

## Internal Linking Template & Best Practices

### 2025 Edition

Internal linking is one of the most powerful but underused SEO levers. It improves crawlability, distributes PageRank, and guides users to your most important content. Done right, it can significantly boost rankings and engagement.

This guide provides **best practices** and a **step-by-step template** to build a strong internal linking strategy.

---

## Internal Linking Best Practices

- **Use Descriptive Anchor Text**

Avoid “click here.” Instead, use anchor text that reflects the target page’s primary keyword or topic. Example: “See our *AI SEO strategy guide*” instead of “Read more.”

- **Prioritize High-Value Pages**

Identify your money pages (product, service, or high-conversion content). Make sure multiple internal links point toward them.

- **Balance Depth & Crawlability**

Important pages should not be more than 3 clicks away from the homepage. Flatten your site structure where possible.

- **Avoid Overstuffing**

Do not cram dozens of links into one page. Keep links natural, relevant, and useful to the reader.

- **Leverage Content Hubs & Clusters**

Create pillar pages (broad topics) and link them to cluster pages (specific subtopics). This signals topical authority.

- **Update Old Content**

When publishing new content, revisit older relevant posts and link to the new page. This helps distribute authority quickly.

- **Monitor Broken & Redirected Links**

Use tools like Screaming Frog or Sitebulb to regularly audit internal links for errors or unnecessary redirects.

---

## Step-by-Step Internal Linking How-To

### Step 1: Identify Your Priority Pages

- List top 10–20 money pages or cornerstone content pieces.
- These will be the “receivers” of your strongest internal links.

### Step 2: Audit Existing Internal Links

- Use a crawler (Screaming Frog, Ahrefs, Semrush) to extract all internal link data.
- Identify which priority pages have few or no internal links.

### Step 3: Map Anchor Text Opportunities

- Create a list of recommended anchor texts for each priority page.
- Mix exact match, partial match, and branded variations for natural linking.

### Step 4: Insert Links Strategically

- Add links in body content where they feel contextually natural.
- Ensure anchor text matches the intent of the linked page.

### Step 5: Build Content Clusters

- Choose a pillar page (e.g., “AI in SEO”).
- Create cluster pages (e.g., “AI tools for keyword research,” “AI content QA checklist”).
- Link pillar ⇄ cluster pages both ways.

### Step 6: Review and Refresh Regularly

- With each new piece of content, add at least 2–3 internal links to older posts.
- Revisit older posts quarterly to link back to newer high-value content.

---



## Internal Linking Template (Fillable)

### 1. Priority Pages (Top 10–20):

- Insert page
- Insert page
- ...

### 2. Current Internal Links (from audit):

- Insert link
- Insert link
- ...

### 3. Anchor Text Opportunities (keywords + variations):

- Insert anchor text
- Insert anchor text
- ...

### 4. Pillar Page: \_\_\_\_\_

#### Cluster Pages:

- Insert page
- Insert page
- ...

### 5. Next Update Cycle: \_\_\_\_\_

---



#### Pro Tip from ScaledOn:

Think of internal linking as “content networking.” The stronger the connections between your pages, the more authority your site builds in Google’s eyes — and the easier it is for users to find what matters most.