

## **Keep Proper Internal Links to Boost Page Rank**

Internal links are essential in a website and help users easily link to the web page. Site owners are willing to know that search engines treat internal links on the header and footer differently. If you have any doubts about such a subject, you can spend time on the web and access John Mueller's guidelines about how search engines evaluate core content on the site and treat internal links on a web page.

### **About Internal Links:**

Site owners try to understand the importance of internal links on every web page. [SEO Expert](#) professionals help you know how links are helpful for search engines and users to find content. Internal links are a significant element that links visitors to another webpage within the same site.

It consists of menu links often present in the header and connects to a significant portion of the website. A link will click about us and a current contact page in the website footer. Internal links find connections to other pages on the site available inside content.

### **Is Internal Link Treated Equally?**

Webmaster analyst John Mueller says that internal connection is vital for every website. Many site owners need a perfect solution regarding how a search engine can process different internal links. John Mueller provides perfect details about the importance of internal link and how it signals to search engine to understand specific content on the website.

Individuals wish to realize how links within a different section on a website process differently. Whether page links within the footer or header, it includes every page. Google uses links to identify information. Mueller explains that search engines never process links differently on every page based on where they present.

### **Links Are Not Differentiating:**

Expert answers that links never differentiate. Things link on the footer page and link from throughout the whole site. You can view all links from the site. Links in the footer are lightweight and never helpful. Search engines ignore them. The search system focuses on a link on every page regarding links. Text may also process differently based on location. Webmaster analyst explains that language in primary content looks differently.

### **Importance Of Text And Internal Links:**

Search engines give importance to internal links and text on a website. When text is present on a page, search engines try to realize primary content. Google checks the preceding content section on-page and ranks relative content on site. Links from content aid search engines in getting insight into site structure and preventing the sidebar, header, footer, and main content. Internal links present in the main content, header, and footer process the same.

JDM Web Technologies is the best partner for you clear doubts relevant to [digital marketing service](#) and provide details about internal links.