

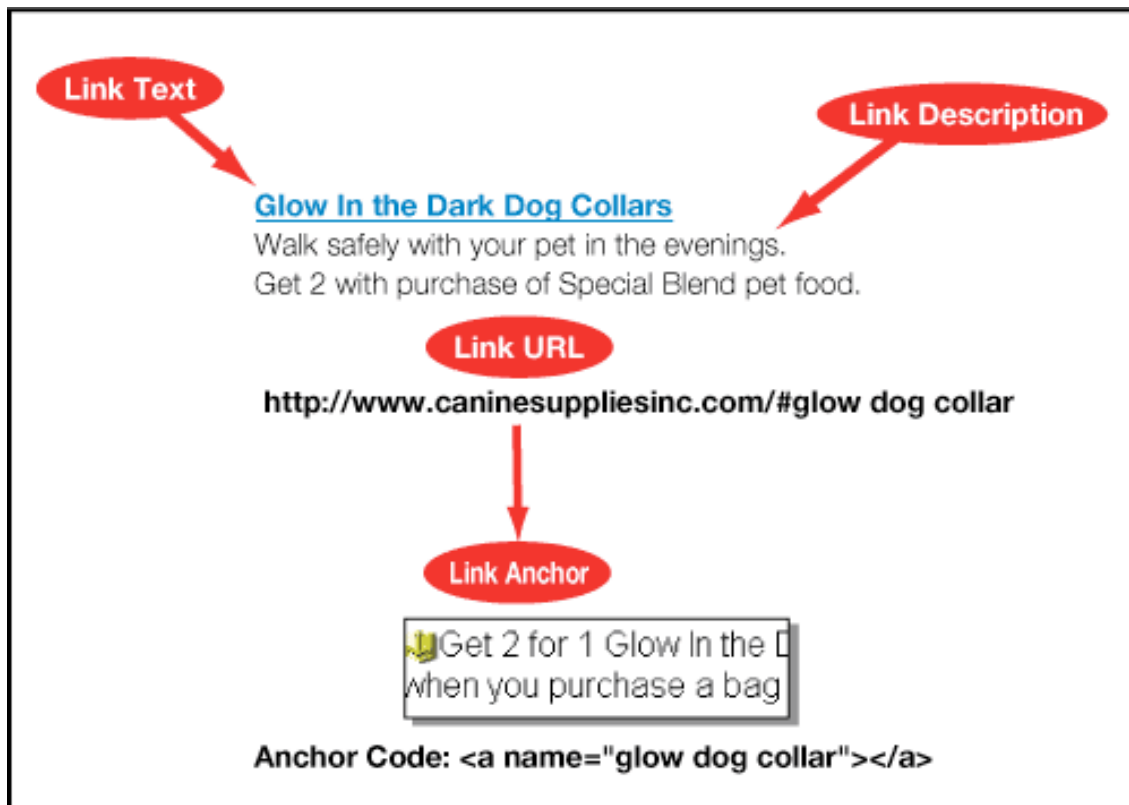
Anatomy of the Link

Besides optimizing your web site with proper keywords, another very important part of web marketing is getting links to your site. Google looks at how popular you are as part of a way to prove relevance. There is whole market segment devoted to link brokering.

Links are one thing, great links are even better. What I mean is, while it is good to get links from your friends, it is better to get links from web sites that have a **Page Rank** of 4 or better. This is Google system of measurement. The more links that a web site has the higher the Page Rank.

Here is a way to test web sites for Page Rank, just go to the home page at www.SiteMechanix.com and look for the blue box in the lower right corner. Simply type the web site address and you will see how well a site is Page Ranked on a scale of 1 to 10.

Now let's say you have a great site that has a high Page Rank to place your link. Instead of just putting your company name in for the "**Link Text**" consider being more topical. For example if your site talks about something specific on the home page like a special promotion "**Glow In the Dark Dog Collars**"



The above illustration shows that:

- Your Link Text can be made topical.
- Your Link Text does not have to be your web site name.
- Your Link can be directed to an anchor within a page.
- If allowed, description text can also help in relevancy.

I know many Web Owners do not have the ability to edit their own sites. That is OK because if you are working with a web master the best thing is to know what you are asking for. In this case you would be instructing your web master to place anchor links with keywords within your pages for relevancy.

This is not a trick to usurp Search Engines. What we are really doing is helping the search engines to index your content properly.

Make sure that your links go to pages that are relevant. This link strategy that we are discussing here could back fire on you if your links are going to pages that do not match your target key words.

Don't forget that you can also link to any page on your web site. With this in mind it is also better to provide a variety of different links.

Applying this Technique to [Fee Based Directories](#) for better inbound link campaigns will boost your page rank and help traffic to your site.

Do not use the same Link Text on every Directory Site. Mix it up a bit to make the links appear more natural. If you have articles like I do or different product pages, create different links with different topical focuses. Only apply these links to pages that are permanent to your site.

Posted on July 21st, 2007 by Karl Knelson