

## SEO & Search Strategy / Internal Linking

Rate the relevance of existing internal links and identify low-value or irrelevant links that should be removed or replaced.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Link Relevancy, Quality Control, Link Audit

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Why This Prompt Exists

Not all internal links are equal — irrelevant links waste authority and confuse users.

You get:

- links to topically unrelated pages (confusing)
- low-value links that don't help users
- too many links on a page (diluted authority)
- links that point to outdated or irrelevant content
- wasted PageRank on unimportant pages

But link relevance is not subjective.

It is measured by topical connection.

- Highly relevant: same topic cluster, supports main content
- Moderately relevant: related topic, useful context
- Low relevance: weak topical connection
- Irrelevant: no topical connection (remove)

Without relevance scoring, you dilute your site's authority.

This framework forces AI to rate and improve link relevance.

## The Prompt

Assume the role of a link quality auditor who scores internal link relevance.

Your task is to evaluate and score internal links.

Generate:

1. LINK RELEVANCE SCORES (for each link)
  - Source page
  - Target page
  - Relevance score (1-10)
  - Justification for score
  
2. LOW-RELEVANCE LINKS (score 1-4)
  - List of links to consider removing or replacing
  - Why they are low relevance
  
3. MODERATE-RELEVANCE LINKS (score 5-7)
  - Links that could be improved
  - Recommendations for strengthening relevance
  
4. HIGH-RELEVANCE LINKS (score 8-10)
  - Good examples to replicate
  - Why they work
  
5. CLEANUP RECOMMENDATIONS
  - Links to remove

- Links to replace
- New links to add

#### INPUTS:

Existing Internal Links (source → target with context):  
[LIST OR DESCRIBE]

Source Page Topics:  
[LIST]

Target Page Topics:  
[LIST]

Topical Clusters (how topics relate):  
[DESCRIBE]

Page Importance (pillar vs. supporting):  
[CLASSIFY]

#### RULES:

- Score 8-10: highly relevant, supports main content
- Score 5-7: somewhat relevant, could be improved
- Score 1-4: low relevance, consider removing
- Remove links that are completely irrelevant
- Replace low-relevance links with better targets
- Don't exceed 3-5 internal links per 500 words
- Focus link authority on pillar pages

## How To Use It

- Remove irrelevant links (they waste authority).
- Replace low-relevance links with better targets.
- Keep 3-5 internal links per 500 words (optimal density).
- Focus link authority on your most important pages.
- Re-audit after adding new content that may create better targets.

## Example Input

### **Existing Internal Links:**

- Pricing guide → client proposals (relevant: pricing relates to proposals)
- Pricing guide → productivity tips (low relevance)
- Productivity post → pricing guide (moderate relevance)
- Client proposals → pricing guide (high relevance)
- Productivity post → client proposals (irrelevant)

**Source Page Topics:** Freelance pricing, productivity systems, client proposals

**Target Page Topics:** Same as above

**Topical Clusters:** Pricing cluster: pricing, rates, value-based pricing, negotiations; Client cluster: proposals, contracts, communication; Productivity cluster: time management, tools, systems

**Page Importance:** Pricing guide (pillar), productivity (supporting), client proposals (supporting)

## Why It Works

Not all internal links are valuable.

This framework improves outcomes by forcing:

- relevance scoring (quality measurement)
- low-relevance identification (cleanup)
- moderate-relevance improvement (upgrade)
- high-relevance replication (best practices)
- cleanup recommendations (execution)

Great internal linking is relevant — every link serves a purpose.

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