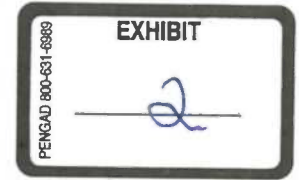


Google Webmaster Central Blog



Official news on crawling and indexing sites for the Google index

Using named anchors to identify sections on your pages

Friday, September 25, 2009

We just announced a couple of new features on the Official Google Blog that enable users to get to the information they want faster. Both features provide additional links in the result block, which allow users to jump directly to parts of a larger page. This is useful when a user has a specific interest in mind that is almost entirely covered in a single section of a page. Now they can navigate directly to the relevant section instead of scrolling through the page looking for their information.


We generate these deep links completely algorithmically, based on page structure, so they could be displayed for any site (and of course money isn't involved in any way, so you can't pay to get these links). There are a few things you can do to increase the chances that they might appear on your pages. First, ensure that long, multi-topic pages on your site are well-structured and broken into distinct logical sections. Second, ensure that each section has an associated anchor with a descriptive name (i.e., not just "Section 2.1"), and that your page includes a "table of contents" which links to the individual anchors. The new in-



snippet links only appear for relevant queries, so you won't see it on the results all the time – only when we think that a link to a section would be highly useful for a particular query.


Posted by Raj Krishnan, Snippets Team





54 comments Google+




Top comments  

 **Sergio Barroso** 1 year ago - Shared publicly
Great, thanks for sharing, I didn't know that. :)
+1 · Reply

 **Sandy Wilson** via Google+ 3 months ago - Shared publicly
Reading. Again. :)
+1

 **William Egan** via Google+ 1 year ago - Shared publicly
Correctly labeling anchor tags may mean an improvement in rankings. Anchor key content with semantic wording. #SEO
+1 · Reply

 **Aaron Bell** 9 months ago (edited)
For this article specifically, it doesn't suggest improvement in rankings. Only that snippets will be included in your URL's SERP listing.. #SEO



Hans Braumueller 4 months ago - Shared publicly

Thanks, I noticed recently a real working case here in Germany

+1 · Reply



Suresh Kumar shared this via Google+ 7 months ago - Shared publicly

+1 · Reply



Tools Byte 10 months ago - Shared publicly

It would be more beneficial post had it put some more insight on E-commerce portals.

Regards, www.toolsbyte.com

+1 · Reply



Faijas c k 10 months ago - Shared publicly

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+1 · Reply



Faijas c k 10 months ago - Shared publicly

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+1 +1 · Reply



Rachel Greenwood 5 months ago - Shared publicly

Does the table of contents need to be visible to users viewing the page in a browser? Or can it just be expressed in the code for the web crawler, and hidden from UI?

+1 · Reply



Sanjay Sharma 11 months ago (edited) - Shared publicly

Graet...

Find a best #packersandmoverskolkata

<http://www.europackersandmovers.com/>

+1  · Reply



Up "up-musics" Musics 7 months ago · Shared publicly
interesting really.

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Pak Tech Pro 1 year ago · Shared publicly

I love google webmaster tool.... Please add me and follow me I want to meet peoples like me :)

+1  · Reply



Google Webmaster Central 3 years ago

Hi everyone, Since over a year has passed since we published this post, we're closing the comments to help us focus on the work ahead. If you still have a question or comment you'd like to discuss, free to visit and/or post your topic in our [href="https://productforums.google.com/forum/#!forum/webmasters"](https://productforums.google.com/forum/#!forum/webmasters) rel="nofollow">Webmaster Central Help Forum. Thanks and take care, The Webmaster Central Team



Ngon Hải Đăng 4 years ago

make snippet is not easy for website with php code, i try but i can't, how many anchor text in flexible



SledDawg 4 years ago

Is there any way to control this display? It seems that Google prefers these structured sitelinks/anchors on page to a metadata description for the snippet. It works well sometimes, but what if I want the description to be displayed as the snippet? Is there a way to tell Google to prefer either the structure or the metadata? Otherwise many sites (including ours) may have to make radical changes to page structure.



meowsqueak 5 years ago

This would be really useful if the #!&@#\$ system didn't automatically change the [href="#myanchor"](#) tags into links to the actual 'edit' pages, instead of the anchors as they appear on the published page. Makes named anchors really useless if you can't edit the post without this happening.



Jean Catino Shirk 5 years ago

Is there any fix for the snippet that appears under these Google search results for our social network? Or is that something Ning has built in that can't be changed? San Francisco Symphony Social Network - Social Network San Francisco Symphony Social Network is a Ning Network. community.sfsymphony.org/ - Cached - Similar



Vinay 6 years ago

Will wait for improved algo from google.



Site Booster 6 years ago

Earn, I think this allows your copy to have more than a couple of keywords. A page using named anchors could rank for several keywords that are somewhat related to the main topic of the page. That's why we could take benefit of this opportunity to increase our pages' exposure on the SERP.



earn 6 years ago

good feature it reduces the burdon on the user.. fantastic.. but i am worried abt how this change affects SEO ... let me know if any one have an idea... cheers!!

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