

4 reasons why the anchor text failed

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TipsMake.com - The anchor text of the link pointing to the website is very important when it comes to getting high rankings on Google. However, Google may not use anchor text for all your links.



The text used in the links that point to your website is called **anchor text** , which greatly affects the location of a website on Google's search results.

For example, if many people use the text " *informatics knowledge* " to link to certain websites, it is very likely that this site will have a high ranking for the term ' *computer knowledge* ' in the end. Google search results. **Link text** (also known as **anchor text** , **text link** .) is the text used to create a link, for example:

<http://www.example.com> "> this is the text link

Unfortunately, not all anchor text is used by Google. Check out the following 4 things to make sure the links to your website are through the correct anchor tags:

1. Nofollow attribute

Need to think carefully before using this attribute in links. Links to websites that contain the `rel = "nofollow"` attribute will not be used by Google for anchor text. For example:

```
rel = "nofollow"> great keyword
```

You can test the link by viewing the source or by using some tools like **IBP** .

2. URL contains invalid characters

If the URL contains additional invalid characters, it is most likely that the search engine will not index it correctly. For example:

```
http://www.example.com "> great keyword
```

In the above link, there is a space at the end of the URL. Some webmasters discover that the anchor text will not be transferred to Google if it is not empty.

Note that most browsers can correct this and display the web page correctly. But for search engines it is different, they will treat these urls as a manifestation of poor quality and underestimate non-standard links.

3. Links use 301 redirects

Google's Matt Cutts has confirmed that Google will not consider all **301 redirected** anchor text. For example:

```
http://www.example.com/page.htm">great keyword
```

Webservers will redirect *http://www.example.com/page.htm* to *http://www.example.com* homepage with a **301** navigation. In this case, Google will not use the link text. That means you have lost points.

4. There are many similar link text in one page

If the content of the website has multiple links to a link, Google will only use the first link text and remove the other text links. For example:

```
http://www.example.com "> This is an example. The link text http://www.example.com"> great keyword will be ignored by Google.
```

Both links point to a URL (*http://www.example.com*) , Google will use the first link text for the word ' **This** ', the text link for the ' **great keyword** ' will be ignored unless it points to another URL. For example:

```
http://www.example.com/page1.htm "> This is an example. The link text http://www.example.com/page2.htm"> great keyword will be ignored by Google.
```

Link is one of the most important factors when it comes to top 10 on Google rankings and other major search engines. Interested readers can learn more about how to get links to their website **here** (IBP documentation, starting on page 91).

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