Brandella Journal

Internal Linking checklist

Project: _____ Date: _____

- [ ] Every page you care about has at least one link from another page
- [ ] Each hub page links to every article in its cluster
- [ ] Each article links back to its hub and to 1 or 2 related articles
- [ ] Important pages get links in the body text of related pages, not only from menus
- [ ] Anchors describe the target page in a few words; no click here or read more
- [ ] Anchors vary naturally instead of repeating one exact keyword
- [ ] Every link is a real a element with an href, not a JavaScript button
- [ ] No internal links use nofollow
- [ ] No links point to 404 pages or deleted content
- [ ] Links point to the final URL, not to a redirect
- [ ] Important pages are 3 clicks or less from the home page
- [ ] Pages in the XML sitemap all have links in from other pages
- [ ] New pages get their links on the day they are published
- [ ] Pages close to page one of Google get extra links from related pages that get traffic
- [ ] The site is crawled again after changes and the results compared

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/internal-linking/