Welcome to the sixth of our seven day series on how to get the most out of your first week with Wordtracker. Today we’ll be talking about the critical importance of internal and external linking text in achieving better search engine rankings.

If you want to get to the top of Page 1 on Google, it’s important to know how to leverage internal linking text, over which you have complete control, and external linking text which you can’t control but you can influence. This is an example of a linked keyword phrase.

You’re not just providing a link, you’re providing a clue about the actual content by using the keyword phrase as part of the link, so why do we do this?
First, keyword rich text is more attractive and can really increase your conversion rates. Second, it tips off Google and other search engines as to the linked pages’ content. Google really likes this and can reward you with a higher ranking.

This is an example of internal linking text, which are links to other pages on your site.
They come in two basic flavors – navigation menus...
Tutorial 6. How to use keywords in linking text

...and body text links...

...you can use to link to other documents on your site.
This navigational menu, while basically correct, is keyword-poor and thus offers only limited help in the search engines.

Let's fix these.
Now the relevant keyword phrases will work for us in raising our rankings. This menu-linking text will go to major category pages on your site. See how the linking text is now the same as our major lists?

We use our keyword tool to plan out our site structure by organizing it into lists that match site categories. Going back to our first example, this is a nice keyword phrase.
Many content authors if they do any internal linking at all, make the classic mistake of placing the link on the wrong content:

![Incorrect internal linking example](image)

So remember to make your anchor text out of the keywords for which you want to be highly ranked, and watch those rankings improve.

![Correct internal linking example](image)
Now, let's take a look at external linking text. These are inbound links that arrive on your site from other websites, and you can make these links keyword rich.

Obviously since you aren’t the author of those sites you don’t have total control here.

http://www.furniturehub.com

A site specializing in business furniture for both home and office, FurnitureHub offers an incredible selection of desks, filing cabinets, conference tables, chairs, and safes.

As you can imagine, this isn’t very compelling to the search engines.
If you can, try to convince the website manager to phrase your link a bit more like this:

**Home office furniture at FurnitureHub**

A site specializing in business furniture for both home and office, FurnitureHub offers an incredible selection of desks, filing cabinets, conference tables, chairs, and safes.

Of course it can often prove challenging to be linked to externally at all, much less trying to dictate what the link text should say. Here are a few tips for achieving exceptional external link text. The keywords you most want to use for link text are your most wanted keywords – the seed keywords for your site’s lists, but it’s important also to use variations on your important keywords, and of course you can find this alternative link text within each of your lists. Any of these keywords can be used as link text.
You can help out those webmasters who link to you by providing the exact HTML for them to simply paste in, thus increasing your chances of getting the exact link text you want.

Develop relationships with other people in your industry. If you’re generous on your site with keyword rich links back to their websites, it’s very likely they’ll return the favor.

And here are a few more tips. Look for good directory links...
...learn to write an effective press release and use a service like PR Web to distribute them.

For a small extra fee they'll let you embed links into the body of the press release. Write and publish quality articles and blog posts, making sure you include important keywords in the title.

People will generally use those titles when they link back to you.
Ezines, online newsletters and other information sources will often accept well-written articles for publication, generally including a signature box describing what you do, and will link back to your site in whatever way you specify.

Link building is hard work, but especially if you try to make those inbound links keyword rich you’ll be rewarded with better rankings.

This concludes our Day 6 tutorial. In our final installment you’ll discover how to one-up your competition by expanding into new markets.