



## Anchor Text: Off-Page SEO

**Estimated Read Time: 2 Minutes**

[www.loanofficermarketinglab.com/blog](http://www.loanofficermarketinglab.com/blog)

Off-Page SEO is one of the most powerful things you can do for your website. If you want to get to page 1 of Google, you need to implement the strategy on this page ASAP. If you have not listened to today's phone call yet, please do so before reading this.

Here is the code discussed:

```
<A href="http://www.enteryourwebaddresshere.com">Your keywords go here</A>
```

That's it. A simple code that you can paste into a file, and copy it into a blog comment, or whenever you need a clickable link. How would the above code look when entered into a blog comment box?

[Your keywords go here](#)

See, it becomes a clickable link that will redirect to the web address you type into the first portion of the code. You want to use this code to target your top 2 or 3 keywords to lead back to specific pages of your website.

In other words, if one page targets the keyword "loan officer marketing" then I want to make several blog comments that also target the same keyword, and the url I would enter would lead back specifically to this page, not the home page.

That's a well kept secret of marketing online. You want to be as specific as possible. Generate 4 – 5 comments per day this week. Your website will thank you for it!

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