

Sample Answers from “Inlink Architecture” slide, Module e

The blue underlined links are the backlinks (incoming links to the website), the blue text is the anchor text and the green urls are the destination that the hyperlink takes someone who clicks on it.

The blue links in Column One illustrate the back links to the website, while the blue text and green URLs in Column Two demonstrate the link text used by the backlinks to link back to your website. In Column Two we can see the anchor text and URL – the anchor text is the visible component of the hyperlink, while the URL is the location which the backlink links to, when clicked by the user.