

Footer Text for SEO

The 'Footer' is the part of your webpage that features links to other areas of your site in the form of internal links. You can use these to your advantage as these can play an important part in adding more content to your page in a search friendly way.

Consider the most important pages on your site for your visitors and what they may be looking for. Choose good anchor text to maximise click potential and keep it concise and relevant.

It is crucial that your footer appeals to users of the site as well as the search engines.

Take a look at some of your favourite sites and see how they have done this for inspiration.

As always, studio8search can advise and create footers that are seo friendly and add to your online marketing mix.

Thanks

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