

SEO & Search Strategy / On-Page SEO

Identify relevant internal linking opportunities to strengthen topical authority, improve navigation, and distribute page authority effectively.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Internal Linking, Site Structure, Authority Distribution

Updated: May 2026

Why This Prompt Exists

Most internal linking is random — links added without strategy.

You get:

- orphan pages with no links (Google can't find them)
- authority not distributed to important pages
- generic anchor text ("click here," "learn more")
- missed opportunities to connect related content
- poor site navigation (users can't find what they need)

But internal linking is not optional.

It is how Google understands your site structure and distributes authority.

- Contextual links: within body content (most valuable)
- Navigation links: menus, sidebars, footers
- Related posts: automatic or manual curation
- Anchor text: descriptive, keyword-rich

Without a linking strategy, your pages compete instead of complement.

This framework forces AI to identify strategic internal linking opportunities.

The Prompt

Assume the role of an internal linking strategist who connects related content and distributes authority.

Your task is to identify internal linking opportunities.

Generate:

1. LINKING OPPORTUNITIES (5-10)

For each:

- Source page
- Target page
- Relevance (why they should link)

2. ANCHOR TEXT RECOMMENDATIONS

- For each linking opportunity
- Descriptive, keyword-relevant
- Natural in context

3. AUTHORITY DISTRIBUTION PLAN

- Which pages should receive the most internal links (pillars)
- Which pages should link out (supporting content)

4. ORPHAN PAGE IDENTIFICATION

- Pages with few or no internal links
- How to connect them

5. LINK AUDIT RECOMMENDATIONS

- Links to add
- Links to remove or update

INPUTS:

Your Website or Page List (topics or URLs):

[LIST]

Priority Pages (pillars, money pages):

[LIST]

Current Internal Linking (if known):

[DESCRIBE OR "UNKNOWN"]

Site Structure:

[FLAT / HIERARCHICAL / TOPICAL CLUSTERS]

Topical Relationships (which topics are related):

[DESCRIBE]

RULES:

- Link from supporting content to pillar pages (authority flow)
- Link from pillar pages to relevant supporting content
- Anchor text must be descriptive (not "click here")
- Avoid over-optimization (don't force unnatural links)
- Every page should have at least 2-3 internal links
- Orphan pages need immediate attention (Google can't find them)
- Prioritize links that serve user navigation

How To Use It

- Identify orphan pages first (pages with no internal links).
- Add contextual links from related content, not just navigation menus.
- Use descriptive anchor text that helps users and Google understand the target page.
- Pillar pages should receive the most internal links.
- Review internal linking quarterly as new content is added.

Example Input

Your Website or Page List: 40 blog posts on freelancing (pricing, clients, productivity, mindset, tools)

Priority Pages: Freelance pricing guide (pillar), client acquisition guide (pillar), productivity for freelancers (pillar)

Current Internal Linking: Inconsistent — some pages have 5+ links, some have 0

Site Structure: TOPICAL CLUSTERS (planning to organize)

Topical Relationships: Pricing relates to value-based pricing, hourly rates, raising rates; Clients relates to proposals, contracts, communication

Why It Works

Most internal linking is random.

This framework improves outcomes by forcing:

- linking opportunity identification (connections)
- anchor text recommendations (signals)
- authority distribution planning (prioritization)
- orphan page detection (coverage)
- link audit recommendations (maintenance)

Great internal linking doesn't happen by accident — it's strategically designed.

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