

SEO & Search Strategy / Internal Linking

Design a complete internal linking map for a content hub or resource center showing how all pieces connect to the main hub page.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Content Hubs, Resource Centers, Site Architecture

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Why This Prompt Exists

Most resource hubs are just link directories — not well-connected content ecosystems.

You get:

- hub page that links to resources (one-way)
- resources that don't link back to hub
- resources that don't link to each other
- missed authority distribution
- users who leave the hub and never return

But a content hub is not a directory.

It is a interconnected content ecosystem.

- Hub → resource: links from main hub page
- Resource → hub: links back from each resource
- Resource ↔ resource: links between related resources
- Hub → sub-hub: for large topic categories

Without a linking map, your hub is incomplete.

This framework forces AI to design complete hub linking structures.

The Prompt

Assume the role of a content hub architect who designs interconnected resource centers.

Your task is to create a content hub linking map.

Generate:

1. HUB PAGE STRUCTURE
 - Main hub URL/topic
 - Sub-hubs (if needed)
 - How hub organizes resources
2. HUB → RESOURCE LINKS
 - Where on hub each resource is linked
 - Anchor text recommendations
3. RESOURCE → HUB LINKS
 - Where on each resource to link back
 - Anchor text recommendations
4. RESOURCE ↔ RESOURCE LINKS
 - Cross-links between related resources
 - When and where to add them
5. LINKING MAP VISUALIZATION (text-based)
 - How all pages connect

6. MAINTENANCE PLAN

- How to add new resources
- When to update links

INPUTS:

Hub Topic:

[INSERT]

Resource Pages (list URLs or topics):

[LIST]

Sub-hubs (if large resource set):

[LIST OR "NONE"]

Topic Relationships (which resources are related):

[DESCRIBE]

Hub Page Type:

[ULTIMATE GUIDE / RESOURCE DIRECTORY / COURSE / TOOL CENTER]

RULES:

- Hub → resource: link from relevant hub sections
- Resource → hub: link early in content (establish relationship)
- Resource ↔ resource: link where naturally relevant
- Every resource should link back to hub (bidirectional)
- Hub should be the authority hub for the topic
- Update hub page when new resources are added
- Avoid link directories (provide context for each link)

How To Use It

- Start with the hub page as your central authority.
- Add hub → resource links from relevant sections.
- Add resource → hub links early in each resource.
- Add cross-links between related resources.
- Update hub page whenever you add a new resource.

Example Input

Hub Topic: Freelance business resource center

Resource Pages: Pricing guide, client acquisition guide, productivity system, legal checklist, tax guide, proposal templates, contract templates, time tracking tools

Sub-hubs: Pricing & rates cluster, client management cluster, productivity & tools cluster, legal & finance cluster

Topic Relationships: Pricing relates to proposals and contracts; clients relate to proposals and contracts; productivity relates to time tracking; legal relates to contracts and taxes

Hub Page Type: RESOURCE DIRECTORY

Why It Works

Most resource hubs are just link directories.

This framework improves outcomes by forcing:

- hub page structure (organization)
- hub → resource links (authority distribution)
- resource → hub links (relevance signals)
- resource ↔ resource links (cross-pollination)
- linking map visualization (clarity)

Great content hubs aren't built — they're mapped, connected, and maintained.

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