FREE FILLABLE WORKSHEET

Internal Linking Map

Select one valuable destination page. Then map the links that make sense for its visitors.

Use one copy of this worksheet per destination. Start with the page that can support a valuable customer action, then look for source pages where a link would answer the reader's next question.

01 CHOOSE THE DESTINATION

Business or project (optional)

Destination page name

Destination URL

Page type

Customer action to support

Why this page matters to revenue

02 CHOOSE LINKS WORTH ADDING

1. **Business value**
   Does the destination support valuable inquiries, bookings, or sales?
2. **Reader relevance**
   Would someone on the source page benefit from this specific next page?
3. **Speed to publish**
   Can you add and check a useful link soon?

No ranking score or ROI estimate is created here. The point is to choose relevant work with worthwhile business potential and a practical path to completion.

FILLABLE LINK RECORDS

Source Pages 01-03

Record a useful reason for each link before choosing its priority.

SOURCE PAGE 01

Source page name

Source URL

Why would this reader want the destination?

Link sentence or anchor text

Placement on the page

Status

Priority

Reason for priority

SOURCE PAGE 02

Source page name

Source URL

Why would this reader want the destination?

Link sentence or anchor text

Placement on the page

Status

Priority

Reason for priority

SOURCE PAGE 03

Source page name

Source URL

Why would this reader want the destination?

Link sentence or anchor text

Placement on the page

Status

Priority

Reason for priority

Status: Idea / Ready to add / Added / Needs review. Priority: Do first / Next / Later.

Source Pages 04-06

Record a useful reason for each link before choosing its priority.

SOURCE PAGE 04

Source page name

Source URL

Why would this reader want the destination?

Link sentence or anchor text

Placement on the page

Status

Priority

Reason for priority

SOURCE PAGE 05

Source page name

Source URL

Why would this reader want the destination?

Link sentence or anchor text

Placement on the page

Status

Priority

Reason for priority

SOURCE PAGE 06

Source page name

Source URL

Why would this reader want the destination?

Link sentence or anchor text

Placement on the page

Status

Priority

Reason for priority

Status: Idea / Ready to add / Added / Needs review. Priority: Do first / Next / Later.

TURN THE MAP INTO ACTION

Choose the First Three Links

Return to your source-page notes, then select the edits you can complete and check.

Prefer source pages with a clear relationship to the destination. If the link would feel forced to a reader, revise the path before publishing.

03 YOUR FIRST THREE ACTIONS

ACTION 01

Source page

Specific link or edit to publish

Completed ☐

ACTION 02

Source page

Specific link or edit to publish

Completed ☐

ACTION 03

Source page

Specific link or edit to publish

Completed ☐

04 CHECK AND REVIEW

- ☐ Link helps the reader
- ☐ Destination matches the link
- ☐ Published link tested
- ☐ Mobile path checked

Review date

What happened after publishing? (qualified visits, inquiries, or next fix)

When you review the destination, use available business evidence to guide the next round of work. An individual internal link does not guarantee rankings, leads, or revenue.