

SEO & Search Strategy / Internal Linking

Analyze existing anchor text and recommend improved, descriptive anchor text that helps Google understand linked page content.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Anchor Text Optimization, Internal Linking Signals

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Why This Prompt Exists

Most anchor text is generic — “click here,” “learn more,” “this article.”

You get:

- missed opportunities to tell Google what linked pages are about
- weak relevance signals (Google ignores generic anchor text)
- users who don't know where the link will take them
- over-optimized exact-match anchor text (penalty risk)
- anchor text that doesn't match content

But anchor text is not optional.

It is how Google understands the relationship between pages.

- Descriptive: tells user and Google what to expect
- Keyword-rich: includes relevant terms (not exact-match always)
- Natural: fits context of the sentence
- Varied: avoid over-optimization of exact-match phrases

Without good anchor text, you leave signals on the table.

This framework forces AI to optimize anchor text for relevance.

The Prompt

Assume the role of an anchor text specialist who optimizes internal linking signals.

Your task is to analyze and improve anchor text.

Generate:

1. ANCHOR TEXT AUDIT

For each existing link:

- Current anchor text
- Quality assessment (Good/Weak/Poor)
- Issue (if any)

2. WEAK ANCHOR TEXT IDENTIFICATION

- "Click here," "learn more," "read more," "this page"
- Generic or non-descriptive anchors

3. OVER-OPTIMIZED ANCHOR TEXT

- Exact-match keyword phrases used repeatedly
- Risk of penalty

4. IMPROVED ANCHOR TEXT RECOMMENDATIONS

For each weak link:

- Current anchor → recommended anchor
- Rationale

5. ANCHOR TEXT VARIETY PLAN

- Different anchors for links to the same target page
- How to avoid over-optimization

INPUTS:

Existing Links (source → target with current anchor text):

[LIST OR DESCRIBE]

Target Page Topics (what each target page is about):

[LIST]

Primary Keywords for Target Pages:

[LIST]

Current Anchor Text Distribution (exact-match vs. branded vs. generic):

[DESCRIBE OR "UNKNOWN"]

RULES:

- Anchor text must be descriptive (tells user what to expect)
- Avoid generic anchors ("click here," "learn more")
- Vary anchors for links to the same target page
- Avoid over-optimization (don't use exact-match for every link)
- Anchor text should fit naturally in sentence context
- Include partial-match and branded anchors
- Longer anchor text (3-5 words) often works best

How To Use It

- Replace generic "click here" anchors with descriptive text.

- Vary anchor text for links to the same target page.
- Avoid over-optimization (exact-match keyword every time).
- Anchor text should tell users and Google what to expect.
- Review anchor text when updating old content.

Example Input

Existing Links:

- From pricing guide to client proposals: “click here”
- From pricing guide to value-based pricing: “learn more”
- From productivity post to pricing guide: “check out this post”
- From client post to pricing guide: “freelance pricing guide” (exact-match repeated)

Target Page Topics: Client proposals template, value-based pricing guide, freelance pricing guide

Primary Keywords for Target Pages: “client proposal template,” “value-based pricing freelancers,” “freelance pricing guide”

Current Anchor Text Distribution: 70% generic (“click here,” “learn more”), 20% exact-match, 10% branded

Why It Works

Most anchor text is generic and weak.

This framework improves outcomes by forcing:

- anchor text audit (baseline)
- weak anchor identification (opportunity)
- over-optimization detection (risk)
- improvement recommendations (action)
- variety planning (sustainability)

Great anchor text doesn't just link — it describes and signals relevance.

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