

Links in Google Snippet Text

Thu, Sep 10, 2009 | Posted by [Rob Green](#)

I just noticed that in certain SERPs, where page copy is used for the snippet text (no meta description is present in this case), links to named anchors on the same page are appearing as links in the snippet text. Have a look at the result below or [See for yourself](#) .

3. [Halifax - Investments - Stakeholder Pension Enquiries - Pension ...](#)

Jump to [Q_How are my contributions invested?](#): Provided you are more than five years away from your selected retirement date, 38% of each **contribution** ...
[www.halifax.co.uk/.../common_shpension_enquiries.asp](#) - [Cached](#) - [Similar](#)

4. [Pension contributions | Calculators | guardian.co.uk Money](#)

Pension contributions. Find out how much money you will need in retirement and how much you should pay into a **pension** each month to achieve this. ...
[money.guardian.co.uk/calculator/.../0,1456,603163,00.html](#) - [Cached](#) - [Similar](#)

Strangely, as pointed out by my colleagues Randip and Ben, the link in the snippet goes through a redirect similar to what would be used for site links, as opposed to the direct link that the page title uses.

I guess this is useful to users, because the most relevant part of the page is probably going to be the part under the named anchor, as the named anchor link text contains the search term(s). I am, however, surprised that this is being recognised like this when you so often see strange text, and even sections of code, used in the snippet when a meta description is not present.