

Albuquerque, NM

Digital Marketing

Internet Lead Generation

Search Engine Marketing

For Small and Medium Sized Businesses



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How Inner Linking

Increases Site Visibility

| Albuquerque SEO

Strategic inner linking is a Search Engine Optimization (SEO) technique, propelling the success of content marketing. As a leading Albuquerque SEO Agency, we know exactly how to implement the most powerful linking strategy.



Inner Linking Has Three Main

Purpose:

- 1.) Assists in website navigation**
- 2.) Scatters page authority and ranking power throughout the site**
- 3.) Characterizes the hierarchy and architecture of a website**

The Inner Linking Theory

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Kissmetrics.com explains :

Internal linking strengthens the overall search-optimized value of a website by providing clear paths for spiders, prolonged sessions for users, and a tight-knit network of pages and posts.

Produce Multiple Content

To successfully create multiple inner links, first there must be a great number of content to work with. The abundance of content pages is what makes this system effective.



Anchor Text

Anchor text will lead the readers directly to the exact page in the website where additional information or topic is discussed. Keywords used to optimize the page shouldn't be the anchor text. A simple word or set of words in a sentence can be anchored.



More Importantly,

Use Relevant Links

Relevant links are important when added to a content. Link to content that is relevant to the source context.

As much as possible, link to relevant content in your inner linking. Be sure to learn more about our strategy on our Albuquerque SEO company page.

Learn more about SEO and search engine marketing at the link below.

Click to learn more

<http://www.neovora.com/albuquerque-seo/>