

SEO : Linking to Website Articles and Other Resources

SEO Cheat Sheet

Linking helps to

- Reduce rewriting workload by using another relevant article as a background source
- Improve readability by highlighting key points using other content as background (scanning)
- Describe the content a reader will find when they click on the link (usability)
- Improve indexing of content by Search Engines (find-ability)

Do Use

- Relevant Keywords and Key-phrases that describe the content of the article being linked to
- More than one word to fully / accurately describe the article content being linked to

Do NOT use

- 'click here'
- Generic single word terms : *report, mine, dollar, tax, said* etc...

Bad Examples

- ... Wayne Swan *said* in his speech about the Henry Tax Review...
- ...in the Rio Tinto mining *report*, the CEO says...
- ...and then with the latest Australian *dollar* exchange rates stabilising...
- For a graph on Japan, US and euro-zone GDP click [here](#)
- ..result of the federal government's proposed resource super profits *tax* (RSPT).

Good Examples

- ...Wayne Swan said in his *speech about the Henry Tax Review*...
- ...in the *Rio Tinto mining report*, the CEO says...
- ...and then with the latest *Australian dollar exchange rates* stabilising...
- See the *graph on Japan, US and Euro-Zone GDP*.
- ... result of the federal government's proposed *resource super profits tax* (RSPT)

Keywords and Key-phrases are

- Words and phrases people commonly use to find their information
- Words we need to use for people to find us
- Industry jargon and domain specific terms
- People, companies and business activities
- Describe and summarise the main points of an article

Summary

- More words are better (Key-phrases rather than single Keywords)
- Use words that accurately describe the content being linked to
- May require slight re-writes

Appendix : The use of **Bold**

- **Bolding** text is another way to highlight important points in text for scanning readers
 - And is used as an indicator for SEO
- **Bolding** text follows the same rules for Linking
 - Use Keywords and Key-phrases
 - Use more than one word to fully describe the point(s)being highlighted