

RushPRNews advises you on new Google guidelines concerning “Optimized Anchor Text” in press releases

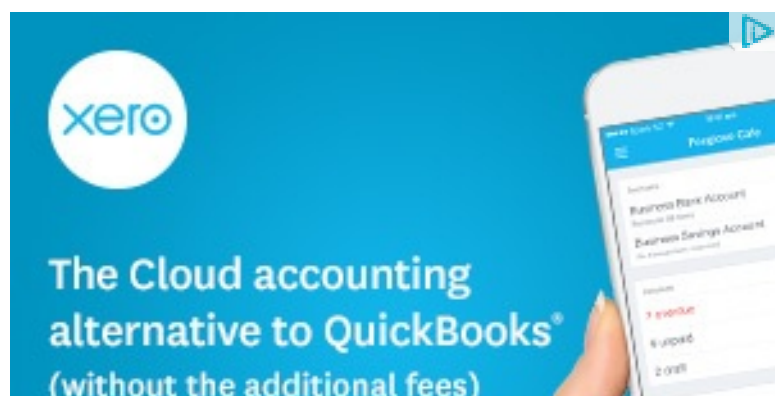
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San Francisco, Calif. ([RPRN](#))
08/05/13 — A couple of weeks ago, Google quietly updated the [link schemes](#) document under their Webmaster guidelines to add large-scale guest posting, advertorials, and optimized anchor text in articles or press releases to the list of types of links that violate

their guidelines. And Google says, "this includes any behavior that manipulates links to your site or outgoing links from your site." Therefore the commonly-used, large-scale article marketing or guest posting campaigns with keyword-rich anchor text links are to be approached differently.

This is a game changer for how we anchor links in press releases and we want to clarify the matter for you.





RushPRNews advises you to:

- 1- stick to "click **here** (company website) to visit our website."
- 2- or to anchored text that is directly related to the web page! If you are publishing a press release or an article to position a client as an expert, don't hide your intention. Be upfront and introduce the article as, "Company Expert from Company would like to share insights about TOPIC."

This is one of the big changes that may have not been so clear for many. Google said, "links with optimized anchor text in articles or press releases distributed on other sites," is an example of an unnatural link that violate their guidelines. The keys are the examples given and the phrase "distributed on other sites." If you are publishing a press release or an article on your site and distribute it through a wire or through an article site, you must make sure to nofollow the links if those links are "optimized anchor text."

The example Google gives is for BAD anchored text is:

Links with optimized anchor text in articles or press releases distributed on other sites. For example:

"There are many [wedding rings](#) on the market. If you want to have a [wedding](#), you will have to pick the best [ring](#). You will also need to buy flowers and a [wedding dress](#)."

A GOOD anchored text would be:

"Wedding dress fashion designer NAME has a collection of wedding dresses (anchor text)."

RushPRNews will be removing any anchor text in your press release that does not follow those Google guidelines to ensure better success for your campaign. Please make sure to read to update your account profile with an

email that you often use so that we can reach you in case there is an issue.

Kindest Regards,
Jennifer Woodfield,
Senior Copywriter

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