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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

A Strong Anchor

By Daniel N. Brown

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Stories have been told about the only thing that saved the lives of the people aboard a ship in a storm was a strong anchor. But, there are also stories of those who perished when their anchor did not hold.

Luke and the Apostle Paul were aboard a ship that was tossed by a raging storm. Luke writes in Acts 27:29, about the actions of the crew, "Fearing that we would be dashed against the rocks, they dropped four anchors from the stern and prayed for daylight."

It is written, "The Lord is good, a strong hold in the day of trouble; and He knows them who trust Him." (Nahum 1:7)

What, or who, are you depending on to hold you in your storm? Is it God? Or, is it a particular person? How about money?

If you are a Christian, God is your anchor and salvation can be found in no other. Jesus said, "I do not pray that you take them out of the world, but that you keep them from evil." (John 17:15) This is a promise that God will be our anchor in the storm and that He will keep us in His care.

Ray Boltz is one of my favorite artists, and "The Anchor Holds," is one of my favorite songs by him. It is a great message for those who are in the midst of a storm in their life. If you have never heard this song I encourage you to find a copy and take a listen.

In times of fair weather we have comfort of knowing our anchor is there. But, in the storm, our faith is tested and we must continue to know that our anchor is still there. Sometimes, to remember the strength of our anchor, we need to feel the strength of the storm.

Daniel N. Brown is the publisher of the "Living the Abundant and Prosperous Christian Life" Newsletter. A free weekly publication that teaches how to live the abundant and prosperous Christian life. Receive a free copy of Dan's 14 page report entitled, "5 Biblical Keys to Outrageous Prosperity," when you sign up. www.secretplaceonline.com

Using Anchor Text Efficiently

By Jason Rickard

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One of the most underused things by Newbies in regards to linking is "Anchor Text". This is the visible text showing in a link. A sample of an anchor text is:

The prime mistake Newbies make is to put their website name into the Anchor Text. Unless your website contains your keywords this is a waste of a perfectly good link. Remember that Google puts a very big importance on those Anchor texts and they should always use your keywords.

The second mistake is trying to put every single keyword into your anchor text and give that to everyone. There are two mistakes with this technique.

1.) Google assigns weight to each word in anchor text so if there are a lot of filler words (common in long sentences), they will "dilute" your target words

2.) You should vary your text throughout your links. That is, change it every 20 or so. This just makes sense. If your links were placed naturally, there would never be 300 links all with the EXACT same anchor text.

So with all that in mind here is an example:

You sell Blue Widgets in England and want to rank first for "Cheap Blue Widgets in England"

Your anchor text could be varied between the following:

Cheap Widgets

Blue Widgets

Widgets in England

Cheap Blue Widgets

Hopefully this helps you start an effective campaign.

Jason Rickard is the webmaster for <http://www.yourfavouriteshop.com> and owner of Grafton Web Design in Dublin, Ireland. *Article may be reprinted provided it is not altered and links are live.*



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