

Will A New Ranking Factor Eclipse Anchor Text?

/EINPresswire.com/ ORLANDO, FLORIDA-The founder of Sinai Marketing Ali Husayni recently joined the conversation about anchor text and co-occurrence that SEOMoz's Rand Fishkin sparked with his declaration that anchor text is becoming less and less important.

"In his weekly Whiteboard Friday feature, Fishkin pointed out some trends he has noticed in search results and from that made the prediction that there could be a major change in how anchor text affects rankings," says Husayni, who works with businesses who want SEO [coaching](#) or want to outsource SEO completely.

The change that Fishkin is talking about has to do with anchor text, which is clickable text in a hyperlink that leads back to a website. Currently, anchor text is a key part of how Google and other search engine determine where to rank a website or Web page in search results. He suggests that co-occurrence is becoming more important and may eclipse anchor text in importance. The theory behind co-occurrence is that search engines will become sophisticated enough to understand context and associate certain keywords with a website even though the site has not optimized their site for those specific terms.

The original post from Fishkin sparked quite the conversation with more than 39,477 pageviews and more than 260 comments. Several other SEO bloggers-Bill Slawski, the president of SEO by the Sea, and Joshua Giardino, the founder of a marketing intelligence startup-responded with their own lengthy, well-researched articles on the subject.

"Like much of the SEO world, I see co-occurrence becoming more significant for ranking well, but I don't see it happening any time soon," says Husayni, who provides SEO [consulting](#) for a lot of different businesses. "For now, businesses need to focus on SEO basics and building content that is relevant to their consumers, using tried and true SEO techniques."

Learn More

To learn more about the services of Sinai Marketing as one of the [best SEO companies](#), and techniques for Google search optimization, visit: www.mastergoogle.com. Call the company's toll free phone support service at 1-877-932-6559 or call internationally at +1-303-932-6559 with any questions or to schedule a free consultation.

About Sinai Marketing

Sinai Marketing, established in 2004, has mastered industry-standard SEO techniques and developed new ones. Sinai Marketing has become one of the best SEO companies with its code-efficiency optimization techniques, along with the highest quality link building methods, guarantee its clients' websites success with Google and other search engines.

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