

Internal Linking SEO Checklist



For Ecommerce Service Pages

1. Site Audit & Analysis

- Check if each service page has 15-30 internal links
- Identify orphan pages (pages with no internal links)
- Review current anchor text distribution Analyze competitor internal linking structure Map out existing content for potential link opportunities

2. Content Strategy

- Create topic clusters around main service pages
- Write blogs that naturally link to services
- Develop resource guides with service links
- Build case studies connected to service pages
- Create problem-solution content flow

3. Strategic Link Placement

- Add contextual links within paragraph content
- Link from blog conclusions to service pages
- Create resource pages linking to services
- Use problem-to-solution linking patterns
- Add relevant links in guide sections

4. Anchor Text Optimization

- Use natural anchor text variations
- Avoid repeating exact keywords
- Include branded anchor text
- Mix commercial and informational anchors
- Keep anchors relevant to linked content

5. UX & Design Integration

- Ensure links feel natural and helpful
- Design clear visual distinction for links
- Create logical navigation pathways
- Add trust signals near service links
- Optimize for mobile link accessibility

6. CTA & Conversion Links

- Integrate CTAs with contextual links
- Link to specific service solutions, not generic pages
- Place conversion-focused links strategically
- A/B test different link placements
- Track click-through rates on service links

7. Technical Checks

- Fix all broken internal links
- Ensure proper URL structure
- Check for redirect chains
- Verify crawlability of service pages
- Monitor index status of linked pages

8. Tracking & Monitoring

- Track service page rankings weekly
 - Monitor organic traffic to service pages
 - Analyze internal link equity distribution
 - Review user flow from content to services
 - Update internal links quarterly
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