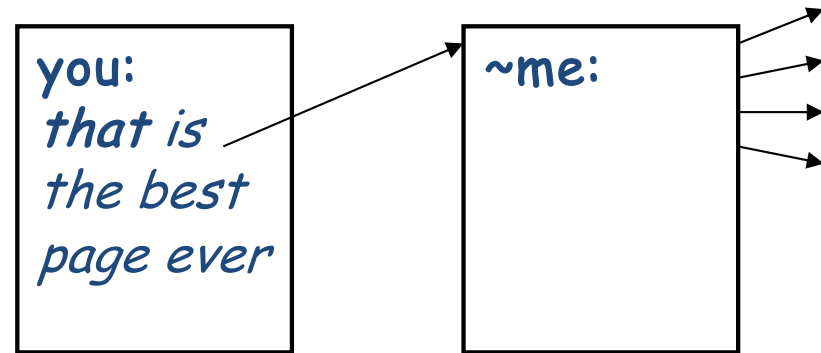
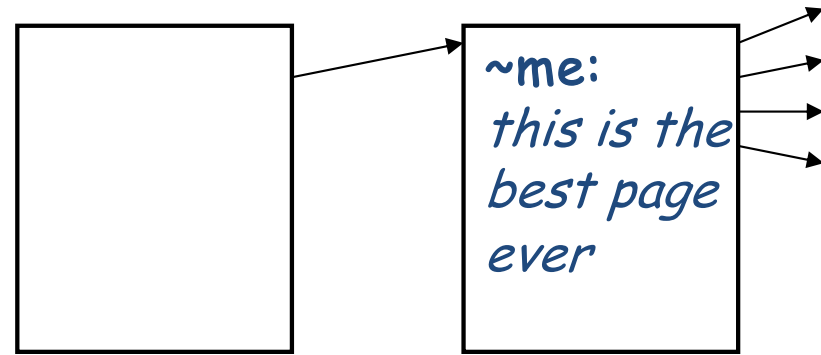


Google search: anchor text

- ❖ Pagerank
- ❖ Anchor text

Google uses:

- ❖ In anchor text?
- ❖ In URL?
- ❖ Title
- ❖ Meta tags
- ❖ <h> level
- ❖ Rel font size
- ❖ Capitalization
- ❖ Word pos in doc
- ❖ Secret ingredients



... and weighs them according to a secret recipe