

How to use *internal linking* to rank higher with the right content

The theory in a nutshell

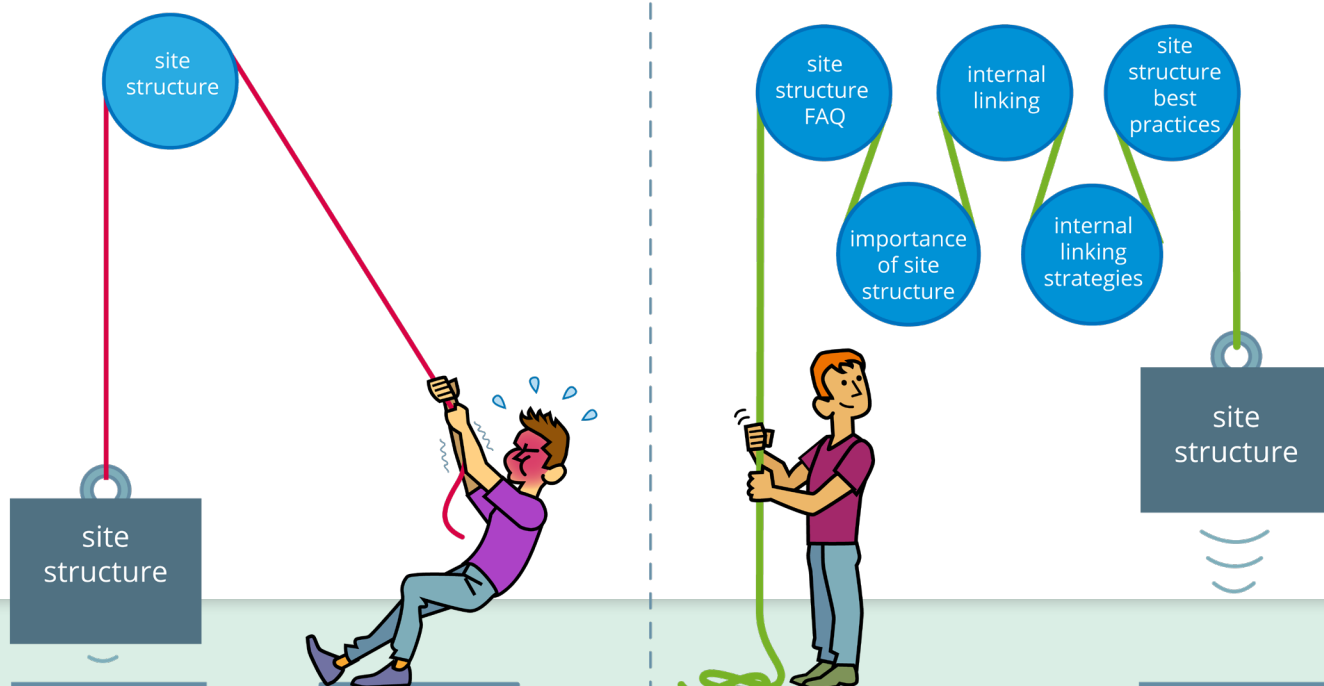
Why is internal linking important?

- Google's crawler follows links.
- Pages that get lots and lots of links get more visits from Google's crawler.
- Google's algorithm thinks that pages with lots and lots of internal links are the most important.

So: make sure your most important pages get the most visits from Google's crawler by linking towards them.

Link from the head to the tail

- Always link from pages that are less important (longtail) to pages that are the most important (head).
- Always link in context. Google's algorithm is smart. Makes sure your links are valuable to the user.



The cornerstone approach in a few simple steps

1. Choose your cornerstones!

With which articles do you want to rank highest? Which are the most complete, which are the best explainers, which are the most important? Check out your own website and choose the pages and posts you want to be your cornerstone articles!

2. Mark these articles as cornerstone content

Surf to each one of your cornerstones on your own website. Hit edit post and go to the WordPress Backend. Mark them as cornerstones in the SEO tab of the metabox or the sidebar of Yoast SEO.

3. Check the number of incoming internal links of your cornerstones

Other articles on your site should link towards your most important cornerstones. Use the Text Link Counter in the post overview to check out which articles have the most internal links pointing towards them.

Check: do your cornerstones have the most internal links pointing towards them?

4. Add internal links towards your cornerstones

If you have limited internal links pointing towards your cornerstones, add internal links from other posts to your cornerstones. But, make sure that there's a logical relationship between the article you're linking from and your cornerstone.

Go to a related article, find a relevant sentence which is related to your cornerstone article. Insert a text link to your cornerstone in that sentence. Repeat with another related article until your cornerstones have the most internal links pointing towards them.

5. Well done!

With your internal links, you've shown Google which articles are most important on your web site! Make sure to check regularly whether your cornerstone approach is still up to date!



Solving keyword cannibalization in a few simple steps

1

Think about the topics or keyphrases you've written a lot, and make a list of those articles.

2

Check for keyword cannibalization by searching in Google: 'www.site.com: *keyphrase you want to detect*'

3

See multiple articles? Then follow one of these steps!

Consider if all those articles should exist. If not, delete those articles (don't forget to redirect!)

Do you want to keep all articles? Pick the most important article and make sure that article gets the most internal links.

Are the articles of equal importance? Combine the articles in to one big article and delete the others (don't forget to redirect those articles to the big article).

