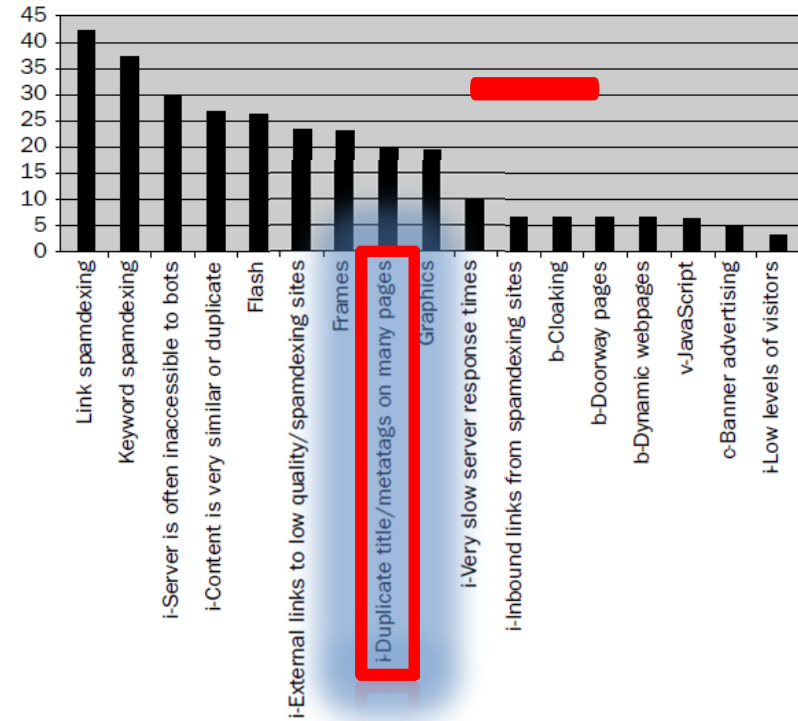
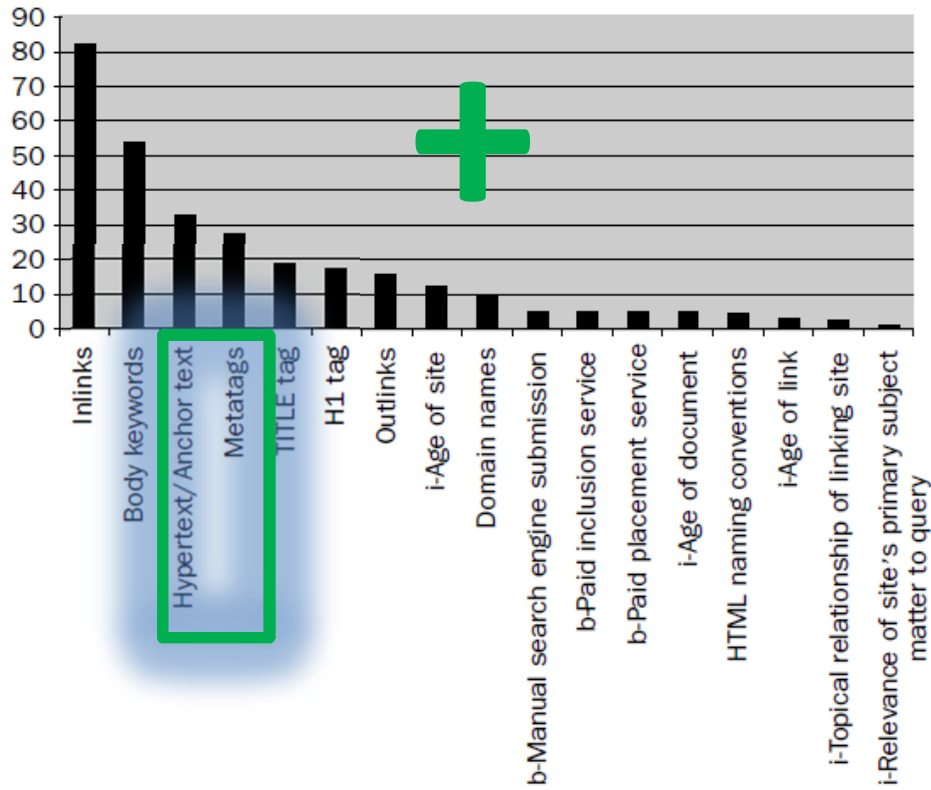


Remember the Weideman models?...



Hyperlink? Anchor text?

Hyperlink definition

- A Hyperlink is a point on a webpage where, if you click on that point, you are transferred to another point on the same or a different webpage, which could be on the same server or on one halfway around the world from you

Anchor Text definition

- Anchor text is the readable, [clickable text part inside the code of a hyperlink](#), normally blue underlined in the browser window

Anchor Text format

- Anchor text should be well-written, short, SEO friendly text, highly indicative of what the user can expect on the target webpage



Hyperlink? Anchor text?

This hyperlink displayed by your browser on your screen ...

[Whitehatters is running a poster competition](#) for all WH members in Cape Town! At the next WH event (June/July), judging and the prizegiving will be done. Register your poster before 1 May 2012!



Website optimiza

- > Home
 - > **Abstracts**
 - > Bi...es
-

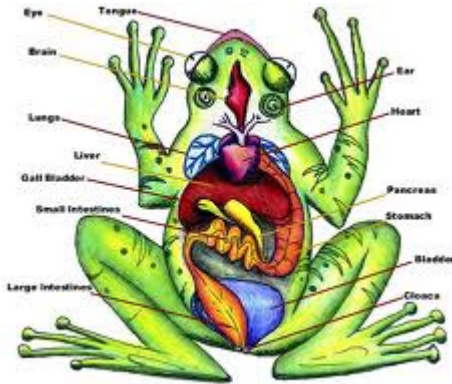
... is generated by this line of HTML code

```
<a href="website-visibility-abstracts-seo.htm">Abstracts</a>
```



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Hyperlink dissected

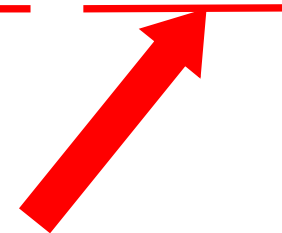
```
<a href="website-visibility-abstracts-seo.htm">Abstracts</a>
```



Start
(opening)
of
hyperlink
tag



Link referral location –
where wil my browser take
me if I click here? (not
shown on screen)



Visible anchor
text part of
hyperlink (only
part shown on
screen)



End (closing)
of hyperlink
tag

Another Hyperlink dissected

```
<a href="http://www.book-visibility.com">Book on improving  
website visibility</a>
```

- The `<a` component is an indication of the start of the hypertext link.
- The `href=` is the attribute of the link (`href` is short for Hypertext Reference).
- The URL supplied is the landing page address – the webpage where the user will find him or herself after clicking on the hyperlink.
- *Book on improving website visibility* is the actual anchor text, to be displayed on the screen.
- The `` component is the closing part of the anchor tag (Thurow, 2003a: 91).



Find-a-Hyperlink ...

Now view the HTML of any webpage, find a hyperlink and dissect it
(Ctrl + U, Ctrl + F, search for href)



Hyperlink Tip

Remember – if you have 2x hyperlinks **to the same target** on the same webpage, put your best anchor text in the first one...



Good and Bad Anchor text in hyperlinks

Learn more System Requirements

Download now

Trade Currencies.

Click here >

Mobile XE Currency Apps

FREE >

"Difficult speech" for Barack Obama: President announces U.S. airstrikes will hit targets in war-ravaged Syria as well as Iraq. [FULL STORY](#)

- Obama's address, as it happened
- Watch the full address
- Obama: 'ISIL is not Islamic'

ISIS ADDRESS UNVEILED

- U.S. likely to get China's 'quiet' support
- Kerry meets Arab leaders
- Carney, McCain face off on CNN
- Analyst: Speech met the bar
- Strong reaction to 'ISIL is not Islamic'
- Romney, Christie criticize Obama

SCOTTISH INDEPENDENCE?

- Cameron: Don't rip 'family' apart

Oscar Pistorius cannot be found guilty of murdering his girlfriend, the judge rules. The Olympian faces other charges, such as culpable homicide, and awaits a formal verdict. [STORY](#) | [LIVE UPDATES](#)

Murder verdict: How the judge will decide

Pistorius: Triumph and tragedy mark life

Meet woman deciding Oscar Pistorius' fate

9/11, 13 YEARS ON

A new, post-9/11 world of threats

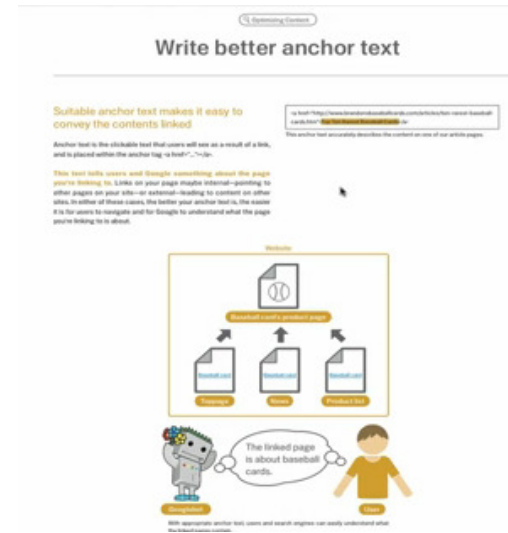
In the aftermath of 9/11, the enemy quickly became clear. Now a plurality of threats test our resolve.

- Faces of 9/11: Where are they now?
- Poll: Terror 'more likely'

Hot Electronic Deals: Samsung RV510 Now Only R3 999

Olympus T-100 Red Bundle	Seagate 3TB Free Agent GoFlex Desk	Garmin Nuvi 1410	Canon PowerShot SX130 IS
Manufacturer: Olympus	Manufacturer: Seagate	Manufacturer: Garmin	Manufacturer: Canon
Was: R1 499.00	Was: R2 399.00	Was: R3,899.00	Was: R2 499.00
Now: R1 499.00	Now: R2 399.00	Now: R2 299.00	Now: R2 499.00

Writing good Anchor Text



Writing Better Anchor Text

<http://www.youtube.com/watch?v=tVwxzloCjSM>

Pelanne, 04:59



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Metatags?

- Metatags are pieces of text inside the HEADER (not the BODY) section of a webpage
- When a user views a webpage, the content of most metatags are not visible
- Metatags are optional – you can omit most of them – it will not alter the way the webpage is displayed by your browser
- Metatags are used by the browser and search engines – they SHOULD be included in all webpages, well thought through and written, short but descriptive

```
<title>Online Marketing | SEO Company | Search Engine Optimization<  
<meta name="Description" content="Synergize is a leading online mark  
partner, based in Cape Town, South Africa." />  
<meta name="Keywords" content="seo company, online marketing agency,
```

Now view the HTML of any webpage, find a TITLE and DESCRIPTION tag and dissect it (Ctrl + U, Ctrl + F, search for title, etc)



Writing good Metatags



Metatags

Metatags are text chunks on a webpage which describe the content of that webpage

They are optional, but have an important function to both the human and the search engine crawler audience

Writing Metatags

<http://youtu.be/FSzV2mhRSSQ>

Weideman, 13:28



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Metatag Best Practice

Study the 4-page document, titled:

“BEST PRACTICE SUMMARY – Metatags”



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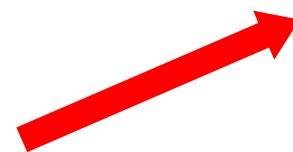


How do browsers use them?

YOU have FULL control over what appears here ...



... and here



bing™ car insurance quote south africa

Web Web Images

We're including results for car insurance quotes south africa. Do you want results only for car insurance quote south africa?

ALL RESULTS TITLE Tag 1-10 of 22,000,000 results · Advanced

Car Insurance South Africa - Compare Car Insurance Quotes Online

Car Insurance in South Africa can be expensive, but we provide access to the top Car Insurance companies for Car Insurance, Household Insurance, Life Assurance, Medical Aid etc.
www.insurance.za.org/car-insurance.htm · Cached page

DESCRIPTION metatag

Insurance South Africa: Car Insurance Quotes, Short-Term Insurance ...

Insurance quotes and information from the top insurers in South Africa. Car Insurance, Life Assurance, Investments, Retirement Annuities, Medical Insurance and more....Insurance ...
www.insurance.za.org · Cached page

CAR INSURANCE | Quotes, Companies, Advice, South Africa

CAR Insurance.co.za is south africa's all in one car insurance website where you can get everything from car insurance quotes , car insurance news and car insurance advice.
www.carinsurance.co.za · Cached page



How long should they be?

- How many words/characters are **displayed (what the human USER sees)?**
- Focus on the **FIRST x characters!** Your tags can be longer (**what the CRAWLER sees**)...



TITLE Tag	DESCRIPTION Metatag
11.3 words / 61 char.	26 words / 154.3 char.
9.5 words / 60.1 char.	27.7 words / 163 char.
10.6 words / 65.6 char.	29.6 words / 179.1 char.

**11 words /
62 characters**

**28 words /
165 characters**



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How long are they?

DEMO: Use copy & paste, MSWord to check ...



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Length Example 1

Meta tags analysis.

Title:

This tag contains too many characters.

This tag contains 117 characters. This is too many for what we would consider a 'robot friendly' web page. The maximum number of characters we recommend for this tag is 80.

Description:

This tag contains too many characters.

This tag contains 579 characters. This is too many for what we would consider a 'robot friendly' web page. The maximum number of characters we recommend for this tag is 250.

Description relevancy to page content is poor.

The Description relevancy to page content is 56%.

Keywords:

This tag contains too many characters.

This tag contains 674 characters. This is too many for what we would consider a 'robot friendly' web page. The maximum number of characters we recommend for this tag is 500.

Length Example 2

KEYWORD DENSITY & PROMINENCE ANALYZER 3.17

HOME > PAGE ANALYZER > <http://www.florbal.cz>

☐ florbal in Page Elements

florbal found 1 time(s) in 9 Title words (Density: 11.11%)

florbal found 1 time(s) in 9 Meta Description words (Density: 11.11%)

florbal found 4 time(s) in 65 Heading(s) words (Density: 6.15%)

florbal NOT found in Alt tag(s) (12 words)

florbal NOT found in Image Filename(s) (13 words)

florbal found 3 time(s) in 80 Linktext words (Density: 3.75%)

florbal NOT found in Bold text (2 words)



Project 2

You be the judge of the **quality of the TITLE TAGS** in each of the 3 websites below, as relevant to the content

www.bmw.com

<http://synergizeonline.net/>

www.hometitle.net

You be the judge of the **quality of the DESCRIPTION METATAGS** in each of the 3 websites below, as relevant to the content

www.cput.ac.za

www.kalahari.net

www.unisa.ac.za



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Inlink Architecture 1



Add your website to (Bing, Yahoo for free!

| SEO Audit | SEO Forum | Trust Directory | Advertise | Widgets | Audit FAQ |

Backlink Anchor Text Analyzer

Tweet 4



Backlink Anchor Text Checker

Backlink Anchor Text Analyzer is great to quickly eye-ball or research what keywords are being used in a web site back link anchor text. Backlink Text Checker helps you find out the backlinks of your website and link text used by your backlinks to link to your website. Links Text Analyzer checks backlinks for your site (or any site), and then displays the real link text (anchor text) used for the links. Backlinks Text Checker is great for keyword research and reverse engineering your competition's strategy.

Website URL:

<http://www.seomastering.com/backlink-anchor-text-checker.php>



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Inlink Architecture 2

Link from	Anchor text / url
http://unihockey.ch/forum/	✔ No Text http://florbal.cz/
http://www.billyboy.cz/	✔ www.florbal.cz http://www.florbal.cz
http://www.floorballcamp.cz/2013/zakladni.php?ac=sponzori	✔ No Text http://www.florbal.cz/
http://www.blook.cz/2012/12/14/koupil-ism-si-graficky-table...	✔ Florbal.cz http://www.florbal.cz
http://www.pro-fi-net.cz/	✔ Florbal.cz http://www.florbal.cz/

Can you interpret this output?



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**Everybody gets so much
information all day long that
they lose their common sense**



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Takeaway Actions

Load some webpages, view the source code, and find the hyperlink text

View anchor-text on a big news site (cnn.com, skynews.com) – evaluate the text

Go to some of your favourite websites, view the code, and criticize the TITLE and DESCRIPTION metatags



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