BBC ACADEMY

TIMECODE	NAME	Dialogue
00.00.01	**NARRATOR**	How to link well.
00.00.04	**NARRATOR**	A link takes you somewhere else, a new page, another website. It's made up of the words that you create the link around, known as anchor text and the URL of the page to which you are linking.
00.00.17	**NARRATOR**	We link in order to point our readers to other useful content.
00.00.23	**NARRATOR**	But links are also a route for spiders. A spider is a computer programme or bot. Search engines, like Google and Bing, send out spiders to find web pages and index them.
00.00.38	**NARRATOR**	First they craw through a small number of pages, then they crawl through the pages they link to, and then they crawl through the pages that they link to, until they've indexed a large part of the world wide web. If it wasn't for links web pages couldn't be found, that's why it's important to link well.
00.00.58	**NARRTOR**	Here are some rules to help you. Rule one: link to reliable sources. A link is a vote of confidence a site.
00.01.07	**NARRATOR**	Rule two: link to the most appropriate page; don't link to a site's homepage if there's a more relevant one.
00.01.15	**NARRATOR**	Rule three: use your anchor text to describe the link, so instead of click here give the spider some useful key words.
00.01.24	**NARRATOR**	The spider will index your anchor text so it should contain the key words of the page to which you are linking.
00.01.32	**NARRATOR**	Rule four: create links around people's names. The first time you mention someone create a link from their name to their website or social media account.
00.01.41	**NARRATOR**	Rule five: make sure links open in the same window. This is the default position on eyesight.
00.01.49	**NARRATOR**	Rule six: check that your links work. A broken link is annoying for a user and it's a dead end for a spider. Linking well will keep our users happy.
00.02.00		(SINGING)
00.02.02	**NARRATOR**	And keep the spiders happy too.
00.02.05		(SINGING)
00.0210	**END OF RECORDING**	