



Interlinking Silver Economy Websites

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There is a growing understanding that it's important to add internal and external links when writing a document to be published on a website. This practice can contribute to the visibility and competitiveness of an organization. Indeed, interlinking related websites provides great opportunities for promoting active aging and silver economy development in a digitized society.

Some Wikipedia Definitions

A [hyperlink](#) links one webpage to another. In [computing](#), a hyperlink, or simply a link, refers to a means of accessing [data](#) directly and easily. The [user](#) does so simply by [clicking](#) or [tapping](#). A hyperlink points to a whole document or to a specific element within a document. [Hypertext](#) refers to a text with hyperlinks. The text from which the new data is linked is called an [anchor text](#). A software system that is used for viewing and creating hypertext is called a *hypertext system*, and to create a hyperlink is *to hyperlink* (or simply *to link*). A user following hyperlinks is said to navigate or browse the hypertext. A document containing a hyperlink is known as its source document. For example, in an online reference work such as [Wikipedia](#) or [Google](#), many words and terms in the text are hyperlinked to definitions of those terms. Hyperlinks are often used to implement reference [mechanisms](#) such as tables of contents, footnotes, bibliographies, indexes, letters, and glossaries.

A [webpage](#) is a hypertext document on the World Wide Web. Webpages are delivered by a web server to the user and displayed in a web browser.

A [website](#) is a collection of webpages and related content that is identified by a common domain name and published on at least one web server.

A [web portal](#) is a specially designed website that brings data from diverse sources, like emails, online forums, and search engines, together in a uniform way. Usually, each data source gets its dedicated area on the page for displaying data (a portlet); often, the user can configure which ones to display. Variants of portals include mashups and intranet "dashboards" for executives and managers. The extent to which content is displayed in a "uniform way" may depend on the intended user and the intended purpose, as well as the diversity of the content. Very often design emphasis is on a certain "metaphor" (e.g., a dashboard or map) for configuring and customizing the presentation of the content as well as the chosen implementation framework or code libraries. In addition, the role of the user in an organization may

determine which content can be added to the portal or deleted from the portal configuration.

[Search Engine Optimization \(SEO\)](#) is the process of improving the quality and quantity of website traffic to a website or a webpage from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines. As an Internet marketing strategy, SEO considers the following: how search engines work, the computer-programmed algorithms that dictate search engine behavior, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by the targeted audience. SEO is performed because a website will receive more visitors from a search engine when websites rank higher on the search engine results page (SERP). These visitors can then potentially be converted into customers. SEO is all about creating great content and making it as easy as possible for people and search engines to find.

Internal Links

Internal links are links in a document referring to pages within the website helping the website users and search engine bots discover additional pages related to the one they are reading. The links allow users to navigate a website easily. Internal links help the readers find more data on topics that really interest them, and, thus, the organization engages them further by increasing the pages readers visit and the time they spend on the organization's website.

A network of internal links throughout the website increases its value by making it easier to identify opportunities to add additional links. By doing so, all the content is closely related. Adding at least 2-3 internal links in every webpage is important because these links contribute to the search engine ranking.

It's important to make sure that the links provide a response. A bounce refers to an event in which a user lands on a page of the website but leaves without clicking or performing any action. Search engines take this as a signal that the page doesn't provide the data the user was looking for. A high bounce rate can negatively impact the search engine rankings of a certain webpage.

Session duration refers to the time a user spends on the website during his or her visit. Since internal links help users find more interesting content to read on the website, they increase this dwell time. A higher session duration indicates that users found the content useful, and vice versa. The session duration is another metric search engines look at to assign a rank to the pages of a certain website.

Search engines consider links as votes by other websites approving the value and authenticity of the website. They will conclude that a website that cannot be

accessed from any of other webpages isn't important enough to index or rank. Search engines also penalize sites for questionable link-building practices, which they would not do if links did not really matter.

External Links

External links are the links in a document referring to pages outside the website. These links benefit both the reader and the website because readers find more data on topics that interest them, and the organization's website displays evidence from other sources to back up the claims in the document. This enhances the credibility and trustworthiness of the document as the users are helped to discover useful data available at other websites. [Link building is one of the best and most affordable methods for generating targeted traffic.](#)

The number of external links included in the document depends on the nature of the document. The best practice is to include in each document at least 4-5 links pointing to valuable, high-quality resources. Good external links are those which add value to the content of the webpage. The data show [a strong correlation between links and rankings.](#)

Linking to high quality websites impacts the reputation of the organization's site. Linking to other websites not only increases the visibility of the website but also acknowledges the expertise of others. Some will be more likely to return this favor. External links are one of those little things that matter because they can eventually lead to more exposure for the website.

Adding internal and external links in the website document is in a line with a [basic principle - helping one's website users.](#) The search engine's algorithms are designed to favor websites which deliver the best satisfaction of the users. Every link pointing back to your website is like a vote of confidence in your favor. However, it's better and more effective to get ten links from ten different domains than ten links from just one.

Expanding eCollaboration

A need for a closer collaboration is suggested in the report of the achievements of the [European Innovation Partnership on Active and Healthy Ageing](#) (EIP on AHA) after eight years in operation. Adopting a broad ecosystem strategically facilitates the design of clinically effective health and social care pathways built around the individual patient or service user. Such pathways need to be evidence-based and to clearly address the delivery of improved outcomes for patients and service users, while at the same time contributing to the sustainability of these systems. It is within these pathways that innovative solutions and digital technologies can become the enablers of change.

It is well recognized that one of the fundamental barriers to the adoption of innovative service change is cultural resistance. If a local or regional health system does not believe it has ownership of an innovation, it is highly unlikely that it will cooperate and that widespread adoption will prove elusive. Collaborative, interdisciplinary, and transnational initiatives should be encouraged to promote better integration in the EU and other European countries to deliver the ambitious targets of policy makers and to fulfil commitments made to all, and, especially, to seniors.

Links to Silver Economy Websites: Call to Action in the eRegion

Organizations dealing with the topic of active aging and silver economy development publish events (meetings, workshops, conferences) and achievements (reports, articles, position papers, declarations) on their websites. However, although the content may be interesting to other organizations and individuals around the world, potential readers are often not aware of these resources. Thus, it follows that certain organizations share their resources with much smaller audiences than necessary because potential readers can't find them and learn from them.

The problems and opportunities of increased longevity, like those associated with climate change, have become the focus of a global megatrend. Responses to these challenges are coming slowly but steadily and will have a major impact on global development. However, many organizations and countries are not ready to adopt to these responses in time. In such a situation, using the possibilities of connecting the respective websites in order to expand and speed up the exchange of good practices is not only reasonable but urgent. External linking of related websites can help.

Here are some experiences collected in editing the websites of the [eRegion](#) portal in recent years. The websites relevant to active aging and silver economy development may be of interest. The websites are the following:

Reports:

[Developing the Silver Economy and Related Government Resources for Seniors. A Position Paper](#) (2022)

[Minister of Seniors Appointment. Position Paper](#) (2021)

[Central European Seniors 55+ eServices Guide. For the adult children 55+ taking care of parents 75+](#)

Networks:

[Global Network of Associations & Networks: Retirees Developing Silver Economy Professors Emeriti Network](#)

[eSeniors 55+ Network](#)

[Active Aging Networks](#)

Thus, the representatives of organizations having interest in active aging and silver economy development (networks, associations, companies, governmental and non-governmental organizations) are invited to interlink their respective websites with the related websites of others. Of particular importance are the [public libraries as critical](#)

[social infrastructure](#). Especially encouraged are the organizations in the neighboring countries of a region because of the great opportunities for and necessity of cooperation due to the proximity and existing contacts between the region's people. Such a region is named a [cross-border eRegion](#) in which the opportunities of using eServices enabled by Internet technologies can be exploited to the maximum possible extent.

The expected outcome of the interlinking will be a published list of the related websites providing and welcoming interlinking. The relevant individuals are an organization's executives, who understand the benefits of website interlinking, as well as its website developers, who know how to exploit the power of Internet. Establishment of a [prototype](#) group in each of the participating organizations is suggested. [Link building can result in relationship building and vice versa](#).

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