

Internal Linking Template

Template for mapping, auditing and planning internal links

1. Purpose

Internal links tell users and search engines which pages matter, how the site is organised and which pages share a topic. This template records the current link structure, sets the target structure and tracks the changes.

2. Site map by page type

Page type	Primary links out	Secondary links out	Must be linked from
Homepage	Main service groups, main categories, top 5 locations, booking or contact	Top FAQs, brand hubs, reviews, About	Every page (logo and nav)
Service or category hub	Child services or subcategories, related hubs	Relevant FAQs, location pages, long description links	Navigation, footer, homepage
Product or service page	Parent hub, brand page, size or fitment hub	Variants in the same size, related services, FAQs	Parent hub, search results
Location page	Services offered at that location, contact	Other nearby locations, About	Footer, store finder, homepage
Blog or guide	Relevant service page, relevant category	Related guides, FAQs	Parent topic hub
About, Contact, Policies	Homepage, main services, locations	Reviews, team	Footer

3. Link inventory

Export every internal link from a crawl (Screaming Frog or equivalent). Record source URL, destination URL, anchor text and placement. Mark placement as Nav, Footer, Breadcrumb, Body, Related or Sidebar.

Source URL	Destination URL	Anchor text	Placement	Status (keep / change / remove)

4. Link health checks

Check	Target	Found	Action
Orphan pages (indexable, no internal link in)	0		
Pages more than 3 clicks from the homepage	0 for money pages		
Internal links to 3xx redirects	0		Update to final URL
Internal links to 4xx or 5xx	0		Fix or remove
Links pointing to noindex or canonicalised-away pages	0		Update to canonical

Check	Target	Found	Action
Pages with only one internal link	Review each		Add contextual links
Duplicate links to the same destination with different anchors on one page	Review		Keep the most descriptive
Generic anchors (click here, read more, learn more)	0		Replace with descriptive text

5. Anchor text rules

- Describe the destination in plain words, e.g. "wheel alignment in Newcastle" rather than "click here"
- Use the service or category name as the anchor where it fits naturally
- Vary wording across pages linking to the same destination, but keep the topic clear
- Do not stuff keywords or repeat the same exact-match anchor across the whole site
- Use the same button text for the same action (for example "Book a service", not three variants)
- Links inside sentences are underlined text; standalone links use the site's link style

6. Required link blocks (check each is present)

- [] Breadcrumb on every page except the homepage, with schema (BreadcrumbList), and the current page not linked
- [] Navigation links to main categories and services, in a logical order, working on mobile
- [] Footer links to services, categories, locations, About, Contact, policies and social profiles
- [] Category pages: a short intro (2 lines with Read more) above the grid and a longer description below the product grid
- [] Product pages: parent category, brand page, related products and variants that share the same size or fitment
- [] Service pages: related services, the locations that offer them, and the FAQ section
- [] Location pages: the services available there and links to the nearest other locations
- [] Homepage: links to every main service and category group, the store finder and top FAQs

7. Remediation plan

Priority	Issue	Pages affected	Fix	Owner	Done

Re-crawl after each release. Confirm the link counts and the orphan check are back to target before closing the ticket.