

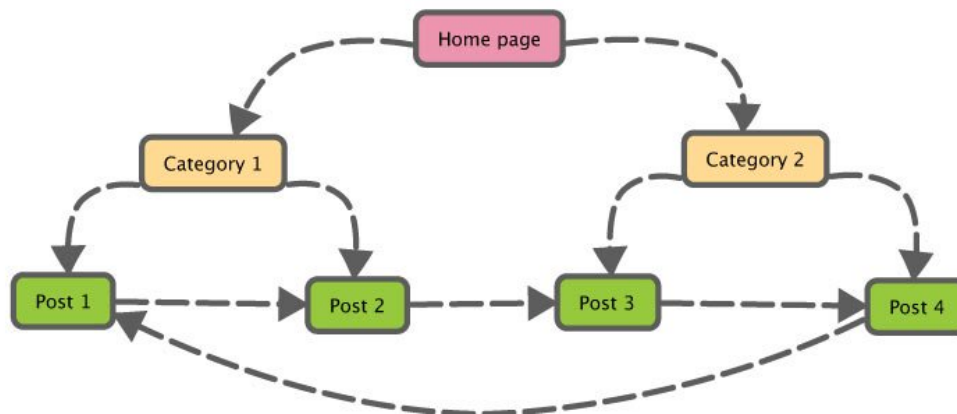
Internal & External Linking Guide

How To **Grow Your Traffic With**
Content Marketing

Internal & External Linking Guide

What is internal linking?

An internal link connects one page of your website to another page of your website.



Every website that has more than one page is connected in this way. It's a simple issue of site design and architecture and the search engines expect it.

Websites have an overall design and architecture that keeps them structured in a logical way.

Why does internal linking matter?

Internal linking is one of the SEO's most valuable weapons..

Google's machine-learning algorithm has come a long way since the early days of SEO. It's nearly impossible to game the system.

As advanced as the algorithm is, there are still simple things that you can do that will give you an immediate boost in SEO metrics without gaming the search engines.

Techniques

How do you do internal linking? What's the best method for creating the biggest value with links?

First, you should make sure that two things are in place:

1. You have already written content on the site. Even if you have a single article, that's okay. That's your starting place.
2. You are continually writing new content for the site. Getting into a regular publishing schedule is important, in order for internal linking to work effectively.

Link from content-heavy pages to other content heavy pages

The best internal links are those that connect one article to another. This creates a strong internal linking structure, deep within the site.

If your website navigation is decent, you'll have enough linking structure to the site's main pages, such as the homepage, the About page, the contact page, etc.

You don't need to link to these pages!

Obviously, if you're trying to drive conversions using a squeeze page or sales page and the opportunity is right, link to it.

But, for the most part, I recommend creating links in and among long form articles. This automatically spreads your internal linking naturally.

Create text links using anchor text

What kind of links work best?

It's simple: Links with descriptive anchor text.

What do I mean by descriptive anchor text?

You're familiar with anchor text, right? An anchor text is the word or words that are linked to another page and they typically appear as blue text to the reader.

Every time you write an article, link to four or more old articles

When you write a new piece of content, you should include five or more links to old articles. This is really important to your internal linking strategy and how the search engines review and rank your content.

Websites have a "freshness value" that Google detects and uses as part of its ranking algorithm.

Pinging the old site with a new link helps to boost its likelihood of increasing rank in the SERPs. In the eyes of the search engines, readers who follow your internal links are actually "refreshing" your older content by showing that it's still relevant

Update old articles with new internal links

You'll get the most power from internal linking if you combine it with another SEO technique — updating old content.

When you update old content, Google's crawler sees it again, indexes it again and most likely increases its ranking in the SERPs.

Update your old articles on a regular basis.

Add links in places where it's logical and value-added

look for areas in the content where the subject matter overlaps. These are logical points of connection to create an internal link. Internal links that provide value to readers are the goal.

Make sure the links are follow links

This point is simple. Don't add a no follow tag to the link. It's not necessary and probably won't pass as much value to the link target.

Link to high converting pages

Do you have pages on your website that convert visitors more than other pages?

If so, link to these pages.

I've written articles on my blog that have super high conversion rates. For some reason, the content is compelling and the CTAs are so powerful that users convert in droves.

You better believe I'm internally linking to these pages!

This is where internal linking has more than just SEO value. It can have revenue value, too! The more visitors that you can drive to a high-converting page, the more conversions you'll have!