

Internal Linking & Site Structure

Connect pages so users and crawlers find them — and so authority flows where you want it.

Why internal links earn their keep

- **Discovery** — give crawlers a path to every page (kills orphans)
- **Relationships** — signal which pages belong together
- **Authority** — pass link equity from strong pages to the ones you want to rank

Structure patterns

Pattern	Use it for
Shallow & logical	Every important page reachable from the homepage in ~3 clicks.
Hub-and-spoke	A broad hub page links to specific spokes; spokes link back to the hub and to each other. (Becomes "topic clusters" in Level 2.)
Breadcrumbs	Home > Category > Page — orients users, reinforces structure for crawlers.

Anchor text

Do	Don't
<ul style="list-style-type: none"> • Describe the destination: "<i>our flat-feet running-shoe guide</i>" • Keep internal anchors relevant and natural 	<ul style="list-style-type: none"> • "<i>click here</i>" / naked URLs • Force the same exact-match anchor everywhere

The move that helps a new page most

Add a relevant, well-anchored link **from your strongest existing pages** (homepage, a popular post) **to your new page**. You hand it a share of authority it hasn't earned yet, plus a discovery path — the single fastest internal lever.

Orphan check (do this on every new page)

- Starting from the homepage, can you reach the page by clicking links? If not → orphan.
- Add ≥ 2 inbound internal links from relevant, strong pages.
- Link the new page out to 2–3 related pages (links flow both ways).
- Re-run URL Inspection — newly-linked pages often get recrawled faster.