



INTERNAL LINKS OPTIMIZATION

How Making Your Site Theme Clear Can Bring You More Search Engine Exposure



Website structure optimization, link juice sculpting, improving internal linking – all this sounds familiar, doesn't it? Internal link optimization is vitally important to get high rankings, let's see why.

The Google Hummingbird update was implemented by Google to improve the user experience. As more and more searches are performed with voice search and the importance of semantic search grows, Google pays more attention to factors such as a site's theme, long tail keywords and structured data. This means you can get additional search engine exposure if you make your site's theme clear.

Your primary goal of up-to-date SEO is to improve your website so it matches not just the targeted keywords, but also the theme of a search query.

How to Make Search Engines Understand What Your Site is About

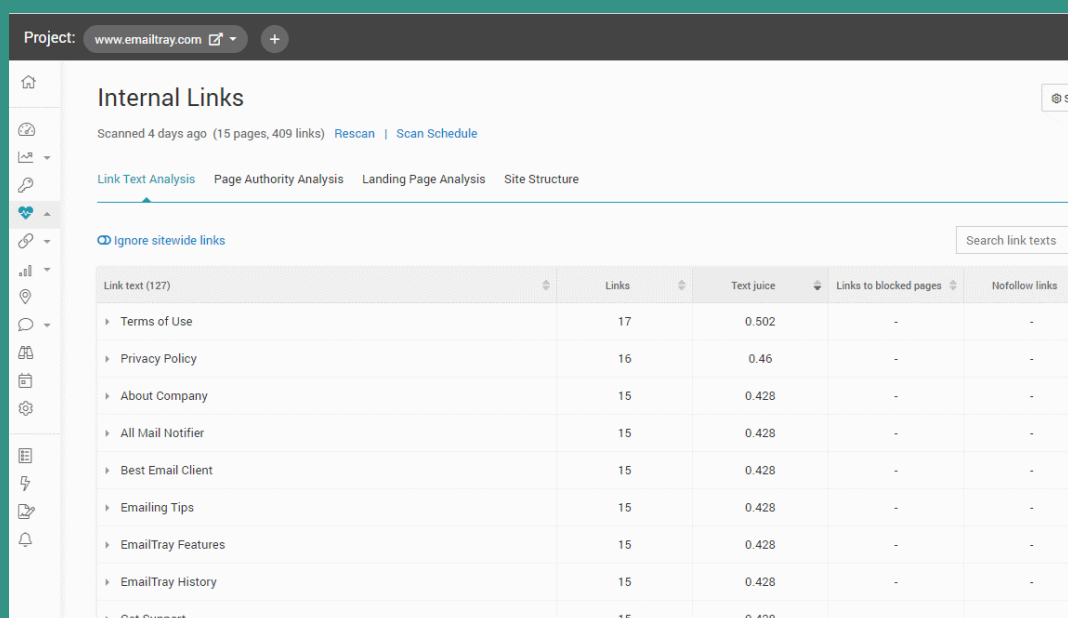
Search engines award top keyword rankings to the site that proves that it fits the subject of the search query the best.

Step 1. Determine how search engines see your site theme now.

Google is constantly improving its algorithm to measure subject relevance in order to award rankings. Internal links structure optimization is not the only way to get high rankings, but without it the on-page relevancy battle is lost.

To check what internal link anchor texts are the most authoritative (i.e. establish the theme of your website in the eyes of search engines), go to the '[Link Text Analysis](#)' report of the WebCEO Internal Links tool.

At the top of the report you will see the link texts that are the most authoritative (have the most text juice).



The screenshot shows the 'Internal Links' report for the project 'www.emailtray.com'. The report was scanned 4 days ago (15 pages, 409 links). The 'Link Text Analysis' tab is selected, showing a list of link texts and their associated metrics. The table includes columns for Link text, Links, Text juice, Links to blocked pages, and Nofollow links. The data is sorted by Text juice in descending order.

Link text (127)	Links	Text juice	Links to blocked pages	Nofollow links
Terms of Use	17	0.502	-	-
Privacy Policy	16	0.46	-	-
About Company	15	0.428	-	-
All Mail Notifier	15	0.428	-	-
Best Email Client	15	0.428	-	-
Emailing Tips	15	0.428	-	-
EmailTray Features	15	0.428	-	-
EmailTray History	15	0.428	-	-
Get Support	15	0.428	-	-

At the top of the report you will see the link texts that are the most authoritative (have the most text juice). You can check where the link texts were found and the authority of the pages with those the texts.

Link text analysis helps you understand what keyword phrases establish your site's theme and allows you to fine-tune your internal link anchor texts to help you get higher ranking for your targeted search queries.

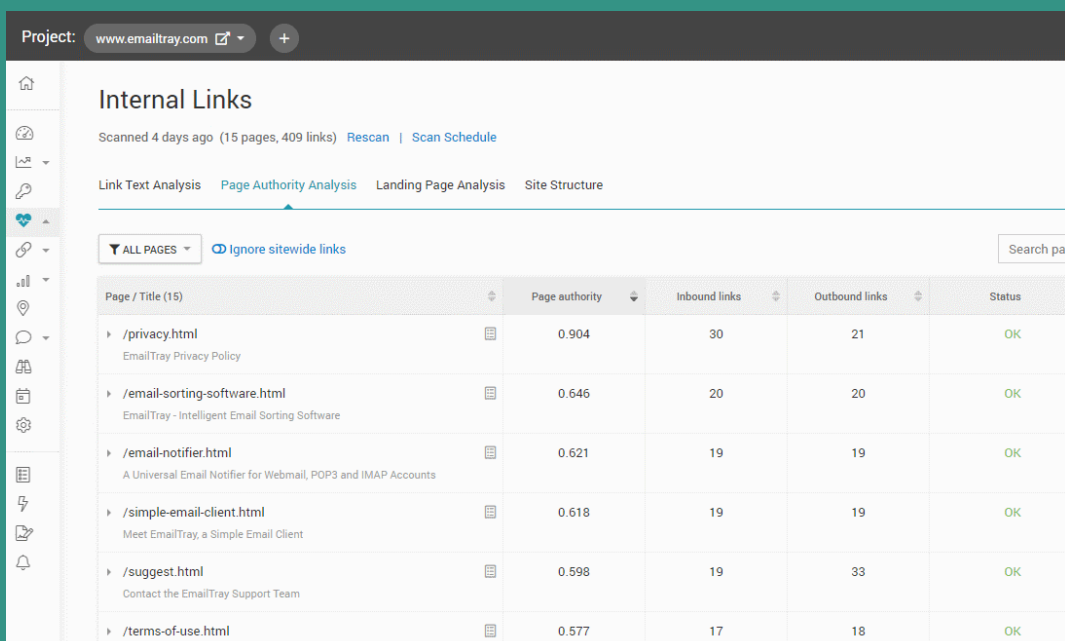
What you should remember:

1. "Diversify or Die" – this is what Jack Trout would say if he was a search marketer. Your internal links anchor texts should be diverse. Search engines may consider an excessive number of the same link texts spammy. Use link texts to build your site's semantic field: use synonyms, long-tail keyword phrases, etc.
2. Don't waste valuable anchor texts by having them say "Click here". It is always better (for both visitors and search engines) to know what they will find after a click. Say "Read more about internal links optimization" instead of "Learn more."

Step 2. Discover the most authoritative pages of your site.

Use the '[Page Authority Analysis](#)' report of the WebCEO Internal Links tool to see how authoritative pages of your site now are.

WebCEO uses a special formula to calculate the authority of your pages. This is the method Google uses to calculate PageRank but applied to one site, not the whole web.



The screenshot displays the 'Internal Links' report for the project 'www.emailtray.com'. The report is titled 'Internal Links' and shows it was scanned 4 days ago (15 pages, 409 links). The 'Page Authority Analysis' tab is selected, showing a table of page authority data. The table has columns for Page / Title (15), Page authority, Inbound links, Outbound links, and Status. The data is sorted by Page authority in descending order.

Page / Title (15)	Page authority	Inbound links	Outbound links	Status
/privacy.html EmailTray Privacy Policy	0.904	30	21	OK
/email-sorting-software.html EmailTray - Intelligent Email Sorting Software	0.646	20	20	OK
/email-notifier.html A Universal Email Notifier for Webmail, POP3 and IMAP Accounts	0.621	19	19	OK
/simple-email-client.html Meet EmailTray, a Simple Email Client	0.618	19	19	OK
/suggest.html Contact the EmailTray Support Team	0.598	19	33	OK
/terms-of-use.html	0.577	17	18	OK

The page authority is calculated with the help of a special formula crafted by the WebCEO developer team. This formula takes into account the amount of internal links pointing to the analyzed page and the authority of the linking pages, and the number of the outbound links. This is the method Google uses to calculate PageRank but applied to one site, not the whole web.

If you linked your internal pages without careful analysis, you may be surprised with the way the page authority is distributed through your site. The page authority analysis helps you to link your pages to pass the most link juice to the important pages.

What you should remember:

Your landing pages (the pages that will convert visitors) should be the most authoritative. Remember to use your keyword phrases when you link to them.

Step 3. Find link opportunities to help your landing pages rank higher.

After you've analyzed how authoritative your landing pages are, you may want to improve their authority by linking to them from the pages that will pass a good amount of link juice. Use the '[Pages not linking](#)' report to find link opportunities.

WebCEO helps you find the best link opportunities and increase the authority of your landing pages.

The screenshot displays the 'Internal Links' tool interface for the project 'www.emailtray.com'. The 'Landing Page Analysis' tab is selected, showing a search bar with the root path '/' and filters for 'INBOUND LINKS', 'OUTBOUND LINKS', and 'PAGES NOT LINKING'. A table lists the analyzed pages with their authority and outbound links.

Page / Title (1)	Page authority	Outbound links
/blog/ Emailtray Blog	0.176	128

Here you will get the list of the pages that do not link to your landing pages. Analyze their page authority and the number of outbound links to choose the most beneficial ones and link them to your landing pages.

What you should remember:

1. The most beneficial links are from places on relevant pages and should be surrounded by content explaining to the search engines what the linked page is about.
2. Do not try to manipulate search engines with repeated exact matching anchor texts. Your internal linking structure should look natural.

When you link to your landing pages from the most authoritative pages of your site, go to the 'Page Authority Analysis' of the WebCEO Internal Links tool and rescan your site to be sure the link juice is distributed the way you need.

If you've been with WebCEO for a while, we thank you.

If it so happens that you haven't yet tried WebCEO, [sign up for the Free Trial now](#) (no credit card required). We hope the Internal Links tool will make you a more efficient online marketer than ever before!

Make your website visible to search engines with Web CEO!

→ Sign Up for a Free Trial today

Follow us for fresh SEO tips

