Top 5 Internal Linking Mistakes Ecommerce Sites Make

1. Only Menu Linking

Many sites only link to service pages through the main navigation menu.

■ *Why It's Bad:*
Search engines see weak authority signals. Service pages stay buried with low rankings.

2. No Contextual Links in Content

Blogs and guides exist but never link to relevant service pages.

■ *Why It's Bad:*
Lost link equity and missed conversion opportunities. Content doesn't support sales.

3. Same Anchor Text Every Time

Using identical keywords like 'ecommerce services' for all internal links.

■ *Why It's Bad:*
Looks manipulative to Google. Risk of over-optimization penalties.

4. Ignoring Orphan Service Pages

Service pages with zero or very few internal links pointing to them.

■ *Why It's Bad:*
Pages become invisible to search engines. Poor crawlability = no rankings.

5. No Topic Cluster Strategy

Random content creation without connecting related topics to service pages.

Need Help Fixing These Mistakes?

Our expert team can audit and optimize your internal linking strategy

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