Why and how to link the Verbolia pages to your existing web pages?

Internal linking configuration · https://www.verbolia.com/knowledge/link-the-verbolia-pages/

What is Verbolia Linking Widget ?

Verbolia Linking Widget is an internal linking solution based on contextual proximity that links Verbolia pages into your domain, taking into account Googlebot visibility. Effortlessly add a linking script to your category pages and product display pages via Google Tag Manager (or in html code), generating a dynamic 10-link block tailored to your content.

The Verbolia pages are hosted on Verbolia's backend servers, and via a reverse proxy we make sure the Verbolia pages are seen (by end users, Google,...) as part of your domain, only extended with a proxy path (client.com/path/)...

..but because initially Verbolia pages actually don't have any link with your website and they don't appear in your sitemap, we need to make sure Google understands that the Verbolia pages are nevertheless an important part of your domain.

How does it work?

We provide our customers with a 'linking widget' which we ask to implement on the category pages and product detail pages, that will generate a linking block at the bottom of these pages, containing 10 links to Verbolia pages.

The script to include will be available after customization and the code to include will be of the type:

```
<script type="text/javascript" async=""
src="https://client.com/path/scripts/velw.min.js"></script>
```

where:

- 'client.com' is replaced by your own hostname, and

- '/path/' is replaced by the agreed routed url pattern (eg. /v/ or /vp/ or...).

Why category pages and PDP? These pages have a clearly defined H1 and title, which we use to define which links to show in the linking block. Now, how does this linking script work?

The script launches a call to https://client.com/v/api/gial with 4 parameters:

1. The current url
2. A search term as “st”
3. A relevantSize (number of links relevant to search term)
4. A smartSize (number of links with the least GoogleBotVisits)

The search term "st" is defined by the 'H1' or the first 'title' of the current page (your category page or PDP).

The response will be those relevant Verbolia pages (# = relevantSize) most semantically linked to the H1 or title of the current page + those Verbolia pages (# = smartSize) with the least GoogleBotsVisits.

And they will be shown in the linking block at the bottom of the current page (your category page or PDP).

How to add the Linking Widget to your pages?

There are three ways to link Verbolia pages to your domain, in order of positive impact:

1. Add links to Verbolia pages in **your website's menu**
2. Add a **linking script** in the **html code** of your website's category pages and PDP
3. Add a **linking script** to your category pages and PDP **via GTM**

The most efficient solution, which will bring the best results, is to add Verbolia links to your website's menu (1) in combination with adding the linking script to your category pages and product detail pages (2 or 3).

How to include the Linking Widget?

- If you are using a CMS like Magento, Shopify, or a custom platform, transfer this information to the team in charge of the front-end design to include this script on every page, directly in the HTML code of your application.

- Via Google Tag Manager, simply copy/paste the line above as a custom HTML tag.