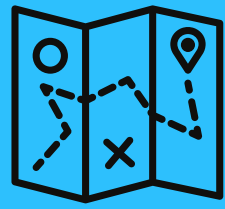


8

TIPS FOR A **POWERFUL INTERNAL LINK STRATEGY**

Map Each URL.



Every URL should be mapped to a specific keyword: Assign specific keywords to each page on your website to gain insight into the intention behind each page.



Create Content Clusters.

Organize content into groups covering a broad topic, linking together pieces within the cluster to signal relevance to Google.

Optimize Your Anchor Text.



Use specific keywords or close variations as anchor text to better inform Google about the linked page's content.



Fix Orphan Pages.

Add internal links to orphan pages: Ensure all pages have at least 1-3 internal links and 1 incoming link to avoid orphan pages.

8

TIPS FOR **POWERFUL INTERNAL LINK STRATEGY**

Find Missed Opportunities.



Find missed internal linking opportunities with a manual Google search: Use search operators to identify pages on your website with your keyword and add links. Link Whisper can do this quickly.

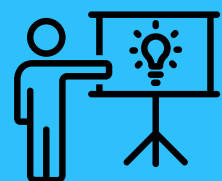
Use the coupon code "**STRATEGY**" for \$15 off today. Get [Link Whisper Here](#).



Find Pillar Pages.

Identify your pillar pages: Establish pages with high UR ratings and link from them to supporting articles to pass "link juice" and boost authority.

Link With A Purpose.



Link to provide context and value: Ensure internal links add context and value to your content for both readers and search engines.



Follow Google's Lead.

Find supporting content ideas in Google Search Console: Identify new content ideas by analyzing keywords your pages show up for in search results.



3

THINGS TO AVOID WITH INTERNAL LINKS

Avoid: Same Anchor Text.



Avoid using the same anchor text for different pages: Prevent keyword cannibalization and confusion for search engines.



Avoid: Messy Navigation.

Avoid messy navigational links: Maintain a clean, hierarchical structure for navigation menus and links.

Avoid: Overdoing It.



Don't overdo internal links: Focus on linking to highly relevant pages and providing value, rather than adding an excessive number of links



Build Internal Links Fast.

Would you like to spend less time with internal linking? Looking for opportunities, find orphan pages, and fix broken links quickly?

Give Link Whisper a try. Use the coupon code **"STRATEGY"** for \$15 off today. Get [Link Whisper Here](#).