

<https://moz.com/learn/seo/anchor-text>

Things to know:

- Anchor text should tell the reader what the page your linking to is **about**
- For promos, anchor text should be the phrase or KW we are targeting in the story, i.e. BetMGM bonus code, FanDuel promo code
- You can use variations of those KWs like FanDuel new user promo when adding in no follow links, but limit links to 2-3 in promos
- In evergreen, around 5-6 links is good for a page around 1K to 1.5K words
- Anchor text should never be more than five words
- Do not use 'click here' - it's spammy
- Exact Match is using anchor text in the format first listed above
- Partial Match would be using it for 'FanDuel new user promo'

SEO Team Recommendation | Best Practice

- Lean on our Betting/Casino shared [keyword research/guidance tracker](#)
- Vary anchor text to 3-4 keywords/keyphrases using the primary keyword and a couple secondary keywords found in the tracker. Try NOT to use the SAME anchor text for each internal link to same page. Mix it up.
- When it organically makes sense and is helpful to the user in RELATED posts, add an internal link to the specific anchor text to point a reader to the related page to help them better understand the topic.
- Gennady notes there is not a "set" number of internal links required per page. If a reporter believes a specific piece of anchor text would benefit and be helpful to a user to learn more about X-topic, add the internal link.

Examples

Evergreen Page to Point TO	Primary Anchor Text located in related post	Anchor Text 2	Anchor Text 3
/casinos/real-money	real money online casinos	online casinos for real money	best online casinos real money
/casinos/sweepstakes	best sweepstakes casinos	sweepstakes casino(s)	online sweepstakes casino
/casinos/reviews/	online casino reviews	casino reviews	best online casino reviews

[Good use of internal link on AL.com](#)

Top sweepstakes casino promos for this weekend

Real money online casinos are still only legal in a limited number of states. Fortunately, online sweeps casinos have emerged and serve as a great alternative.

These platforms offer many of the same games that traditional online casinos do. They even allow players to redeem coins for real prizes, including cash.

All of the [best online sweepstakes casinos](#) provide their players with unique welcome offers. Below are the five best that can be claimed this week.

Anchor text to use for Cleveland.com

Link: <https://www.cleveland.com/betting/guides/how-to-bet/>

Anchor Text: How to read betting odds/ or How to bet on sports

Link: <https://www.cleveland.com/betting/guides/best-online-sportsbooks/>

Anchor Text: Best Ohio sportsbooks/ or Ohio Sportsbooks/Ohio sports betting

Link: <https://www.cleveland.com/betting/reviews/draftkings/>

Anchor Text: DraftKings Sportsbook Review

<https://www.cleveland.com/betting/guides/point-spread/>

Anchor: Point spread betting/guide to point spread betting/spread betting

Link: <https://www.cleveland.com/betting/guides/moneylines/>

Anchor: moneyline betting/how to bet moneylines/guide to moneyline betting

Expert guide to bankroll management

<https://www.cleveland.com/betting/guides/bankroll-management/>

Anchor: Bankroll management/bankroll management in sports betting

Ohio sportsbook promos

<https://www.cleveland.com/betting/ohio-sportsbook-promos/>

Anchor: Ohio sportsbook promos

Link: <https://www.cleveland.com/betting/missouri-sports-betting/>

Anchor: Missouri sports betting

Ex: "DraftKings will soon be available to Chiefs fans in M

NJ.com

World Series odds

<https://www.nj.com/betting/world-series-odds/>

Anchor: World Series odds/odds to win the World Series

NFL Week 1 odds

<https://www.nj.com/betting/nfl-week-1-odds/>

Super Bowl odds

<https://www.nj.com/betting/super-bowl-odds/>

Anchor: Super Bowl odds/Super Bowl 60 odds/ odds to win the Super Bowl

NFL MVP odds

<https://www.nj.com/betting/nfl-mvp-odds/>

Anchor: NFL MVP odds/ odds to win NFL MVP/2025 NFL MVP odds

BetMGM Sportsbook review:

<https://www.nj.com/betting/reviews/betmgm/>

Anchor:

Draftkings Sportsbook review

<https://www.nj.com/betting/reviews/draftkings/>

FanDuel review

<https://www.nj.com/betting/reviews/fanduel/>

NJ sportsbook promos

<https://www.nj.com/betting/sportsbook-promos/>

Anchor text to use for MassLive.com

Link: <https://www.masslive.com/betting/guides/how-to-bet/>

Anchor Text: How to bet on sports/ or expert sports betting 101 guide

Massachusetts sportsbook promos

<https://www.masslive.com/betting/promos/>

March Madness betting sites

<https://www.masslive.com/betting/march-madness-betting-sites/>

What is point spread betting?

<https://www.masslive.com/betting/guides/point-spread/>

Anchor text: What is point spread betting/spread betting/ point spread betting

Anchor text to use for AL.com

March Madness odds

<https://www.al.com/betting/march-madness-odds/>

Best March madness betting sites

<https://www.al.com/betting/march-madness-betting-sites/>

Masters odds <https://www.al.com/betting/the-masters-odds/>

Anchor text for MLive.com

Best Michigan sportsbooks

<https://www.mlive.com/betting/review/>

Fanatics Sportsbook review

<https://www.mlive.com/betting/review/fanatics/>

DraftKings sportsbook review

<https://www.mlive.com/betting/review/draftkings/>

BetMGM sportsbook review

<https://www.mlive.com/betting/review/betmgm/>

Caesars Sportsbook review

<https://www.mlive.com/betting/review/caesars/>

BetRivers Sportsbook review

<https://www.mlive.com/betting/review/betrivers/>

FanDuel sportsbook review

<https://www.mlive.com/betting/review/fanduel/>

How to read betting odds

<https://www.mlive.com/betting/guides/odds/>

What is point spread betting?

<https://www.mlive.com/betting/point-spreads/>

Moneyline betting

<https://www.mlive.com/betting/moneylines/>

Fastest payout sportsbooks

<https://www.mlive.com/betting/fast-payout/>

Pennlive Links

Best PA sportsbook promos

<https://www.pennlive.com/betting/promos/>

Best Pennsylvania sportsbooks

<https://www.pennlive.com/betting/reviews/>

How to bet NFL futures

<https://www.pennlive.com/betting/guides/nfl-futures/>

Anchor: NFL futures betting/how to bet NFL futures/futures sports betting

Heisman Trophy odds

<https://www.pennlive.com/betting/heisman-trophy-odds/>

Anchor: Heisman Trophy odds/odds to win the Heisman Trophy

FanDuel Sportsbook promo code and review

<https://www.pennlive.com/betting/reviews/fanduel/>

DraftKings Sportsbook promo code and review

<https://www.pennlive.com/betting/reviews/draftkings/>

Caesars Sportsbook promo code and review

<https://www.pennlive.com/betting/reviews/caesars/>

BetMGM bonus code and review

<https://www.pennlive.com/betting/reviews/betmgm/>

Bet365 Review

<https://www.pennlive.com/betting/reviews/bet365/>

Fanatics Sportsbook promo code and review

<https://www.pennlive.com/betting/reviews/fanatics/>

Guide to moneyline betting

<https://www.pennlive.com/betting/guides/moneyline/>

How to read betting odds

<https://www.pennlive.com/betting/guides/odds/>

Online casinos for Michigan

Best michigan online casinos

<https://www.mlive.com/casinos/review/>

Fast payout casinos Michigan

<https://www.mlive.com/casinos/fast-payouts/>

Golden Nugget casino review <https://www.mlive.com/casinos/review/golden-nugget/>

Caesars Palace Online Casino review <https://www.mlive.com/casinos/review/caesars/>

Michigan online casino bonus codes <https://www.mlive.com/casinos/bonus-codes/>

Best Michigan online casinos <https://www.mlive.com/casinos/review/>

BetRivers Casino promo code

<https://www.mlive.com/casinos/bonuses/betrivers-promo-code/>