

LEARNING SUMMARY

SEO:LINK BUILDING

CREATE LINKS WITH MEANINGFUL ANCHOR TEXT

Links are essential for search engine navigation

- Allow search engine to discover new content
- Determine where a page should rank in the search engine results

Anchor text describes what an underlying link is about

Best Practices

- Make anchor text descriptive
- Make anchor text concise

FOCUS ON LINK BUILDING

Generate backlinks for your page to help build status in search results.

Focus on high quality links!

Two kinds of links:

- Organic links
- Manual/outreach links

LINK BUILDING STEPS

1. Evaluate current links (or links for a competitive site)
2. Identify high quality websites
3. Approach identified sites with link request