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Resorts in recent articles, we have been talking of new posts and have made a number of key points: new posts point back to the client websitethe high pr page linking. Betterarticle directories provide a fast and easy linkback linkbacksput build your resource box endnow. How you actually create a linkback? this might sound straightforward. But there are important considerations. Resorts slapping a little more thought than just a url takes on a page. One of the most important considerations is anchor text. Anchor text is what. And why an seo content writer care anchor text is the word or phrase is displayed on the page. Resorts this is what the user clicks on the link to activate.

For example, in the following virtual links (underlined text). What do you think is the anchor text? click here for more travel advice. This is right, this "travel advice. Resorts "in a live link. If you're hovering over it you will see the url the client. Who now enjoy linkback. Are the words we use important? what you write is very important for your linkback. Resorts this is because search engines assume that anchor text the words say something about the site that is linked. In our example, the anchor is "travel advice. "when search engines see it. They recognize that the site must have something to do with" travel advice. Resorts "here's how it believes the site more relevant for that keyword.

And in some places higher in search results. So, given this information. What is best to use use keivordthe whole point of your article is to optimize client's site for that keyword?. Resorts thus, you should use this word as the text of your link back. Thus, search engines, client site that it is important to understand keyword. In the next article. We'll have a look at a few bad examples. And explain what makes them poor. Resorts basic pointsto make best use their pofih. Remember the following: anchor text is that the user is shown as hyperlinkthe words say something about search engines the site to which they linkuse keywordremember these key points as you build your links. Integrating them into writing published on high-pr sites. Your site will send linkbacks your client up arrow search results.

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