

# Internal Linking Map

## Website SEO & Navigation Strategy Document

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Owner: SEO Team

## 1. Purpose & Scope

This document maps every planned internal link across the website. It serves as the single source of truth for the development team, content writers, and SEO strategists to ensure consistent anchor text, avoid orphan pages, and build a logical link hierarchy that distributes PageRank efficiently.

Use this map when publishing new pages, updating navigation menus, or auditing existing content for link-building opportunities.

## 2. Page Inventory

#	Page Name	URL Slug	Type	Priority
1	Home	/	Hub	P1
2	About Us	/about	Static	P2
3	Services Overview	/services	Hub	P1
4	Blog / Resources	/blog	Hub	P1
5	Contact	/contact	Static	P3
6	SEO Services	/services/seo	Service	P1
7	Web Design	/services/web-design	Service	P1
8	PPC Advertising	/services/ppc	Service	P2
9	Case Studies	/case-studies	Hub	P2
10	FAQ	/faq	Support	P2

### 3. Internal Link Matrix

#	Source Page	Target Page	Anchor Text	Link Type
1	Home	Services Overview	"Our Services"	Nav
2	Home	Blog / Resources	"Latest Insights"	Content
3	Home	Case Studies	"See Our Work"	CTA
4	Home	About Us	"Learn About Us"	Nav
5	Services Overview	SEO Services	"Search Engine Opt."	Nav
6	Services Overview	Web Design	"Web Design"	Nav
7	Services Overview	PPC Advertising	"Paid Advertising"	Nav
8	Services Overview	Case Studies	"View Case Studies"	CTA
9	SEO Services	Blog / Resources	"Read SEO Articles"	Content
10	SEO Services	Contact	"Get a Free Audit"	CTA
11	SEO Services	FAQ	"Common Questions"	Support
12	Web Design	SEO Services	"Combine with SEO"	Cross-sell
13	Web Design	Contact	"Request a Quote"	CTA
14	PPC Advertising	SEO Services	"Compare with SEO"	Cross-sell
15	PPC Advertising	Contact	"Start a Campaign"	CTA
16	Blog / Resources	SEO Services	"Explore SEO"	Contextual
17	Blog / Resources	Web Design	"Improve Your Site"	Contextual
18	Blog / Resources	Case Studies	"Read Case Studies"	Content
19	About Us	Services Overview	"What We Offer"	Nav
20	About Us	Contact	"Work With Us"	CTA
21	Case Studies	SEO Services	"Our SEO Process"	Content
22	Case Studies	Contact	"Achieve Results"	CTA
23	FAQ	Contact	"Still Have Questions"	Support
24	FAQ	Services Overview	"View All Services"	Nav

### 4. Orphan Page Risk Register

Page	Risk / Recommendation
Contact	No inbound contextual links from blog posts
FAQ	Only linked from Services pages; add Blog links

Page	Risk / Recommendation
PPC Advertising	Underlinked — add cross-links from Blog and Home

## 5. Legend

Page Type	Meaning	Link Type	Description
Hub	Central navigation page linking to sub-pages	Nav	Global or section navigation
		CTA	Call-to-action button / banner
Service	Individual service/product landing page	Content	In-body editorial link
Static	Evergreen page (About, Contact, etc.)	Contextual	Blog/article contextual link
Support	Help / FAQ page	Cross-sell	Related service recommendation

This document is for internal use only. Update whenever new pages are added or existing pages are restructured. Review quarterly during SEO audits.