Content Writing

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Internal Linking

The Assignment

- What were the challenges?
- Questions or concerns?
- What I saw

Internal Linking

- Why is internal linking important?
- How do search engines look at internal links?
- Internal linking tips for writers and editors

Why do links matter?
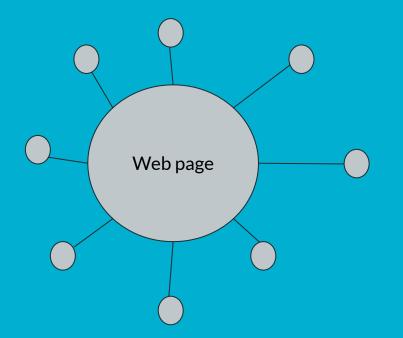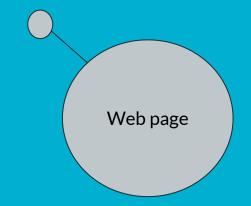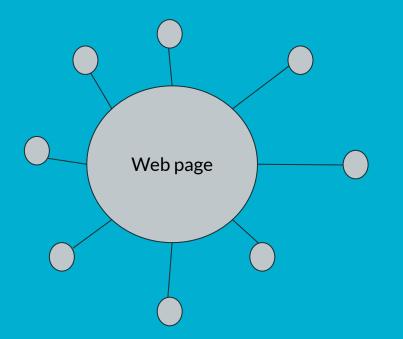
Then came Google ...

Ways to Think About Links

- Votes
- Navigational elements
- Help Google understand the page
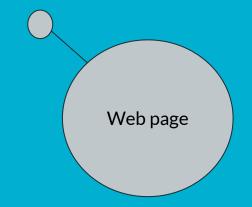- Show the page as part of a larger resource

Which page is more important?
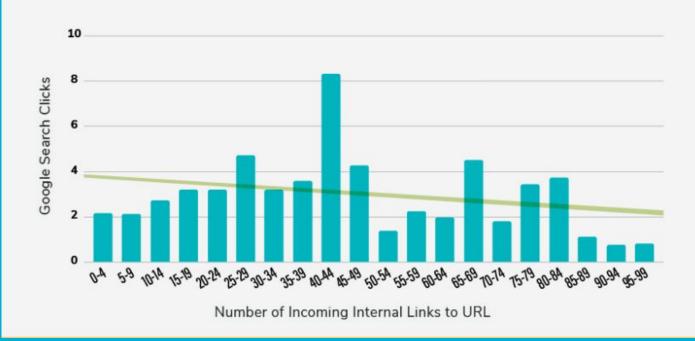
Which page is easiest to find?

Pages with More Internal Links Get More Traffic

Internal Links vs Google Search Clicks

Google Search Clicks (y-axis, 0 to 10)

Number of Incoming Internal Links to URL (x-axis: 0-4, 5-9, 10-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75-79, 80-84, 85-89, 90-94, 95-99)

Links Help Google Understand the Page Better

DEFINITION

artificial intelligence (AI)

By **Nicole Laskowski,** Senior News Director | **Linda Tucci,** Industry Editor -- CIO/IT Strategy

What is artificial intelligence (AI)?

Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include expert systems, natural language processing, speech recognition and machine vision.

How does AI work?

As the hype around AI has accelerated, vendors have been scrambling to promote how their products and services use it. Often, what they refer to as AI is simply a component of the technology, such as machine learning. AI requires a foundation of specialized hardware and software for writing and training machine learning algorithms. No single programming language is synonymous with AI, but Python, R, Java, C++ and Julia have features popular with AI developers.

Tips for Internal Linking

Tip 1: Use Proper Anchor Text

- Be succinct
- Use keywords in anchor text
- Make it relevant to the linked-to page
- Think of your reader
- Link to important pages

So ... which anchor text is better?

- [Click here!](#)
- [Internal link strategies](#)
- https://www.internallinkingstrategies.com

Anchor Text Examples

Click here!

https://www.internallinkingstrategies.com

Check out this guide to internal linking strategies.

Tip 2: Make Relevant Links

site:freelancecoalition.org/ seo

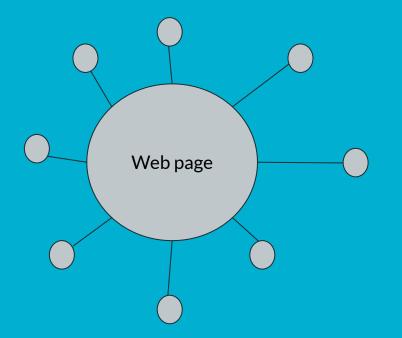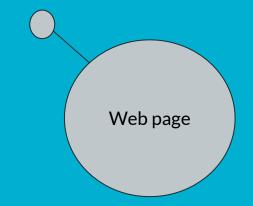# Tip 3: Make Sure Internal Links are "Do Follow"

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Anchor text

VS.

Anchor text

Tip 4: Link to Your Most Important Pages

Tip 5: Put Links High Up on Your Page

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Tip 6: Create a Linking Process

- Create a new piece of content
- Add links pointing to related content that could be helpful resource to people that are reading it
- Add the new content as a link in other existing content

Tip 7: Don't Go Crazy

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When you are adding internal links, it's important to keep your readers in mind and avoid going overboard with internal linking. Ask yourself what resources will be useful for your target reader. You can also think about how Google might see the page and whether the links you are adding contribute to its strength as an overall resource or take away from it.

Questions?