03

Anchor Text

A separate deliverable: the anchor sets the link team uses on every placement.

ANCHOR TEXT

One or two anchor phrases per page, a potential spam signal, became eight or nine semantically rich anchors.

Exact match is fastest to write and reports as on target. Repeated across a roster, one phrase dominates the backlink profile.

BEFORE

One to two phrases per page, reused month after month.

→

AFTER

Eight to nine variations, from that page's own words.

The rule	Exact match capped at three in seven.
The tool	A skill reads the page and fills the sheet.
The check	A checker runs before the link team sees it.

ANCHOR TEXT · WHAT COUNTS

A variation differs by at least one word Google indexes.

Four rules decide whether an added anchor counts. A 329-line checker enforces all four, plus anchor length and qualifier concentration.

Add a real word	Google ignores connectors and plurals when it matches.
Keep the head term	A motorhome is a kind of RV, so it sells a subset of the page.
Describe, never praise	Those put a claim in the publisher’s voice.
Use the page’s own words	Where the page runs thin, the cell ships empty.

Anchor Text Strategy: “Anchor Craft”

I rebuilt the agency’s anchor process so it runs clean across every client with no setup.

The problem: Writers over-use exact-match anchors (the single clearest spam signal).

- Rebuilt method: keep the approved keyword, add one neutral word, vary the grammar — no invented head terms.
- Guardrails auto-derived from the URL column (sibling / parent / avoid lists) ⟶ one skill, zero per-client setup across ~30 accounts.
- Reads strikethrough formatting so retired anchors are respected; caps exact-match and bars generic anchors.
- Extra YMYL rules for medical: no outcome promises, no superlatives, exact clinical terms.
- **Deliverable: Paste block plus a pipe-delimited rotation pool that feeds the anchor automation.**