

Anchor Text List Building Made Easy

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Anchor text list building is really an important first step for any new SEO project. I usually spend quite a bit of time researching which words (plural) I am going to target initially. Often times, our clients are small to medium sized businesses, and have multiple specialties, and geographic focuses. Having an anchor text list 'builder' that can help you build a large anchor text word base initially, will make the work go much easier.

Why Anchor Text List Building Is So Important



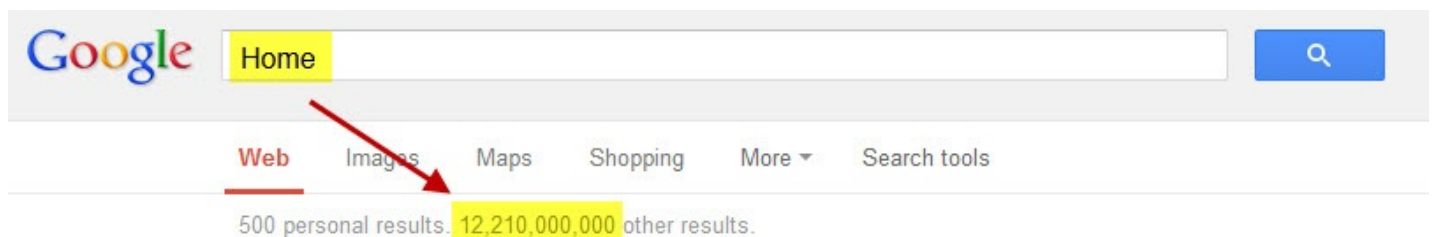
(Leads.com via Newswire.net -- April 26, 2013) San Francisco, CA -- Most people set out to construct/build a website with the intent of conveying a message. Usually the message is "this is what we do, and where we do it". Examples could be "emergency dentist st. louis", or "lawn sprinklers dallas".

What often happens is that we tend to lose this focus as we write and build the site. When we lose this focus, we are not properly conveying the proper "intent" of our site to Google... and thus you will not rank well for your primary focus. I find in my experience that having this list of anchor texts keeps my writing, and message focused. Having a site focused on your niche, helps establish and build authority quickly. We use this technique when trying to help with [online lead generation](#).

I can't even begin to count how many times a day I see sites where the message they are conveying is "Welcome To My Site". Really?? And they (site owners) wonder why no one can find them in Google!

****IMPORTANT: The anchor texts you define will be used for your page TITLE, META DESCRIPTION, and H1 tags!**

Do a search in Google and see how many results are returned for the word "Home"! Almost everyone of these pages did not define their "home" pages TITLE tag using the methods I am describing in this post. You really do not want Google 'guessing' what your site is about.



I first try to identify the whole initial keyword phrase... then we deconstruct. We do this to with the intent to greatly expand on one phrase into many. And if it's done correctly, each and every phrase will make sense to your sites 'focus'.

Personal Injury Attorney Woodbridge

- Personal Injury
- Attorney
- Woodbridge

After that I take the second piece, and add any other specialties (areas of expertise)...

- Personal Injury
- DUI
- Auto Accident
- Drug Possession

The third step is to expand on the word "attorney"....

- Attorney
- Lawyer

The fourth step is to use a list of "geo modifiers" (locations the business serves). "Woodbridge" is our primary area, but there are several surrounding areas we would want to target in this list.

- Woodbridge
- Manassas, VA
- Lake Ridge
- Lorton
- Occoquan
- Dale City
- Dumfries
- Fairfax

Now if you follow the really short video below, you can see what it is I do with the above lists to generate my anchor text list....

And here is the final output...

- Personal Injury Attorney Woodbridge
- Personal Injury Attorney Manassas, VA
- Personal Injury Attorney Lake Ridge
- Personal Injury Attorney Lorton
- Personal Injury Attorney Occoquan
- Personal Injury Attorney Dale City
- Personal Injury Attorney Dumfries
- Personal Injury Attorney Fairfax
- Personal Injury Lawyer Woodbridge
- Personal Injury Lawyer Manassas, VA
- Personal Injury Lawyer Lake Ridge
- Personal Injury Lawyer Lorton
- Personal Injury Lawyer Occoquan
- Personal Injury Lawyer Dale City
- Personal Injury Lawyer Dumfries
- Personal Injury Lawyer Fairfax
- DUI Attorney Woodbridge
- DUI Attorney Manassas, VA
- DUI Attorney Lake Ridge
- DUI Attorney Lorton
- DUI Attorney Occoquan
- DUI Attorney Dale City
- DUI Attorney Dumfries
- DUI Attorney Fairfax
- DUI Lawyer Woodbridge
- DUI Lawyer Manassas, VA
- DUI Lawyer Lake Ridge
- DUI Lawyer Lorton

DUI Lawyer Occoquan
DUI Lawyer Dale City
DUI Lawyer Dumfries
DUI Lawyer Fairfax
Auto Accident Attorney Woodbridge
Auto Accident Attorney Manassas, VA
Auto Accident Attorney Lake Ridge
Auto Accident Attorney Lorton
Auto Accident Attorney Occoquan
Auto Accident Attorney Dale City
Auto Accident Attorney Dumfries
Auto Accident Attorney Fairfax
Auto Accident Lawyer Woodbridge
Auto Accident Lawyer Manassas, VA
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Auto Accident Lawyer Fairfax
Drug Possession Attorney Woodbridge
Drug Possession Attorney Manassas, VA
Drug Possession Attorney Lake Ridge
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Save this list as a text file (notepad), for future reference and use with building your project.

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