

How to create internal linking in SEO

Internal linking refers to any links from one page on a domain which lead to another page on that same domain. Internal linking is very important.

- It provides your audience with further reading options.
- It helps to improve your ranking for certain keywords.
- It can help you to promote events and other paid services
- It helps Google to crawl the site. Internal links in articles, as well as in category and tag pages, help Google to index pages more efficiently.

1. Relationships between content, Create lots of content.

Google crawls websites by following links, internal and external, using a bot called Google bot. This bot arrives at the homepage of a website, starts to render the page and follows the first link. By following links Google determines the relationship between the various pages, posts and other content. This way Google finds out which pages on your site cover similar subject matter.

2. Use anchor text.

In keeping with the content theme of internal linking, your internal links should use anchor text as opposed to linked images. Image links are fine, provided that images are not the main source of links, and assuming the image is properly alt-tagged.

3. Link deep.

The deeper your links go, the better. but there are two types of links you should avoid using in your content:

? **Homepage:** Most sites have too many links to the homepage as it is. You would rather strengthen internal pages to boost the overall SEO of your site, rather than simply point more links at the homepage.

? **Contact us:** This is a common mistake of many who are starting out in content marketing. As part of their obligatory call to action at the end of a post, they may write something like, ?Give us a call to find out more about our awesome services!?. Then, they link to the ?contact us? page using the anchor ?give us a call?. Don?t link to the contact us page unless absolutely necessary.

In general, you want to avoid links to the top level pages on a site ? pages to which the main navigation menu already has links. The best links ? and the most natural links in a content marketing strategy ? are deep within the structure of a site.



4. Use links that are natural for the reader.

Internal linking requires a user-focused approach to adding value and information. The link value that gets distributed throughout the site is secondary to this key point ? providing value to the reader.

5. Use relevant links.

Internal linking, as I've made clear, is less rigorous and scientific than some might think. But you still have to be intentional. Don't merely link for the sake of linking. Instead, link to content that is relevant to the source context.

6. Use follow links.

Follow links are the best way to build out the internal link architecture of your content marketing. One theoretical internal linking strategy of the past was to nofollow most of the links on a page, in order to increase the link juice to a single page. This type of pagerank sculpting doesn't work as an SEO strategy.

7. Use a reasonable number of internal links.

You don't need tons of links in your internal content. Google's instructions are simple: ?Keep the links on a given page o a reasonable number.?