

## "What You Must Do To Rank Well For Your Inner Web Pages..."

Now that you know how to rank well for your homepage (index.htm page), I'd like to focus on various things you **MUST** do to rank well for your inner pages.

In order to do this, I'd like to use one website as an example of how you should structure your **internal linking** within your website and one website showing you what **NOT** to do. I think you'll be surprised to know that **over 90%** of all websites on the internet don't have proper internal linking throughout their website.

**Note:** Internal Linking is the way you link to other pages within your own website.

You might recall in previous lessons that I taught you the importance of using your main keyword(s) in the anchor text of links pointing to your website. **Anchor text is the single most important factor for ranking well in the search engines.**

Not only must you get links containing your main keyword(s) in the anchor text, from other websites, but you should also link to other webpages within your own website, using your main keyword(s) in the anchor text.

**Let's do a quick example.**

A website that has an excellent internal linking structure is:

<http://www.mikes-marketing-tools.com>

The screenshot shows the homepage of 'Mike's Marketing Tools'. The header includes navigation links like 'Marketing Tools Directory', 'Internet Marketing Experts', and 'Tools Guide'. A search bar is present. The main content area features a 'What's New?' section with links to 'Search Engine Optimization Strategies', 'Google AdWords', 'Google AdSense', 'Keyword Marketing', 'Affiliate Networks', and 'Text Link Advertising'. A 'Top Rated Reviewed Tools' section lists 'Search Engine Optimization Strategies'. A highlighted box contains a search form with the text 'I'm searching for products and services to:' and two bullet points: 'build a web site / maintain an existing web site' and 'increase web site traffic, leads and/or subscribers'. The footer area is partially visible.

This is an internet marketing related website owned and created by a guy by the name of Michael Wong. Michael Wong is **actually a well-respected search engine optimizer**, so he knows what he's doing when it comes to internal linking

If we take a quick look at Michael's website, you can see that in the right hand column he links to all other pages within his website, using the main keywords he is trying to optimize each webpage for.

For example, he has optimized many of his internal pages for various Internet Marketing names:

- **Armond Morin**
- Marlon Sanders
- **Corey Rudl**
- Ken Evoy
- **Neil Shearing**
- Perry Marshal

Case studies, success stories, rankings, and testimonials here.

The rebranded edition (\$67) lets you earn commissions by adding your ClickBank nickname to all product links. All you have to do is give away the software program to your site visitors, customers, subscribers, etc.

Read our [Affiliates Alert](#) review ↔

**Web CEO** is a suite of search engine marketing tools in one software program, including a keyword generator, web page optimization analyzer, auto and manual submitter, ranking monitor, top-ranked web page analyzer, HTML editor, FTP client, and counter and analyzer. Best newcomer in the search engine optimization & submission software category.

Read our [Web CEO](#) review ↔

- [Text Link Advertising](#) **NEW**
- [Web Site Traffic Analysis](#)

**Internet Marketing Experts**

- [Armand Morin](#)
- [Cory Rust](#) - Internet Marketing Center
- [Declan Dunn](#) - Active Marketplace
- [Jim Edwards](#)
- [Jonathan Mize](#)
- [Ken Evoy](#) - Site Sell
- [Marlon Sanders](#)
- [Michael Campbell](#)
- [Neil Shearing](#) - ScamFreeZone
- [Perry Marshall](#)
- [Yanik Silver](#) - Surefire Marketing

**Free Marketing Tools**

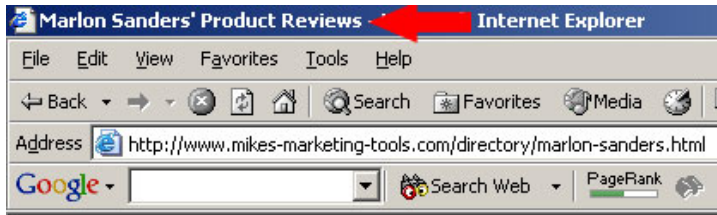
- [AdWords Wrapper](#)
- [Keywords](#)
- [Link Popularity Checker](#)
- [Marketing Forum Watch](#)
- [Search Engine Chart](#)
- [Search Engine Rankings](#)

## Onpage Analysis

Let's take a look at one of these pages. If we click on the link that says "Marlon Sanders", it will take us to the webpage that Michael has optimized for the keyword "Marlon Sanders".

You'll notice **immediately** that Michael is doing many of the onpage ranking techniques that I've previously taught you.

He's placed "Marlon Sanders" in the page title.



He's placed "Marlon Sanders" within <h1> header tags and has placed it in the top left hand section of his page.

```

marlon-sanders[1] - Notepad
File Edit Format Help
<div align="center"><form method="get" name="f" action="."
cellpadding="1" cellspacing="0"><tr><td><input type="hidc
name="Realm" value="All"><input type="hidden" name="p:pm
keywords to search the site." onFocus="this.value=''"></t
value="Search"></td></tr></table></form></div>

<table border="0" cellspacing="0" cellpadding="0" width='
<h1>Marlon Sanders</h1>
<p> is a prolific internet marketer, with a
his name. He uses his Master's degree in psychology to gr

```

He's bolded the word "Marlon Sanders" and mentions the word throughout the page.

# Marlon Sanders



**Marlon Sanders** is a prolific internet marketer, with a dozen internet marketing products and services to his name. He uses his Master's degree in psychology to great effect by writing great ad copy.

Marlon's products and services include The Amazing Formula That Sells Products Like Crazy, Push Button Sales Letters, Associate Program Marketing Handbook, Gimme My Money Now, Amazing Ad Copy Secrets Revealed, Create Your Own Products In A Flash, How to Automate Your Web Business, The Web Site Power System, Web Business Operations Manual, Secrets of Speed Publicity, The Cash Like Clockwork System, Daily Stats Software, and The Ultimate Beginner's Guide.

Last Update: Thursday, April 21, 2005.

Now... as I mentioned before, **onpage ranking factors are things you should do**, but that alone won't get you to the top of the search engines for the keyword.

**Important:** Remember, it's the links, the links, the links... Let's plug Michael's site (<http://www.mikes-marketing-tools.com/directory/marlon-sanders.html>) into [SEO Elite](#) to give you a quick visual of the anchor text being used to link to this web page.

If we sort the "anchor text" column in ascending order, we can see all of the links pointing to this page contain the keyword "Marlon Sanders".

Google PR	Page title	Anchor text	Outbound links	Total links	Link Value
0	Web CEO Review	Marlon Sanders	1	98	0.0000
5	OptiLink Review	Marlon Sanders	3	97	0.0438
5	Search Engine Rankings - FREE!	Marlon Sanders	4	101	0.0421
4	Search Engine Optimizer Review	Marlon Sanders	1	97	0.0351
5	Search Engine Optimization Strategies ...	Marlon Sanders	3	97	0.0438
4	How To Find Link Exchange Partner Sit...	Marlon Sanders	8	104	0.0327
5	Neil Shearing's (ScanFreeZone) Produc...	Marlon Sanders	1	92	0.0462
4	Make A Living Online Review	Marlon Sanders	1	95	0.0358
4	Case Study: Is Opening An Amazon z5...	Marlon Sanders	6	97	0.0351
4	FusionQuest Review	Marlon Sanders	1	96	0.0354
4	AutoResponse Plus Review	Marlon Sanders	2	97	0.0351
5	Pay Per Click (PPC) Advertising Guide R...	Marlon Sanders	1	98	0.0434
5	Build A Web Site Guide	Marlon Sanders	11	109	0.0390
5	Ken Evoy's Product Reviews - Site Sell	Marlon Sanders	2	94	0.0452
5	Email Marketing Software, Services & e...	Marlon Sanders	3	103	0.0413
5	Perry Marshall's Product Reviews	Marlon Sanders	1	89	0.0478
4	Ten Controversial Search Engine Optim...	Marlon Sanders	8	108	0.0315

Keyword	(anchor text)	IP Address	Total	%
<a href="#">Add keyword</a>		207.44.234.2	18	100.0%

	Total	%
Average	4.3	18 (pgs)
PR = 0	1	5.6%
PR = 1	0	0.0%
PR = 2	0	0.0%
PR = 3	0	0.0%
PR = 4	7	38.9%
PR = 5	10	55.6%
PR = 6	0	0.0%
PR = 7	0	0.0%
PR = 8	0	0.0%

Now, let's scroll over the left hand column and sort this in ascending order. Notice that **MANY** of the pages linking to his Marlon Sanders web page are actually pages from within his own website! Each webpage from within his own site also counts as a "vote" for his Marlon Sanders web page. **Remember**, the more "votes" or links, you can get pointing to your web page, generally, the higher you will rank for your keyword.

SEO Elite - Analyze backlinks for http://www.mikes-marketing-tools.com/directory/marlon-sanders.html using Go...

Status: Completed... Finished 18 of 18 sites (100.00%), working on 0 sites (0 threads waiti... threads view report view analysis view

Search Engine	Page with link	IP Address	Linked back	Google PR
Google	www.mikes-marketing-tools.com/web-ceo.html	207.44.234.2	Yes	0
Google	www.mikes-marketing-tools.com/optlink.html	207.44.234.2	Yes	5
Google	www.mikes-marketing-tools.com/ranking-reports/	207.44.234.2	Yes	5
Google	www.mikes-marketing-tools.com/search-engine-optimizer.html	207.44.234.2	Yes	4
Google	www.mikes-marketing-tools.com/search-engine-optimization...	207.44.234.2	Yes	5
Google	www.mikes-marketing-tools.com/marketing-tips/link-populari...	207.44.234.2	Yes	4
Google	www.mikes-marketing-tools.com/directory/inel-shearing.html	207.44.234.2	Yes	5
Google	www.mikes-marketing-tools.com/make-a-living-online.html	207.44.234.2	Yes	4
Google	www.mikes-marketing-tools.com/marketing-tips/amazon-zsh...	207.44.234.2	Yes	4
Google	www.mikes-marketing-tools.com/fusionquest.html	207.44.234.2	Yes	4
Google	www.mikes-marketing-tools.com/autoresponse-plus.html	207.44.234.2	Yes	4
Google	www.mikes-marketing-tools.com/directory/pay-per-click-ad...	207.44.234.2	Yes	5
Google	www.mikes-marketing-tools.com/build-a-web-site.html	207.44.234.2	Yes	5
Google	www.mikes-marketing-tools.com/directory/ken-evoy.html	207.44.234.2	Yes	5
Google	www.mikes-marketing-tools.com/directory/email-marketing...	207.44.234.2	Yes	5
Google	www.mikes-marketing-tools.com/directory/perry-marshall.html	207.44.234.2	Yes	5
Google	www.mikes-marketing-tools.com/marketing-tips/advanced-o...	207.44.234.2	Yes	4

Keyword	(anchor text)	IP Address	Total	%	Average	Total	%
		207.44.234.2	18	100.0%	4.3	18 (pgs)	
PR = 0 1 5.6%							
PR = 1 0 0.0%							
PR = 2 0 0.0%							
PR = 3 0 0.0%							
PR = 4 7 38.9%							
PR = 5 10 55.6%							
PR = 6 0 0.0%							
PR = 7 0 0.0%							
PR = 8 0 0.0%							

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Lastly, let's have a quick look at the Analysis View tab within [SEO Elite](#)...

SEO Elite - Analyze backlinks for http://www.mikes-marketing-tools.com/directory/marlon-sanders.html using Go...

Status: Completed... Finished 18 of 18 sites (100.00%), working on 0 sites (0 threads waiti... threads view report view analysis view

Word	Body (18)	Title (18)	Anchor Text (18)
sanders	100.0% (18)		100.0% (18)
marlon	100.0% (18)		100.0% (18)
000	55.6% (10)		
02	5.6% (1)		
04	5.6% (1)		
06	16.7% (3)		
10	94.4% (17)		
12	5.6% (1)		
13	11.1% (2)		
137	5.6% (1)		
147	5.6% (1)		
15	16.7% (3)		
16	5.6% (1)		
177	5.6% (1)		
18m	5.6% (1)		
191	5.6% (1)		
1976	5.6% (1)		
1shoppingcart	5.6% (1)		

Word	Density	Prominence	Link Density	Link Prominence	H1	H2	Meta Keys
Add keyword							

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Well lookie here, you'll see that the top two keywords are

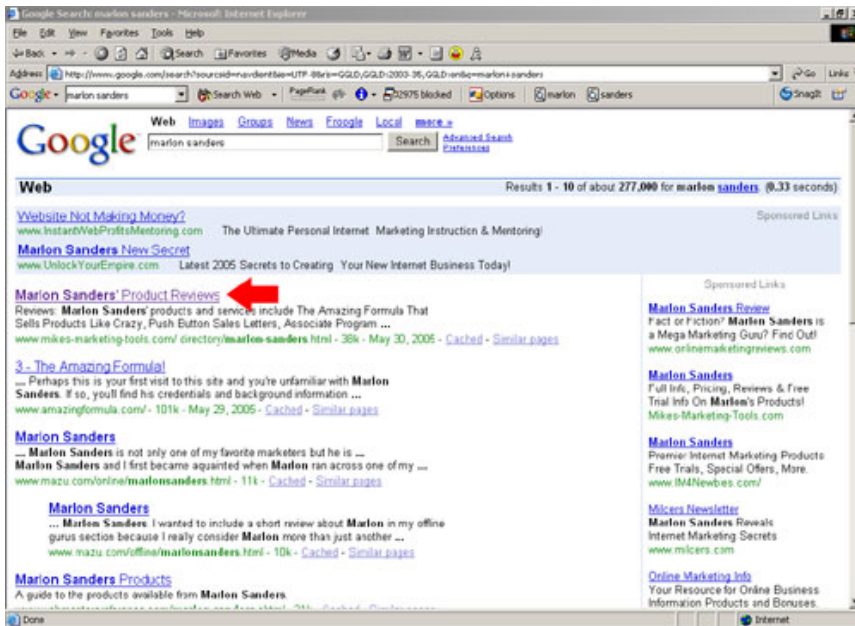
- Marlon
- Sanders

The keywords "Marlon" and "Sanders" appear **18 times in the anchor text** linking to Michael's Marlon Sanders web page.

Now, do you think it's safe to assume that Michael's webpage is ranked #1 in Google for this keyphrase? Let's have a look.

Go to Google and enter: Marlon Sanders and see whose webpage comes up at the top.

I'll save you the trouble. Have a look below:



What got Michael's page to the top? Several things, but the most important of which is his internal linking from within his website. This is something you could VERY easily duplicate, and should duplicate for your own market. Chances are, nobody else is doing this!

As I mentioned before, Michael is a professional search engine optimizer, so he's a good person to model your internal linking after. Michael is also the author of a pretty solid search engine optimization eBook titled: [Search Engine Optimization Strategies](#). You could probably glean some things from it.

### What NOT to do...

Now, let's take a look at what NOT to do... **We're going to be looking at:** <http://www.you-must-think-big.com>

This is your typical, "pretty" looking website that probably gets no traffic and is nowhere to be found in the search engines, for any keyword.

Can you **see some of the things they're doing wrong?**

- Their page title is "find out which product to sell online and how to sell it". This serves no purpose. No one would ever search for that keyword combination...
- Their h1 header tag is: "52.4% of all households purchased something online in 2004". No keywords... Just a regular sentence. Again, this serves no purpose.
- Most of the main text on the page is actually just a large header graphic image.
- And MANY other things... but you get the point.

Concerning their internal linking strategy, you can see that their navigational links aren't text! They're just graphics... This serves no purpose, but to look pretty. They're wasting "votes" that they could be casting for their internal web pages.



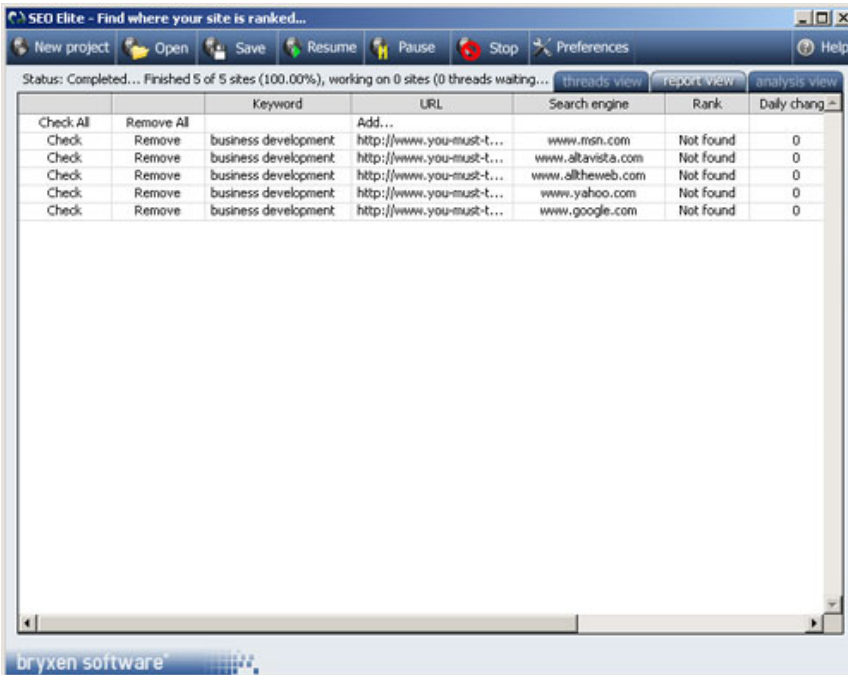
I think it would be safe to say that **this website isn't ranked for any of the keywords** in their navigational images at the top of their website

- **About us**
- Products and services
- **Success Stories**
- Contact us

But let's just have a quick look and use [SEO Elite](#) to see if they're ranked anywhere in the top 1,000 websites on ANY of the major search engines.

- We'll select Radio button 5
- Enter their URL into SEO Elite
- Enter "Business Development" (since that seems to be a pretty related term)
- Select All search engines and click "go".

We'll then click on the report tab to view the results.



SEO Elite - Find where your site is ranked...

Status: Completed... Finished 5 of 5 sites (100.00%), working on 0 sites (0 threads waiting...)

		Keyword	URL	Search engine	Rank	Daily chang...
Check All	Remove All		Add...			
Check	Remove	business development	http://www.you-must-t...	www.msn.com	Not found	0
Check	Remove	business development	http://www.you-must-t...	www.altavista.com	Not found	0
Check	Remove	business development	http://www.you-must-t...	www.altheweb.com	Not found	0
Check	Remove	business development	http://www.you-must-t...	www.yahoo.com	Not found	0
Check	Remove	business development	http://www.you-must-t...	www.google.com	Not found	0

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How about that? **They're nowhere to be found in the top 100 search results.** So, we can clearly see what **NOT to do** and now know what **TO do**.

**Remember**, if you can "vote" for an inner webpage on your website by using your main keyword in the anchor text within the link linking to that page, **ALWAYS** do it. As we've seen from Michael Wong's website, doing this can help you rank at the top for keywords that may not have a lot of competition, like the keyword "Marlon Sanders".

The next lesson is titled:

**"The secret to increasing your page rank without getting links to your website!"**



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