Simple Internal Linking Tips

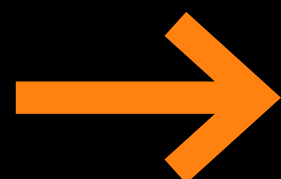To **Squeeze** Extra Organic Traffic in 2024

Harpreet

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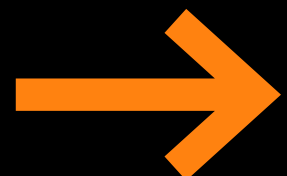𝕏 @harpreetchatha_

Examples

Find **Relevant** Links

The easiest way to find & build contextual internal links:

1. Go to Google Search Console

2. Click on Performance > Full Report

3. Click on Query.

4. Filter with your target keyword.

5. You'll find list of URLs that show impressions for said keyword.

6. Link to & from those pages.

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Find **Relevant** Links pt 2

You can also use Google Search itself.

1. Use the operator site://yourdomain.com "keyword".

2. You'll be presented with a list of pages on your website that contain your "keyword".
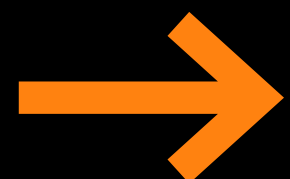
3. Go through the relevant pages.

4. Internally link to the relevant pages.

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Run a **Crawl**

To find new opportunities I recommend using Screaming Frog.
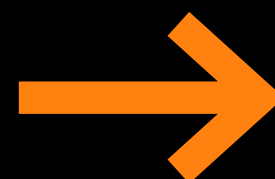
1. Run a Screaming Frog Crawl.

2. Search for your target URL.

3. Click on Inlinks.

4. You'll now see every page that links to your target page.

6. Fix any 301 or 404 links that you see - this is SEO hygiene.

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Use **Optimized** Anchors

This is super important.

1. In your crawl, you can see the anchor used to link to your target page.

2. "click here" "go here" "this page" = Irrelevant anchor text.

3. Change the anchor to something relevant. If the page you're linking to talks about orange cake, then use the anchor along the lines of [bake an orange cake].
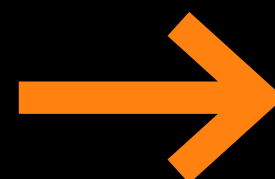
4. Ensure your anchor text matches the target page.

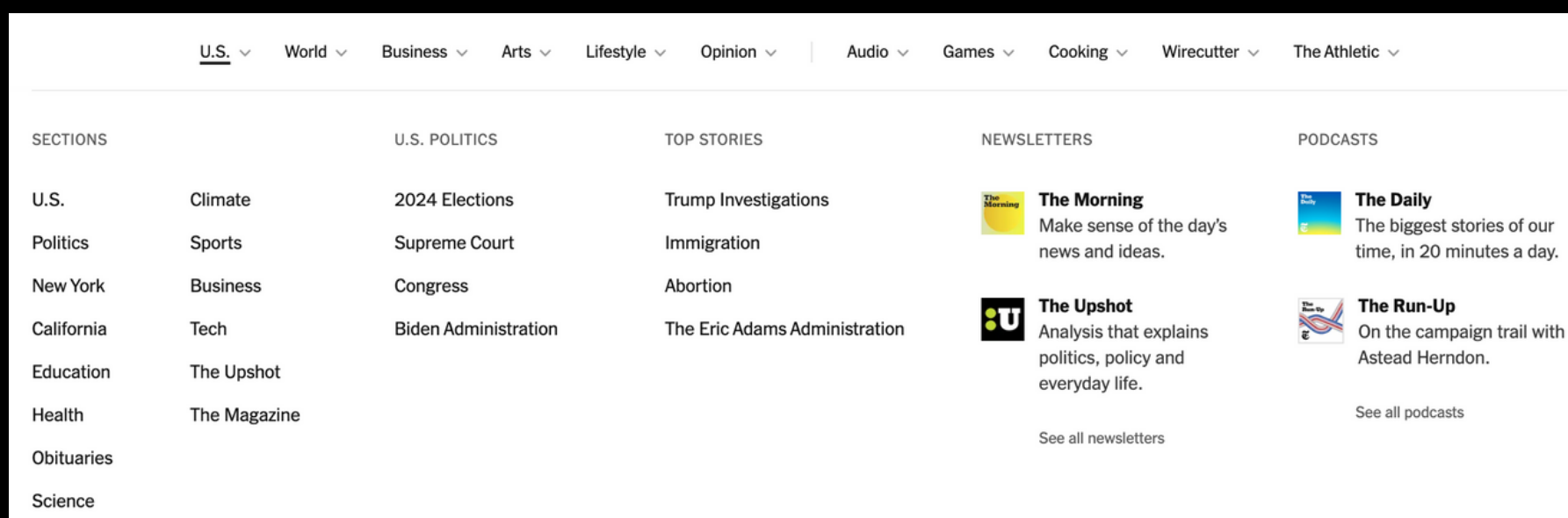5. If you're stuck, ask ChatGPT to help.

Optimize Your
Navigation

The navigation contains the most important internal links.

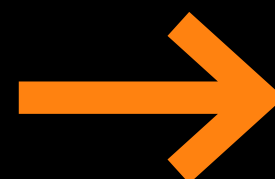1. Your nav helps Goolgebot & users find your most important pages.

2. Use keyword rich anchor text, and make sure the most important sections of your site are linked to.

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Optimize Your Footer

The footer is at the bottom of every page. You can use the footer to squeeze extra juice for key pages.

1. Your most important pages should be in the footer... but

2. Include pages that you want to see perform well. This could be specific blog articles, or other key pages.
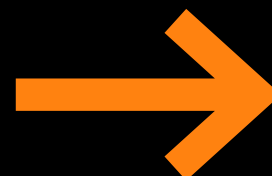
3. Headover to writr.ai and take a look at their footer - they use it to link to "AI Blog / Content writer pages"

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Make Use Of
Breadcrumbs

Vital for eCommerce websites, and can be used on every website from SaaS to news.

Breadcrumbs tell a user & search engines where they are on a website.

Examples:

Kitchen / Cookware / Stainless Steel

Home > Food > Snacks > Crackers

Home > National News > England

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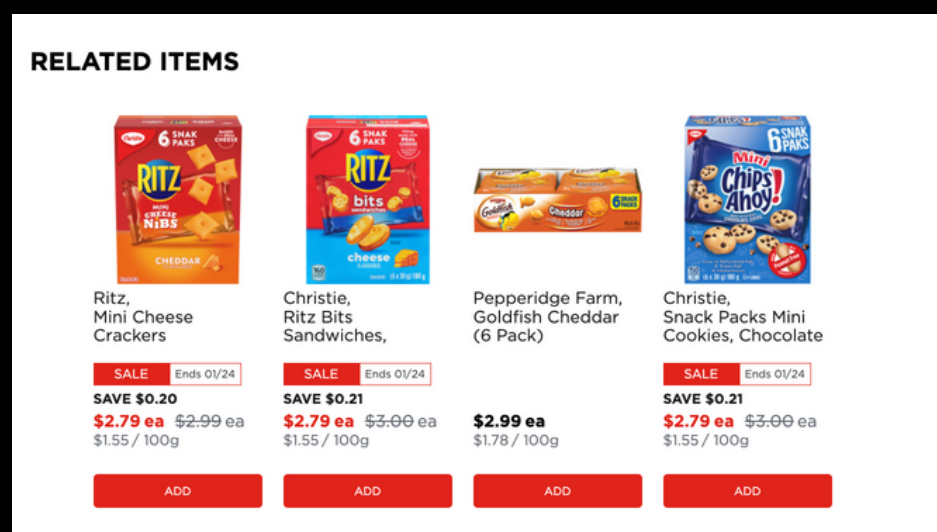🌐 https://harpsdigital.com

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Internal Linking @ Scale

Through the use of moudles, you can speed up internal linking to make it easier.

- Related Content
- Latest Content
- Most Read

Think of ways you can insert modules that will link to new or relevant pages. NYTimes & big name eCommerce stores do a good job of this.

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You'll Achieve Internal Linking Success If You:

1. Link to topically relevant pages.

2. Use keyword rich anchors.

3. Avoid 301 or 404 links.

4. Optimize your Navigation & Footer.

5. Make use of Breadcrumbs.

6. Use modules to automate internal linking.

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