

# The good link guide: build better links to your website

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Links are good. Links bring people to your website, and they tell search engines that your website is popular. Link-building is one of the primary tasks of Search Engine Optimisation (SEO). There are many ways to get links, but it's important to understand the elements of a link so that when you get a link you know how to make it a **good link**.

**When assessing links, search engines consider:**

**Location.** How good is the site containing the link? Is the linking site relevant to the site being linked to? How prominent is the link?

**Content.** What is the anchor text of the link?

## Location

Not all links are good. If your website has a hundred links from illicit or disreputable websites, then search engines will put your website in the same category. Once you've found a good website to give you a link, think about where your link will go. A prominent place on a popular page is worth much more than a lowly link in the footer of an obscure, rarely-visited page. For example, links from web directories are easy to obtain, but they're much less valuable than a home page link from a highly-regarded blog. A highly-regarded blog that's connected or relevant to your website is even better.

## Anchor text

The clickable, visible words that form links are known as the anchor text. In this link: **Jam Jar** the anchor text is *Jam Jars*.

When search engines 'read' web pages, they read and follow links. Because my link to the website of Freeman & Harding has the anchor text **Jam Jar**, search engines assume that Freeman & Harding has

some relation to Jam Jars. This is a crucial point. **Use your keywords in anchor text.**

## Anchor text example

A good link:

View professional range of hairdressing products

A bad link: View hairdressing products

The good link's anchor text contains relevant keywords. The bad link is a wasted opportunity, unless you are hoping to appear high in search results for something as generic as products (which would be insane).

## Key Points:

Search engines consider many factors when assessing links.

Seek links from good websites.

Aim for prominent links on key pages.

Links from relevant or related websites are a bonus.

Use your keywords in anchor text.

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