



## Checklist 4 - Providing Internal Links To Your Other Reviews

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Yes No

*An internal link is a hyperlink that connects one page of your website to another in your website. Internal linking allows your users to navigate pages in your website. Internal links enhance the indexation and ranking of your page. This checklist provides a guide to providing internal links to your other reviews:*

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Establish what is your site's fundamental content/message.                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Develop an ideal structure for your website with ideal hierarchical levels.                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Consider linking to pages with long-tail keywords.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Use tracking tools such as Google Search Console and Google Analytics to track popular keywords. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Use popular keywords as anchor texts for internal links for page optimization.                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Add contextual links directly in your sentences or at the end of your content.                   | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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- |    |   |                          |                          |
|----|---|--------------------------|--------------------------|
| 7  | Link related pages in your site (hierarchical pages).                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 8  | Add links to some of your popular or most recent pages.                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | Add navigational links to your site especially to your most important pages.          | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Add links to different tags and categories on your site for easy access by users.     | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Consider adding no follow links on your site to avoid losing link value.              | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Be sure to include menu bar links, sidebar links, footer and miscellaneous links.     | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Ensure proper indexing of inner pages to avoid inaccessibility.                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Check for issues with your internal links using tools such as Ahrefs Site Audit Tool. | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Refresh/update old posts and reviews with new internal links.                         | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*



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- 16 Link to highly converting and important pages.
  
- 17 Avoid using the same anchor text for two pages.

*Notes*