SkillNewton

# Internal Linking Planner Template

Plan internal links page by page: source, target, keyword, anchor text, placement and status in one sheet.

This internal linking planner helps you decide which pages should link to which, with what anchor text and where on the page. Each row is one planned link. It is useful when you publish a new page, build a topic cluster or tidy up an older site with orphan pages. Download the CSV, list your important target pages first, then find relevant source pages that can link to them.

## How to use it

1. **List target pages.** Add the pages you most want to strengthen, with their target keywords.
2. **Find relevant source pages.** Use a site search or crawler to find pages that discuss the same topic.
3. **Choose anchor and placement.** Write descriptive anchor text and pick a spot in the body copy where the link helps the reader.
4. **Add and check the links.** Add the links, update the status to Added, then confirm each one is live and working and mark it Checked.

## Columns

| | |
|---|---|
| **Source URL** | The page where the link will be added. |
| **Source page topic** | A few words on what the source page is about, to check the link is relevant. |
| **Target URL** | The page receiving the link. |
| **Target keyword** | The main keyword the target page is meant to rank for. |
| **Anchor text** | The clickable words. Descriptive and natural; vary the wording across different source pages. |
| **Link placement** | Where the link goes, for example body copy in a named section, intro, or related links block. |
| **Status** | To do, Added or Checked (link live and working). |
| **Notes** | Context, the date added or anything to revisit. |

## Sheet (example rows, then blank rows to fill in)

| Source URL | Source page topic | Target URL | Target keyword | Anchor text | Link placement | Status | Notes |
|---|---|---|---|---|---|---|---|
| https://example.com/blog/bread-at-home/ | Beginner bread guide | https://example.com/workshops/bread/ | bread making workshop | join a bread making workshop | Body copy, after the kneading section | To do | Example row. Natural next step for readers who want hands-on practice. |
| https://example.com/blog/cake-problems/ | Fixing common cake problems | https://example.com/courses/eggless-cakes/ | eggless cake baking course | our eggless cake course | Body copy, eggless cakes section | Added | Example row. |
| https://example.com/baking-classes/ | Main baking classes page (pillar) | https://example.com/workshops/bread/ | bread making workshop | bread making workshops | Class list section | Checked | Example row. Pillar linking down to a cluster page. |
| https://example.com/workshops/bread/ | Bread workshop page | https://example.com/baking-classes/ | home baking classes | all our baking classes | Intro paragraph | To do | Example row. Cluster page linking back up to the pillar. |
| https://example.com/blog/baking-tools/ | Baking tools for beginners | https://example.com/blog/bread-at-home/ | how to make bread at home | how to make bread at home | Related links block | To do | Example row. Prefer an in-text link if a section mentions bread. |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

## Planning tips

| | |
|---|---|
| **Start with your most important target pages** | List the pages that drive enquiries or sales, then look for relevant pages that can link to them. |

| | |
|---|---|
| **Find source pages with a site search** | Search `site:example.com "topic"` in Google, or use a crawler, to find pages that already mention the topic. |
| **Link pillars and clusters both ways** | The pillar should link to each cluster page and each cluster page back to the pillar. |
| **Check for orphan pages** | Compare your sitemap with a crawl; pages with no internal links are hard for users and crawlers to find. |
| **Use normal HTML links** | Google follows `<a href>` links. Links that only work through JavaScript click handlers may not be crawled. |

Online version, with the matching free guide: skillnewton.com/resources/templates/internal-linking-planner/

Learn this hands-on: SEO Content Strategy & Semantic SEO – skillnewton.com/courses/seo-content-strategy-course/