

## SEO & Search Strategy / Internal Linking

Evaluate how many clicks from the homepage each page requires and recommend structural changes to improve crawl depth.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Crawl Depth, Site Architecture, Link Distance

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Why This Prompt Exists

Most sites have pages buried 5+ clicks from the homepage — Google may not crawl them often.

You get:

- important pages that are too deep (less crawl frequency)
- pages that never get discovered (no links from top-level pages)
- wasted authority because pages are too far from homepage
- poor user experience (users can't find what they need)
- inefficient crawl budget allocation

But link depth is not random.

It is a structural choice.

- Click depth: number of clicks from homepage to page
- Ideal depth: 3 clicks or less for important pages
- Deep pages: 4+ clicks may be crawled less often
- Orphan pages: 0 internal links (infinite depth)

Without depth auditing, important pages may be ignored.

This framework forces AI to analyze and fix crawl depth issues.

The Prompt

Assume the role of a site architecture auditor who analyzes crawl depth.

Your task is to evaluate link depth and recommend improvements.

Generate:

#### 1. DEPTH ANALYSIS

For key pages:

- Page name
- Current click depth
- Status (Good/Needs improvement/Critical)

#### 2. DEEP PAGES IDENTIFICATION (4+ clicks)

- List of deep pages
- Why they are deep
- Priority for fixing

#### 3. STRUCTURAL RECOMMENDATIONS

- How to reduce depth for important pages
- New navigation paths
- Pages to add to menus or hubs

#### 4. CRAWL BUDGET OPTIMIZATION

- Pages that don't need deep crawling

- Pages to consolidate or remove

## 5. IMPROVED SITE ARCHITECTURE OUTLINE

- Recommended navigation structure
- Hub page suggestions

### INPUTS:

Your Site Structure (pages and hierarchy):

[DESCRIBE]

Homepage Links (where homepage links directly):

[LIST]

Important Pages (money pages, pillar pages):

[LIST]

Current Click Depth (if known):

[INSERT OR "UNKNOWN"]

Crawl Budget (small/medium/large site):

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

### RULES:

- Important pages should be 3 clicks or less from homepage
- Ideal depth: 1-2 clicks for most important pages
- Deep pages (4+ clicks) need structural changes
- Use hub pages to group related content (reduces depth)
- Add important deep pages to navigation menus

- Orphan pages need immediate attention
- Balance depth with site organization (don't flatten everything)

### How To Use It

- Identify your most important pages (money pages, pillar pages).
- Ensure they are 3 clicks or less from homepage.
- Use hub pages to group related content (reduces depth for many pages).
- Add important deep pages to navigation menus.
- Re-audit depth after structural changes.

### Example Input

**Your Site Structure:** Blog → Category → Subcategory → Post (4 clicks from homepage for blog posts)

**Homepage Links:** Homepage links to: Blog, About, Services, Contact

**Important Pages:** 5 pillar blog posts, 3 service pages, 10 high-converting product pages

**Current Click Depth:** Blog posts = 4 clicks, Service pages = 2 clicks, Product pages = 3 clicks

**Crawl Budget:** SMALL (<500 pages)

### Why It Works

Most sites have pages buried too deep.

This framework improves outcomes by forcing:

- depth analysis (baseline)
- deep page identification (problem)
- structural recommendations (fix)

- crawl budget optimization (efficiency)
- improved architecture outline (plan)

Great site architecture keeps important pages close to the homepage.

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