

# 4 ways to build non-Anchor text links in SEO

Anchor text is a form of text that links to an article, a page on that website itself or to another website. Through Anchor text, how will Google evaluate the ranking of posts on the page, qualify for ranking?

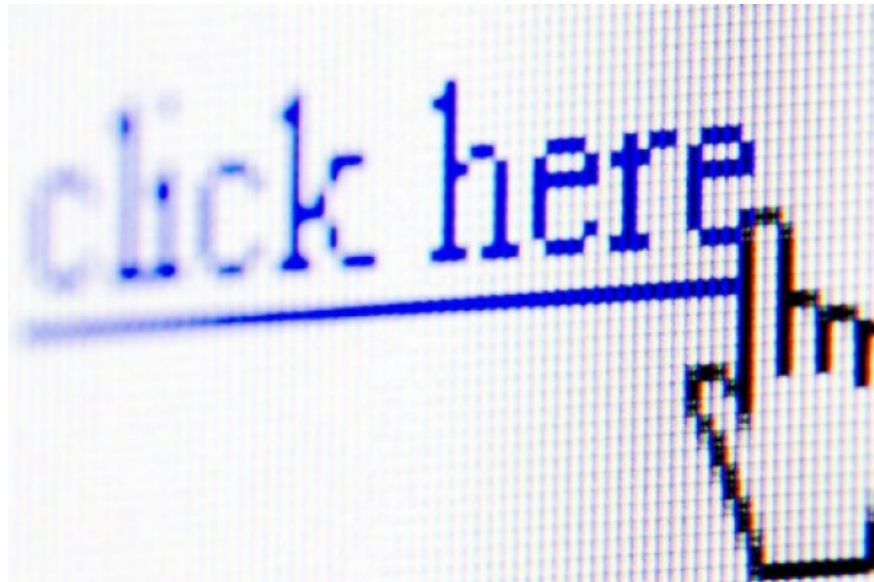
Anchor text is a piece of text or web text that contains links to your web pages, or another web page. In the entire article content, Anchor text is identified by a different color than the entire surrounding content does not contain links. Understandably, Anchor text is a text link to another web link to get backlinks.

Through Anchor text, search engines like Google will evaluate whether the article on our site is eligible to rank in a high position. However, Google can use its algorithm to detect unnatural link configurations. A new website will not use hundreds of links with a keyword phrase set in short time text anchors.

Anyone doing SEO understands the need to create search links in the process of making SEO for a website. So how to build links without anchor text?

## 1. Build links to bring traffic:

Want to rank high in search engines we need to have a lot of traffic. So why not use the classic "click here" instead of the usual anchor text, which will encourage people to access your page when they see your link.



## 2. Building links for brand building:

Branding is becoming increasingly important, especially if you think about the fact that A stands for Amazon and AOL, B stands for Bank of America and Best Buy. And so when you search on Google.com for AB letters, you'll see Google suggest Amazon and Best Buy.



Therefore, you will want to build links to business / brand names so that brands become more authoritative in search results. Imagine if someone remembers your company name, but not completely, and tries to use Google to find you. So start to care about advertising your brand on Google search before your opponent does it.

### **3. Building links for alternative keyword phrases:**

If someone does not have a clear idea of what they are looking for, they can search for words that are unrelated to their search purpose, and they will follow Google's suggestions that appear in Search box when they type. So look at your customers' keywords and start typing them slowly to see suggested words. And perhaps you should also pay attention to the different keyword phrases that are relevant to your main keyword.



In addition, Google is not a search engine that is all related phrases. There are many other websites that offer some keyword alternatives, including search engines (Bing, Yahoo, Blekko) and social search sites (Topsy,

Delicious).

## 4. Building internal links:

Building internal links in the website is also a way to increase the power and score points with google. Imagine what your customers will do when they visit your site from a certain page on the website, at least you can get more visits when your sub-pages link.



In case your sub-pages have a high ranking by some keywords, you will have more opportunities for customers to find you, through keywords placed on your subpages and obviously You will have many opportunities to be ranked first with less difficult keywords. This is in stark contrast to the main keywords that only have 10 very competitive positions.

### Refer to the following articles:

1. SEO website process on Top Google
1. 10 Google search tricks anyone needs to know
1. Some basic concepts to know about Search Engine Optimization - SEO (part 1)

### Hope this article is useful to you!

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