

WEBFORLESS ACADEMY

Internal Linking Guide

Learn how descriptive links, topic hubs, navigation and contextual pathways distribute attention and make a website easier to understand.

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How to use this workbook

Work through each section with the people who own the website, content and operations. Record evidence, decisions, owners and review dates. A documented decision is easier to maintain than an assumption.

1. Why internal links matter

Internal links help visitors move from one useful idea to the next. They also help crawlers discover pages, understand relationships and estimate which pages are central. A website with excellent individual pages can still feel weak when those pages operate as isolated islands. Internal linking turns a collection into a system.

Question	Notes / evidence
What is true today?	
What needs to change?	
Who owns the next action?	

2. Navigation versus contextual links

Global navigation provides predictable access to major sections. Breadcrumbs communicate hierarchy. Contextual links inside a paragraph explain why another page is relevant at that moment. Related-guide cards support exploration after a reader completes a section. Each link type serves a different purpose; repeating the same giant menu everywhere is not a substitute for thoughtful context.

Question	Notes / evidence
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Implementation checklist

■	Why internal links matter: Every important page should be reachable through a logical path, not only through an XML sitemap.
■	Navigation versus contextual links: A useful link answers: why should the reader open this next?
■	Anchor text and clarity: Write anchor text for comprehension first; search clarity usually follows.
■	Topic hubs and learning paths: A topic cluster is valuable only when the links reflect real reader needs.
■	Auditing internal links: The goal is not the highest link count. It is the clearest route.
■	Maintaining link equity during change: Update the source link whenever possible instead of relying permanently on redirects.

Review record

Date	Reviewer	Decision or change