



# Mastering Anchor Text Optimization

for Internal Linking

# What is Anchor Text?

Anchor text is the clickable, hyperlinked text in a sentence or paragraph. It helps search engines understand the context of the linked page and improves user navigation.

## What Is Anchor Text?

Anchor text is the clickable part of a link that shows up on web pages. It can be words, phrases, or images that lead to other internal or external pages on your website. For example, suppose you have a blog post about SEO optimization tips. In that case, you could place a link within the article using anchor text like ["Learn more about SEO optimization,"](#) which leads to another page on your website with more detailed information about SEO optimization. The phrase "Learn more about SEO optimization" would be the anchor text in this case.



**Anchor Text**

## Good Anchor Text Practices

A good anchor text is descriptive and relevant, and it matches the content of the linked page. When you are going to insert a link to a specific portion, try to avoid overusing exact-match keywords, and don't forget to focus on natural language. The best practice is to mix branded, partial-match, and generic anchor text for diversity.

## Examples of good anchor text:

"Check out our guide to [internal linking strategies](#)."

"Read our [SEO tips for beginners](#)."

# Bad Anchor Text Examples

A bad anchor text looks like a generic phrase, naked links, and other spam related words. Your website may be penalized by using such an anchor.

Here are some of the common examples:

Click this URL: [www.facebook.com](http://www.facebook.com)

[Read more](#) if you are interested.

Buy these shoes [100% Free](#)

# Avoiding Over-Optimization Penalties

Search engines penalize websites for over-optimizing anchor text. You need to be more careful while you're anchoring the text. It would be better if you maintain a natural distribution of anchor text types.

Match Type	Percentage
Exact match	10-15%
Partial match	20-30%
Branded	20-30%
Generic	10-15%
Naked URL	<5%



# Make Anchoring Effortless

With LinkBoss

## How will LinkBoss be helpful for relevant anchoring?

LinkBoss is a specialized semantic internal linking software that will help you to easy anchoring. The system has been used natural NLP, advanced machine learning technology, and powerful AI to determine the relevant anchor text. You don't need to put your 100% effort into it. Just a simple click is enough to do it. The advanced technology will automatically detect the most relevant links that you may consider inserting. You will assess the relevance of that link by measuring it from 1 to 100. No need to do anchoring manually anymore.

Try LinkBoss today!