



Internal Linking Checklist

for eCommerce Service Pages — SEO Architecture Guide

■ Use this checklist before publishing, after auditing, or during your quarterly SEO review.

■ 1. Pre-Publishing Internal Linking Checklist

- At least 10 relevant contextual links point to the service page**
More links = stronger topical authority signal to search engines
- Anchor text variations are natural (no keyword stuffing)
Use: "ecommerce development services", "custom store solutions", "hire ecommerce experts"
- Service page links back to supporting blog posts
Two-way linking strengthens the topic cluster structure
- Breadcrumb navigation is visible on every page
Helps crawlers & users understand site hierarchy
- Related Services section is displayed inside the blog
Use service cards or a styled 'Related Services' block
- Case studies and testimonials are linked inline
Builds trust without aggressive CTAs
- CTA placements feel organic — not forced
"Need help? Explore our ecommerce development services."
- Service page is max 3 clicks from the homepage
Shallow pages crawl faster and rank quicker

■ 2. SEO Architecture & Site Structure Checklist

- Clear hierarchy exists: Home → Services → Sub-services → Blog**
- Service page is defined as the PILLAR of its topic cluster
All related blogs link upward to this pillar page
- Sub-service pages (Shopify, WooCommerce, Magento) link upward
- Silo structure is used — content is grouped under clear categories
- Hub pages created for major service areas
e.g. /shopify-development, /woocommerce-development
- Breadcrumb markup (schema) implemented
Helps Google display breadcrumbs in SERPs
- Homepage links strategically to high-priority service pages
Homepage usually has the most authority — use it wisely
- No service page is buried more than 3 clicks deep

■ 3. Topic Cluster Checklist

- Pillar page identified (your main service page)**
- Minimum 5–10 cluster articles created around the pillar topic
e.g. Shopify speed tips, UX best practices, CRO case studies
- Every cluster article has at least 1 contextual link to the pillar
- Cluster articles interlink with each other where relevant
Creates a dense topical web, not just a star pattern
- Cluster articles do NOT compete with the pillar for the same keyword
Use long-tail or supporting keywords in cluster content
- Anchor text used in cluster → pillar links includes keyword variations

■ 4. Link Equity & Anchor Text Checklist

- High-traffic blog pages link to the service page (passing equity)**
- Footer links are NOT the primary source of internal links
Footer links carry little SEO weight — use contextual links
- Anchor text is descriptive — no 'click here' or 'read more'
- Anchor text uses natural variations — not the same phrase every time
- Links are placed within the body content (contextual), not sidebars only
- No single page is over-linked (excessive links dilute equity per link)
- High-authority pages (with external backlinks) link to service pages
This transfers external authority internally

■ 5. UX & Conversion (CTA) Checklist

- Blog posts naturally guide readers toward the service page**
- Internal links feel helpful — not like ads
Informational → transitional → commercial flow
- Visual 'Related Services' block appears inside blog posts
- Service cards with icons/images are used for visual appeal
- Contextual banners link to service page where topic is most relevant
- Soft CTA language used: 'Explore our services' not 'BUY NOW'
- User journey is mapped: Awareness → Interest → Decision
- Bounce rate monitored after internal linking improvements
Lower bounce = better engagement signals for SEO

■ 6. Quarterly Internal Linking Audit Checklist

Identify main service page and confirm it is still the pillar

Use SEO tool to scan for orphan pages (no incoming internal links)
Tools: Screaming Frog, Ahrefs, Semrush, Google Search Console

Find high-traffic blogs that do NOT yet link to the service page

Add contextual links from those high-traffic pages to service page

Fix all broken internal links (404 errors)

Improve anchor text diversity on existing links

Reduce crawl depth — move important pages closer to the homepage

Update old blog content with new internal links
Old content with good rankings = great source of link equity

Confirm no duplicate anchor text pattern (over-optimisation risk)

Review crawl stats in Google Search Console for improvements

■ Quick Reference — What to Avoid vs. What to Do

■ AVOID	■ DO INSTEAD
'Click here' or 'Read more' anchor text	Use descriptive keyword-rich anchor text
Identical anchor text on every link	Use natural keyword variations
Linking irrelevant pages to the service page	Only link topically relevant content
Orphan service pages with no incoming links	Build topic clusters around service pages
Footer-only internal links	Use contextual body links primarily
Ignoring high-traffic blog pages	Add service page links to top-performing posts
Service page buried 5+ clicks deep	Keep service pages within 3 clicks of homepage
One-time link setup (set & forget)	Audit and update internal links every quarter

