

SEO & Search Strategy / Internal Linking

Identify pages with few or no internal links and recommend specific linking strategies to integrate them into your site structure.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Orphan Pages, Site Structure, Link Coverage

Updated: May 2026

Why This Prompt Exists

Most sites have orphan pages — pages that no other page links to.

You get:

- pages Google can't find (no internal links)
- great content that never ranks (no authority flow)
- pages that exist but are invisible to users
- wasted content investment
- missed opportunities to connect related information

But orphan pages are not lost causes.

They just need strategic links.

- Orphan page: page with zero internal links pointing to it
- Low-link page: page with fewer than 3 internal links
- Links from: pillar pages, related cluster content, navigation menus
- Links to: related content, site structure pages

Without fixing orphans, you have hidden content.

This framework forces AI to find and fix orphan pages.

The Prompt

Assume the role of an internal linking auditor who finds and fixes orphan pages.

Your task is to identify orphan pages and create linking plans.

Generate:

1. ORPHAN PAGE IDENTIFICATION (pages with 0 internal links)
 - List of pages
 - Why they are important (or not)
2. LOW-LINK PAGES (pages with 1-2 internal links)
 - List of pages
 - Priority for fixing
3. FOR EACH ORPHAN PAGE:
 - Recommended source pages to link from
 - Anchor text to use
 - Placement recommendation
4. FOR EACH LOW-LINK PAGE:
 - Additional source pages to link from
 - Current links (verify quality)
5. SITE STRUCTURE RECOMMENDATIONS
 - Pages that should be in navigation menus
 - Pages that need hub pages

INPUTS:

Your Pages (list URLs or topics):

[LIST]

Current Internal Link Count (if known):

[INSERT OR "UNKNOWN"]

Pillar Pages (most important pages):

[LIST]

Navigation Structure (menu pages):

[LIST]

Pages You Consider Important:

[LIST]

RULES:

- Orphan pages need immediate attention (Google can't find them)
- Low-link pages need additional links (3-5 internal links minimum)
- Priority to important pages (money pages, pillar pages)
- Link from relevant supporting content
- Consider adding orphan pages to navigation or hub pages
- If a page is unimportant, consider deleting or noindexing it

How To Use It

- Check orphan pages first — they're invisible to Google.
- Prioritize fixing orphan pages that are commercially important.
- Add links from relevant supporting content, not just navigation.

- If an orphan page has no business value, consider deleting it.
- Re-audit after 30 days to ensure new links are in place.

Example Input

Your Pages: 50 blog posts + 5 service pages + 10 product pages

Current Internal Link Count: Unknown — need to audit

Pillar Pages: Freelance pricing guide, client acquisition guide, productivity system (blog), plus 5 service pages

Navigation Structure: Homepage, Blog, About, Services, Contact

Pages You Consider Important: All service pages, all product pages, 3 pillar blog posts

Why It Works

Most sites have hidden orphan pages.

This framework improves outcomes by forcing:

- orphan page identification (coverage)
- low-link page detection (improvement)
- source page recommendations (action)
- anchor text guidance (signals)
- site structure suggestions (systemic fix)

Great internal linking doesn't leave pages behind — it integrates everything.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI SEO tools, internal linking frameworks, and

practical strategies for marketers and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Link Depth & Crawlability Auditor](#)