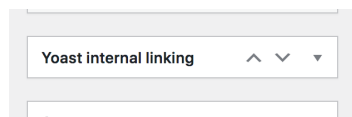


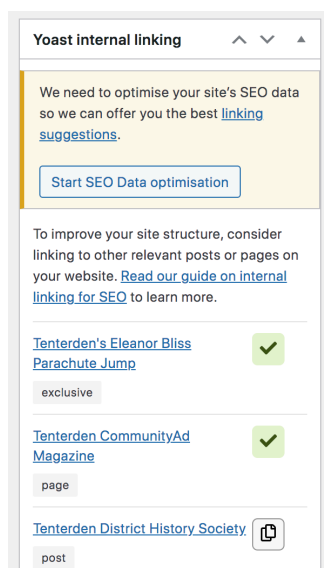
How to use Yoast Internal Linking tool

It is good practise to provide links to related articles and to relevant pages in the business directory on CommunityAd website. Here is how to do it.

- When you have written a new article, click on Yoast internal linking in the right sidebar:



- This will give you a list of suggestions of related articles you might want to link to:



- To check the relevance of the suggested link, click on the article title (blue underlined text) and it will open in a new window.



What is a relevant article?

We want to direct readers to articles that provide further reading on the same, or a similar, subject.

For example, the article titled 'The Urgent Miss Babington' in Tenterden' contains the line, "...We sold Jubilee Tea Towels and I did a sponsored Parachute Jump last year..."

CommunityAd wrote about this parachute jump in the article titled "*Tenterden's Eleanor Bliss Parachute Jump*". We will link to that article so readers can find out more about the jump.

To link to a suggested article:

- 1) Click on the Copy icon  to copy the URL,
- 2) Highlight appropriate text in your article (eg "... I did a **sponsored Parachute Jump** last year"),
- 3) Click 'Insert/Edit Link'  and paste the URL.

What else can we link to?

Any relevant internal links are good because they keep users on your website and enhance your users' experience.

2 or 3 internal links per article is fine. Keep it natural and subtle. Each link should be to a different page.

The main links we want to create, after related articles are:

1) Business Directory

For example, if an article mentions schools in Aylesford, create a link to <https://www.communityad.co.uk/aylesford/schools-colleges/>

Or eg if it mentions antiques in Tunbridge Wells, link to <https://www.communityad.co.uk/tunbridge-wells/antiques-antique-shops/>

(Sometimes you need to add an extra sentence like, "*If this has sparked your interest in antiques, why not visit one of the many antique dealers in Tunbridge Wells.*" - the link would be added to the underlined part of the sentence.)

If an article just mentions the name of a town, we can link to that town's directory page. eg <https://www.communityad.co.uk/dover/>

2) Magazines

We can also link to any of the Magazines featured on [communityad.co.uk](https://www.communityad.co.uk). For example: <https://www.communityad.co.uk/books/ashford-villages-communityad-magazine/>

This works well when an article is about local news.

Feel free to add a sentence saying for example, "*Keep up to date with all the local news in Ashford CommunityAd Magazine*"



Any questions, please drop us an email at:

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