

Write better anchor text

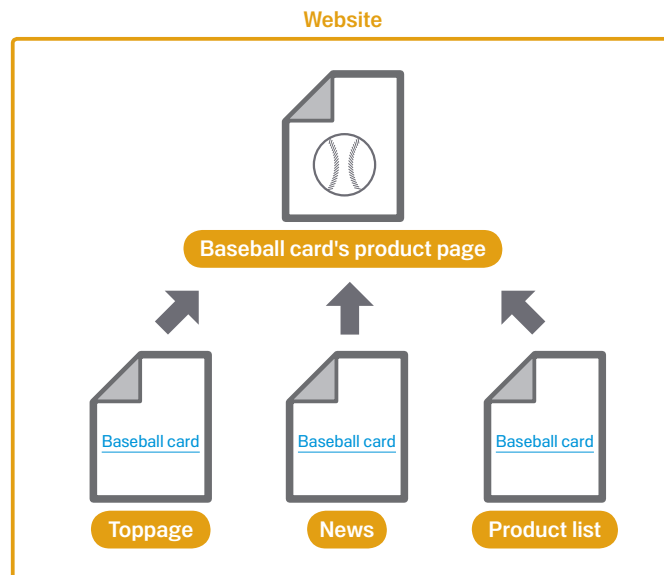
Suitable anchor text makes it easy to convey the contents linked

```
<a href="http://www.brandonsbaseballcards.com/articles/ten-rarest-baseball-cards.htm">Top Ten Rarest Baseball Cards</a>
```

This anchor text accurately describes the content on one of our article pages.

Anchor text is the clickable text that users will see as a result of a link, and is placed within the anchor tag ``.

This text tells users and Google something about the page you're linking to. Links on your page maybe internal—pointing to other pages on your site—or external—leading to content on other sites. In either of these cases, the better your anchor text is, the easier it is for users to navigate and for Google to understand what the page you're linking to is about.



With appropriate anchor text, users and search engines can easily understand what the linked pages contain.

Glossary

CSS

Abbreviation for Cascading Style Sheets; a language for defining the design and layout of a web page.

Text style

Formatting, such as the font, size and color of the text.