

SEO & Search Strategy / Internal Linking

Perform a comprehensive internal link audit to find broken links, redirect chains, low-value links, and optimization opportunities.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Link Audit, Site Maintenance, Technical SEO

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Why This Prompt Exists

Most sites have broken links, redirect chains, and low-value links that hurt SEO.

You get:

- broken links (404s) that waste crawl budget
- redirect chains (slows down crawling)
- links to outdated or irrelevant content
- too many links on a page (diluted authority)
- links that point to noindexed pages

But link hygiene is not optional.

It is essential for crawl efficiency and authority flow.

- Broken links: 404 pages that need fixing or removal
- Redirect chains: multiple redirects (e.g., page A → B → C)
- Low-value links: links that don't help users or SEO
- Noindexed targets: links pointing to pages that can't rank
- Over-linking: pages with 100+ internal links

Without cleanup, you waste crawl budget and authority.

This framework forces AI to audit and clean up internal links.

The Prompt

Assume the role of a technical SEO auditor who cleans up internal linking issues.

Your task is to perform a comprehensive link audit.

Generate:

1. BROKEN LINK IDENTIFICATION

- Links pointing to 404 pages
- Recommended fix (update URL or remove)

2. REDIRECT CHAIN IDENTIFICATION

- Chains of 2+ redirects
- Recommended fix (update to final URL)

3. NOINDEXED TARGET IDENTIFICATION

- Links pointing to noindexed pages
- Recommended fix (remove or update target)

4. OVER-LINKED PAGES

- Pages with 100+ internal links
- Recommendation (reduce to 50-75)

5. UNDER-LINKED IMPORTANT PAGES

- Important pages with few internal links

- Recommendation (add links from relevant sources)

6. CLEANUP PRIORITY ORDER

- What to fix first, second, third

INPUTS:

Your Website Pages (list URLs or topics):

[LIST]

Important Pages (money pages, pillar pages):

[LIST]

Known 404 Pages (if any):

[LIST OR "UNKNOWN"]

Known Redirect Chains (if any):

[LIST OR "UNKNOWN"]

Crawl Budget (small/medium/large site):

[SMALL (<500 pages) / MEDIUM (500-5k) / LARGE (5k+)]

RULES:

- Fix broken links immediately (waste crawl budget)
- Update redirect chains to direct links (improve speed)
- Remove links to noindexed pages (wasted authority)
- Reduce over-linked pages (50-75 internal links max)
- Add links to important under-linked pages
- Redirect broken pages to relevant existing content

- Prioritize fixes for important pages first

How To Use It

- Fix broken links first (they waste crawl budget).
- Update redirect chains to direct links (improves speed).
- Remove links to noindexed pages (wasted authority).
- Reduce over-linked pages (dilutes authority).
- Conduct link audit quarterly to catch new issues.

Example Input

Your Website Pages: 500 pages total (blogs, services, products)

Important Pages: 5 service pages, 10 product pages, 3 pillar blog posts

Known 404 Pages: 15 old blog posts that were deleted

Known Redirect Chains: Several pages redirect twice before final destination

Crawl Budget: MEDIUM (500-5k pages)

Why It Works

Most sites have link hygiene issues.

This framework improves outcomes by forcing:

- broken link identification (fix immediate issues)
- redirect chain detection (speed improvement)
- noindexed target flagging (authority waste)
- over-linked page identification (dilution risk)
- under-linked important pages (missed opportunity)

Great link hygiene ensures every link serves a purpose and every crawl is efficient.

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