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Using Anchor Text Efficiently

By Jason Rickard

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Blue Widgets

So with all that in mind here is an example:

Hopefully this helps you start an effective campaign.

SEO Outbound Link Relevance

By Joel Walsh

Outbound Link Relevance & Anchor Text

The clearest way that outbound links can affect SEO is through their anchor text.

How to shoot yourself in the foot with outbound link anchor text relevance:

There are four main ways to shoot yourself in the foot by mishandling outbound links' anchor text:

navigation.

Don't chain your website down. Start sharing the links.

Joel Walsh writes prolifically on search engine optimization tools:

<http://www.UpMarketSEO.com>



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