

Title:

When Linking Create Powerful Anchor And Descriptive Text

Word Count:

347

Summary:

A link is essentially a free advertisement on someone else's site pointing back to yours. So w

1. Give your link text some length -- at least two sentences. If all "link pages" consisted of

Keywords:

linking, link building, text links

Article Body:

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1. Give your link text some length -- at least two sentences. If all "link pages" consisted of

2. Pack your link text with your most important keywords. You don't have to "hype" you site. J

3. Make sure your "anchor text" includes your most important keyword. The search engines consi

4. Create more than one version of this link text. A long one should be roughly 200 characters

5. Mix up your anchor text. If you are doing some serious link work, trying to create hundreds

Concentrate on building keyword-rich contexts in which your subject matter is clearly stated a

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