



Auditing internal anchor text



Trainer:

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Challenge



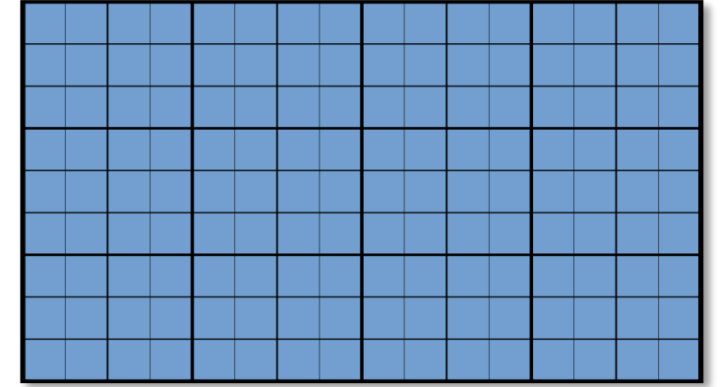
Run a crawl of your site with Sitebulb or load an existing crawl

Challenge



Why might we want to do a Javascript crawl when looking at internal links and anchor text?

Key concept



Javascript can add, remove and modify links



Challenge



Use Sitebulb to find where you have undescriptive anchor text on your website.

Challenge



Ensure you are consistently linking to the canonical / correct page with your target anchor text