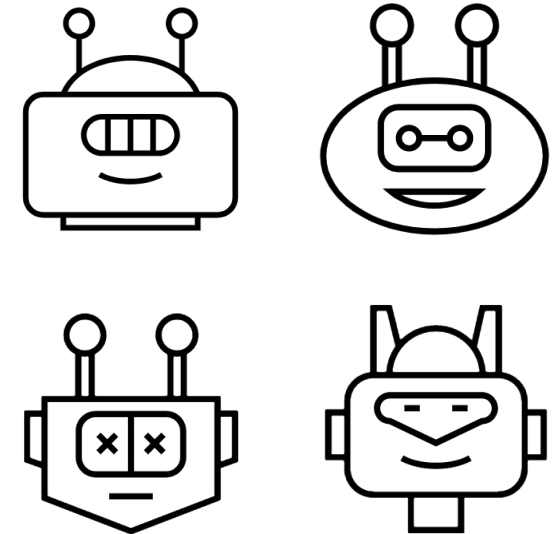
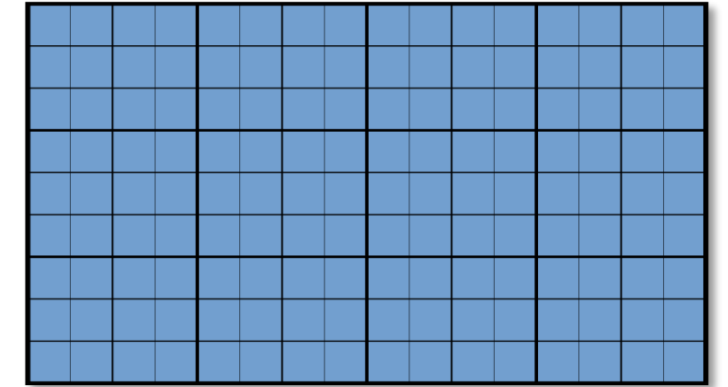
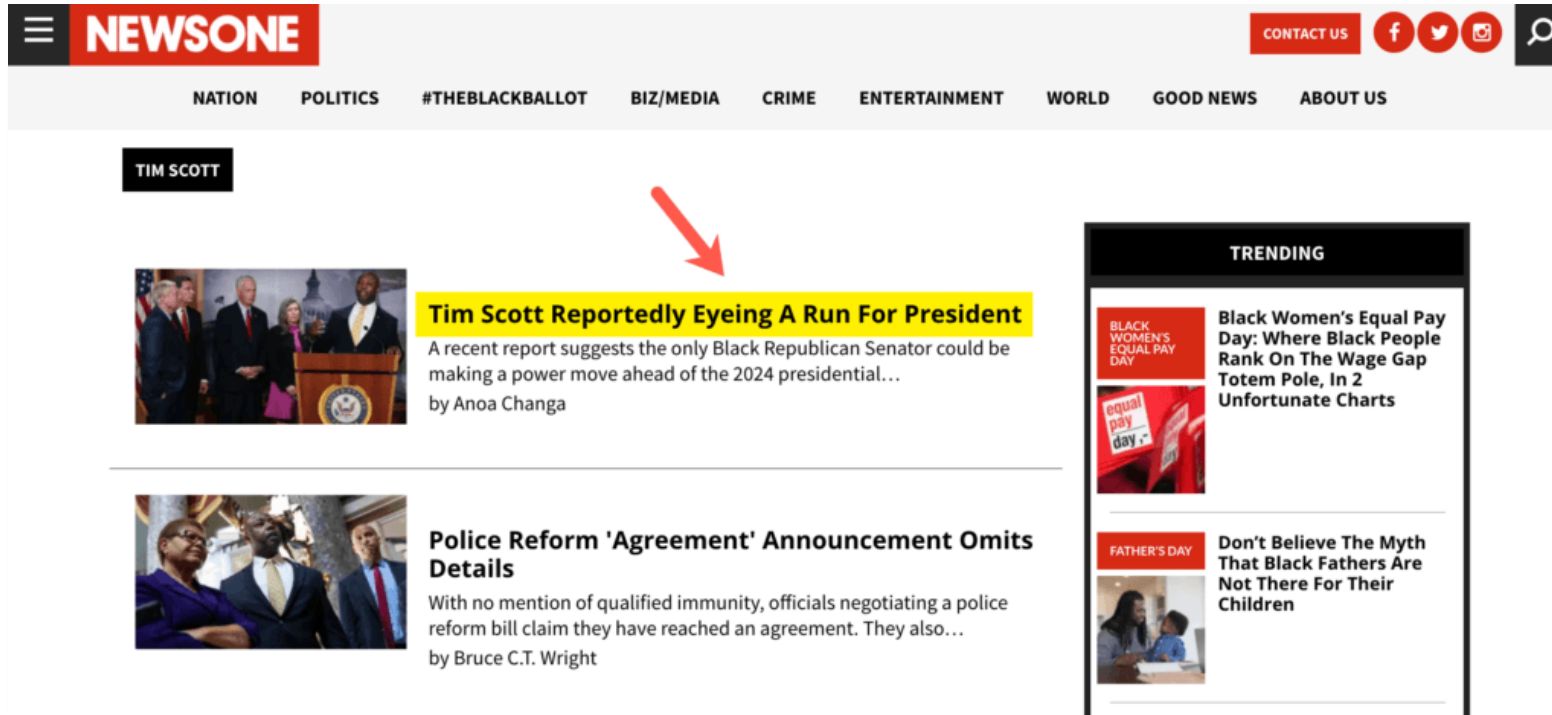


Why is anchor text important?



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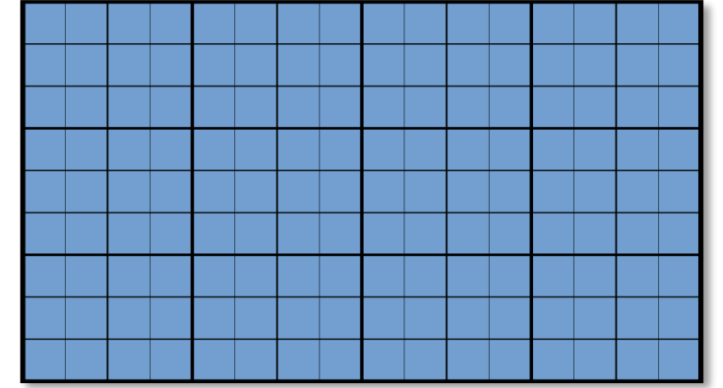
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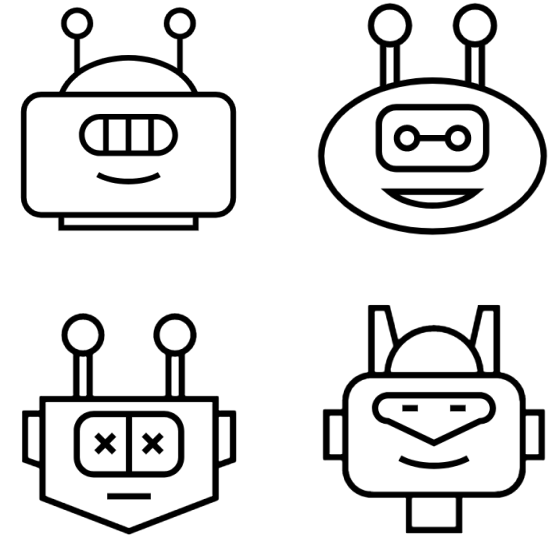
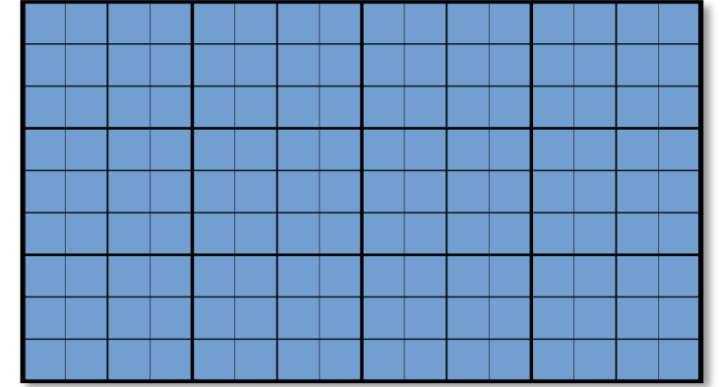
Key concept

Internally linking with descriptive anchor text greatly increases the chances of ranking for those terms.



Anchor text best practises

- Avoid using anchor text such as “click here” or “read more”
- Don’t ‘force’ keywords into anchor text
- Use a range of language in your different links that is suitable to their context
- You cannot over-optimize **internal link** anchor text



Key concept

A page may be considered important
because it is linked to from
another important page

