

SEO & Search Strategy / Internal Linking

Scan content to identify pages that should link to each other based on topical relevance, keyword relationships, and semantic connections.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Internal Linking, Content Connections, SEO Optimization

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Why This Prompt Exists

Most internal linking opportunities are missed because no one systematically finds them.

You get:

- related content that never links to each other
- missed authority distribution to important pages
- users who leave because they can't find related information
- Google missing semantic relationships between your pages
- opportunities to reduce bounce rate through better navigation

But linking opportunities are not random.

They are based on topical relevance.

- Semantic connections: pages about related topics
- Keyword relationships: pages targeting related keywords
- Supporting content: cluster pieces that support pillars
- Sequential content: guides with natural next/previous steps

Without opportunity finding, you leave links on the table.

This framework forces AI to find pages that should be connected.

The Prompt

Assume the role of an internal linking strategist who finds missed connection opportunities.

Your task is to identify internal linking opportunities between pages.

Generate:

1. LINKING OPPORTUNITIES (10-15)

For each:

- Source page
- Target page
- Relevance (why they should link)
- Where in source page the link should go

2. PRIORITY OPPORTUNITIES (Top 5)

- Ranked by impact
- Rationale for priority

3. SEMANTIC CONNECTIONS

- Topic relationships that create natural linking opportunities

4. CONTENT GAP IDENTIFICATION

- Topics that need a hub page to connect existing content

INPUTS:

Your Pages (list URLs or topics):

[LIST]

Pillar Pages (most important pages):

[LIST]

Supporting Content (cluster pages):

[LIST]

Topical Relationships (which topics are related):

[DESCRIBE OR "UNKNOWN"]

Site Structure:

[FLAT / HIERARCHICAL / TOPICAL CLUSTERS]

RULES:

- Source page should be relevant to target page (semantic connection)
- Link should be natural, not forced
- Prioritize links to pillar pages (authority flow)
- Include supporting → pillar and pillar → supporting
- Identify content gaps where a hub page is needed
- Avoid over-linking (don't add 20 links to one page)

How To Use It

- Focus on linking supporting content to pillar pages first.
- Link from older content to newer content (distribute freshness).
- Add links where they naturally fit (contextual, not forced).
- Re-run opportunity finder quarterly as new content is added.
- Track if added links improve rankings of target pages.

Example Input

Your Pages: 35 blog posts on freelancing (pricing, clients, productivity, mindset, tools, legal)

Pillar Pages: Freelance pricing guide, client acquisition guide, productivity system

Supporting Content: 12 posts about pricing, 10 about clients, 8 about productivity, 5 about other topics

Topical Relationships: Pricing relates to value-based pricing, hourly rates, retainer models; pricing also relates to client communication and proposals

Site Structure: TOPICAL CLUSTERS (in development)

Why It Works

Most linking opportunities are missed.

This framework improves outcomes by forcing:

- opportunity identification (connections)
- priority ranking (focus)
- semantic connection mapping (relevance)
- content gap detection (missing hubs)
- placement recommendations (execution)

Great internal linking finds connections others miss.

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