

eCommerce Internal Linking: Into the Spider-Verse

Kristina Azarenko





Kristina Azarenko

- A Technical SEO Consultant turned a course creator and LinkedIn Learning instructor with over 25k students
- Creator of the Tech SEO Pro and SEO Website Migrations Courses
- International speaker
- Creator of the free SEO Pro browser extension with 40k+ users

SEO Pro Chrome extension

200

H1	H2	H3	H4	H5	H6
1	3	0	0	0	0

Overview | Headings | Status | Links | Images | Schema | Quick links

TITLE ⓘ Create your online store today with Shopify Canada
50 characters

DESCRIPTION ⓘ Shopify is an easy to use online store builder trusted by over 1,700,000 stores. Fully customizable store design with a secure shopping cart. Start your 14-day free trial today.
178 characters

URL ⓘ <https://www.shopify.ca/free-trial>

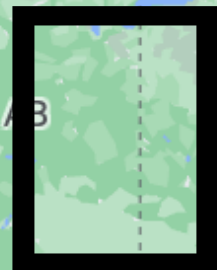
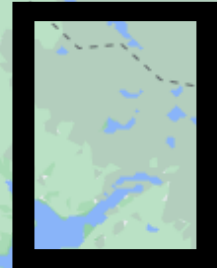
CANONICAL ⓘ <https://www.shopify.ca/free-trial>

META ROBOTS ⓘ **noindex**

WEB VITALS ⓘ **LCP 2.3s** **FID 17ms** **CLS 0.00**

H1	H2	H3	H4	H5	H6	LINKS	IMAGES
1	3	0	0	0	0	2	12

LCP 2.3s **FID 17ms** **CLS 0.00**



Norwegian Sea

Greenland

Iceland

Sweden

Finland

Norway

United Kingdom

Denmark

Ireland

Germany

Poland

Belarus

Ukraine

Austria

France

Italy

Romania

Kazakhstan

Kyrgyzstan

Spain

Portugal

Greece

Türkiye

Turkmenistan

Iran

Afghanistan

Pakistan

Nep

Western Sahara

Morocco

Algeria

Libya

Egypt

Saudi Arabia

Oman

Mauritania

Mali

Niger

Chad

Sudan

Yemen

Guinea

Burkina Faso

Ghana

Nigeria

Chad

Sudan

Ethiopia

Somalia

Gabon

DRC

Kenya

Tanzania

Northwestern Passages

Hudson Bay

Labrador Sea

North Atlantic Ocean

Gulf of Mexico

Cuba

Puerto Rico

Guatemala

Nicaragua

Venezuela

Guyana

Suriname

Ecuador

Brazil

Gulf of Aden

Arabian Sea

Laccadive Sea

Bay

A

What you'll learn today:

- Why internal links are so important



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- Why internal links are so important
- 3-step framework for adding internal links in a scalable way



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- Smart techniques big eCommerce brands are using to win the internal linking game



What you'll learn today:

- Why internal links are so important
- 3-step framework for adding internal links in a scalable way
- Smart techniques big eCommerce brands are using to win the internal linking game
- Important technical SEO considerations to ensure that your internal links really work





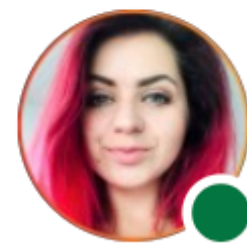
Here's the truth:

Internal links are hugely underrated

We don't get messages like this:



*“Hey sir mam,
I have high-quality
DA100 internal links!”*



Kristina Azarenko · You

SEO Hero | techseo.pro - join THAT! course on technical SEO

2d · 



Hey **#SEO** friends, I have a question for you.

Please vote below.

How often do you see internal links being underrated and underutilized?

You can see how people vote. [Learn more](#)

Very often 76%

It happens sometimes 19%

Not sure 5%

483 votes · 21h left · [Hide results](#)

 18

4 comments



Like



Comment



Repost



Send

 10,812 impressions

[View analytics](#)



Internal links role:

- *Internal links pointing to a page, determine its importance within the website*

Internal links role:

- *Internal links help Googlebot discover and re-discover website pages and index them timely*

Internal links role:

- *Internal links improve user experience and provide context about what your content is about via anchor text*

How internal linking is usually done:

The “Let’s link to everything we can” strategy

Shop phones by brand

- Apple iPhones
- Samsung Galaxy phones
- OnePlus phones

New featured phones

- New Apple iPhone 14 Pro Max
- New Apple iPhone 14
- iPhone SE (3rd Gen)
- New Samsung Galaxy S23 Ultra
- Samsung Galaxy S23 Plus
- Samsung Galaxy S23

Helpful consumer guides

- Compare iPhone Models
- Samsung Galaxy S23 vs S22
- Samsung Galaxy S22 vs S21
- How to activate eSIM card

Cool Tech Gift Ideas

- 13 Unique Holiday Gift Ideas

Samsung Galaxy S23 vs S22

Apps & connected devices

- FamilyMode
- DIGITS
- SyncUp TRACKER
- SyncUp DRIVE
- Hotspot devices

Plans & information

- Military & Veterans
- Prepaid
- Device Protection
- International Pass

Affordable Data Plans

Switch to T-Mobile

- We'll help you join
- Savings calculator
- Bring your own device
- Trade-in program
- Number Porting
- Free & Zero Down Phones

T-Mobile Benefits

- Magenta Plan benefits
- T-Mobile Tuesdays
- Travel

Order info

- Check order status
- View return policy
- Redeem a rebate

Support

- Contact us
- Phones
- Plans
- Billing
- International
- Affordable Connectivity Program

My account

- Pay my bill
- Upgrade
- Add a line

More than wireless

- Business
- Prepaid
- TV & streaming
- T-Mobile MONEY
- Home Internet
- IoT

About T-Mobile

- Our Story
- Newsroom
- Investor relations

Corporate Responsibility

- Community
- Sustainability
- Privacy Center

Careers

- T-Mobile careers

New Featured Tablets, Smartwatches & More

- T-Mobile SyncUP KIDS™ Watch
- Apple iPad 10th Gen
- Apple iPad 9th gen
- T-Mobile 5G Portable Hotspot Device
- Apple Watch Ultra 49mm
- Samsung Galaxy Tab S7 FE 5G

**The
“Oh-no, Google wants under 100
links per page, we’ll put 10 so we’re
safe”
strategy**

[HOME](#)

[SHOP THE COLLECTIVE](#)

[LOCAL BOX](#)

[JOIN MARKETSQUARE](#)

Market Square

artisan markets

The “Somewhere-in-between” Strategy

*Aka “Putting
random links
here and there
hoping it will
work”*



eCommerce-specific internal linking challenges

✘ *New product and category pages are not included in the website architecture*

✘ *Due to dynamic stock, Google can't quickly discover and index new products*

✘ *There are so many pages of different levels so it's hard to organize internal links between them*

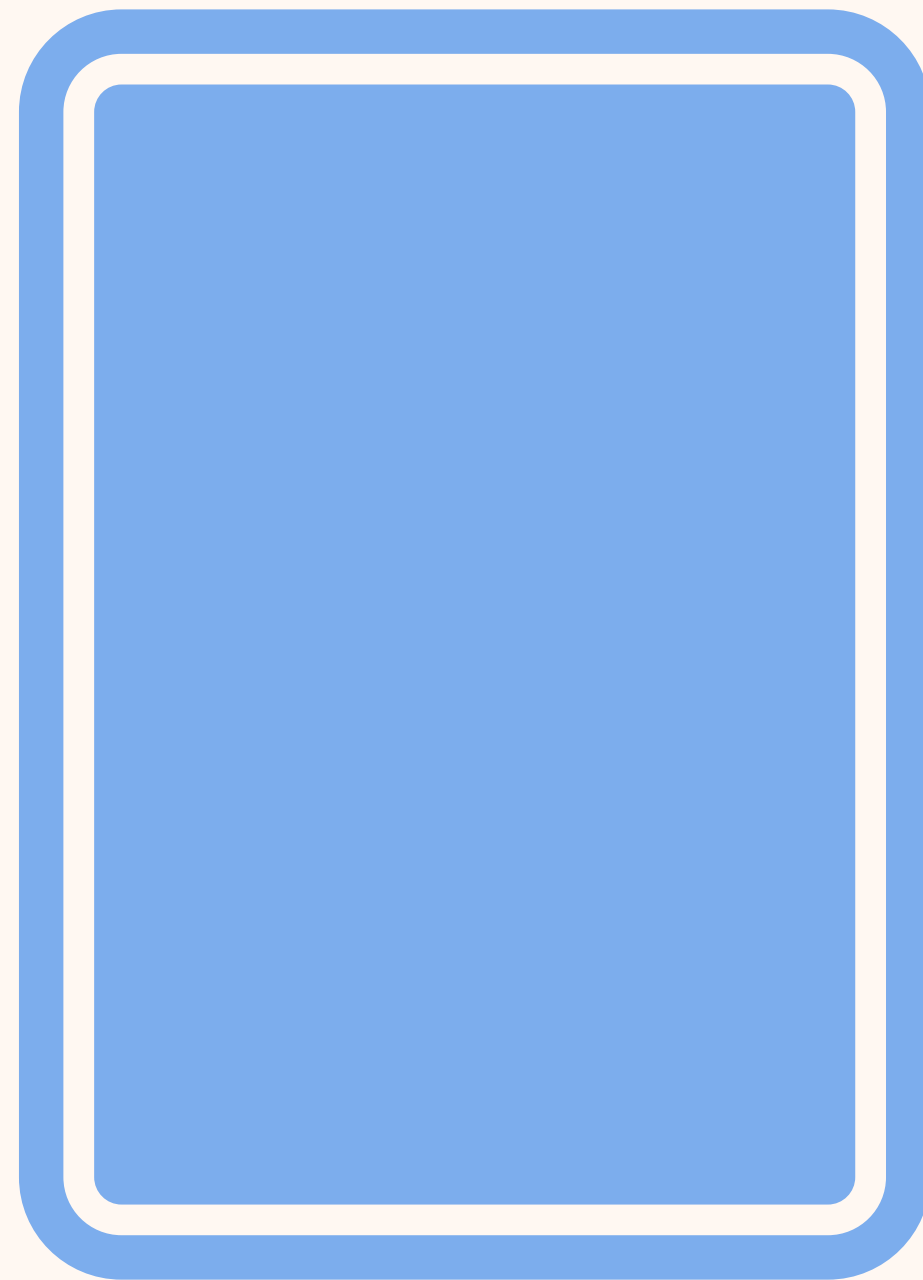
Let's do it!



Step 1:

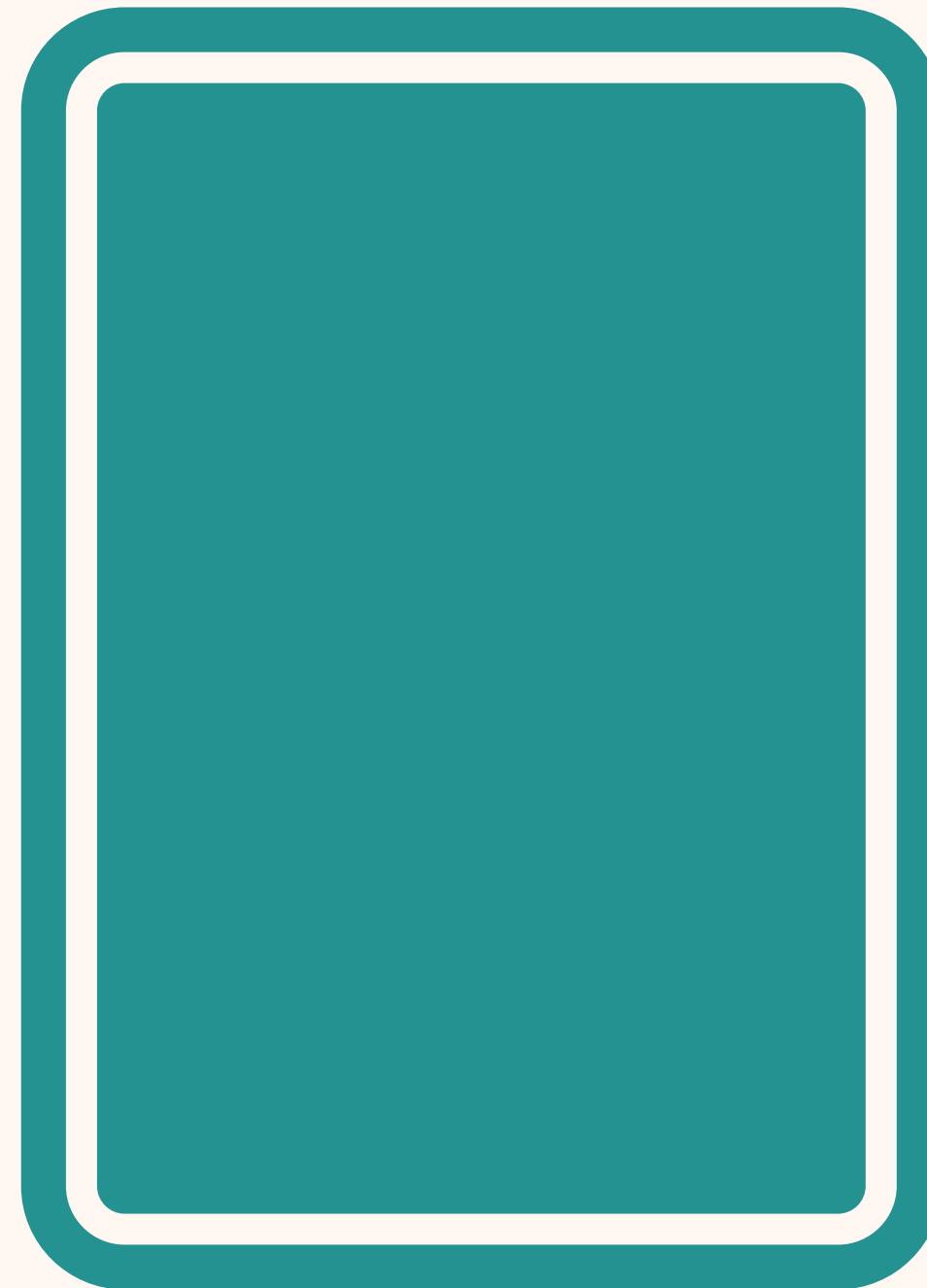
Break down your pages in templates

L1



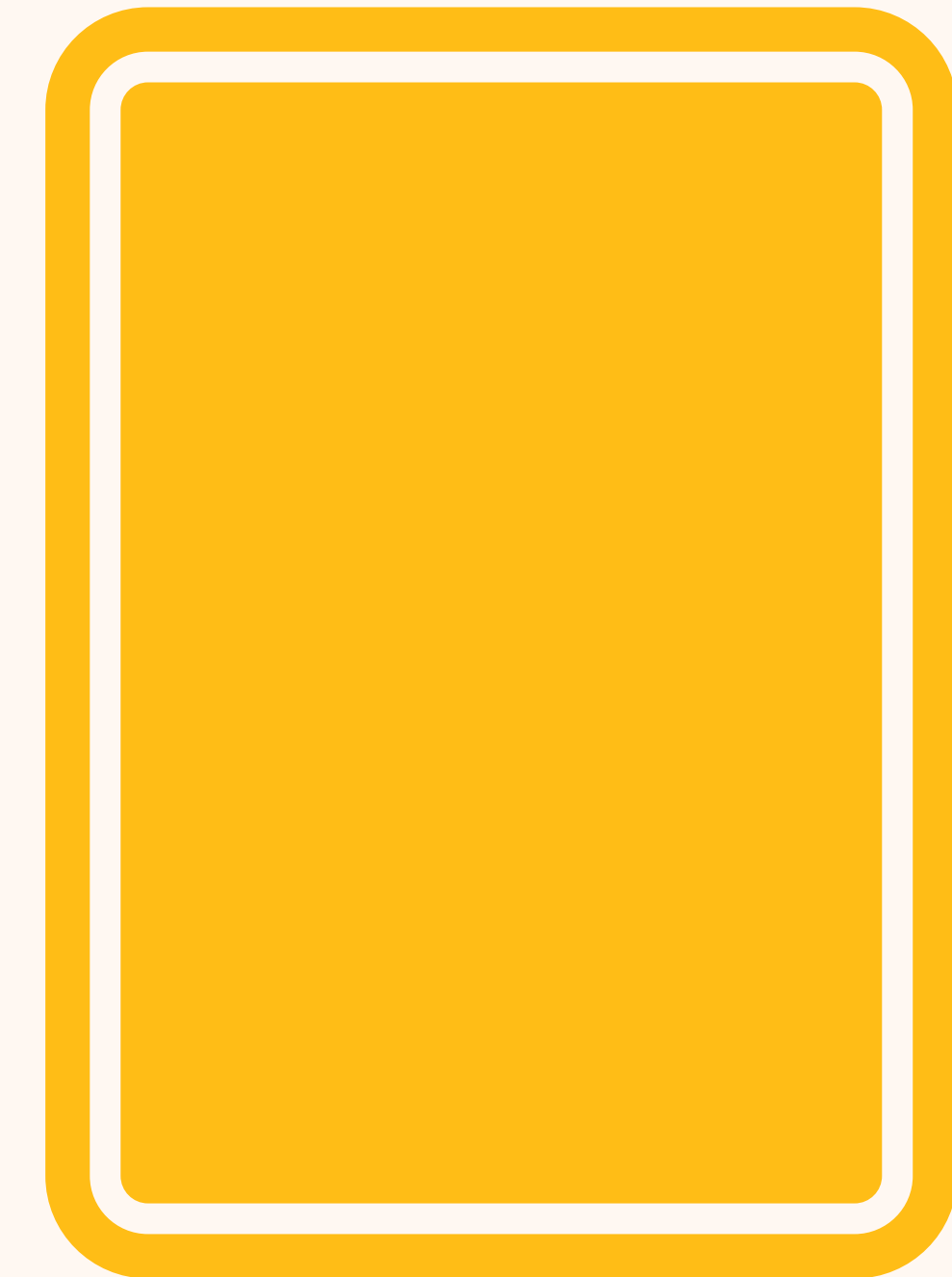
Category page

L2

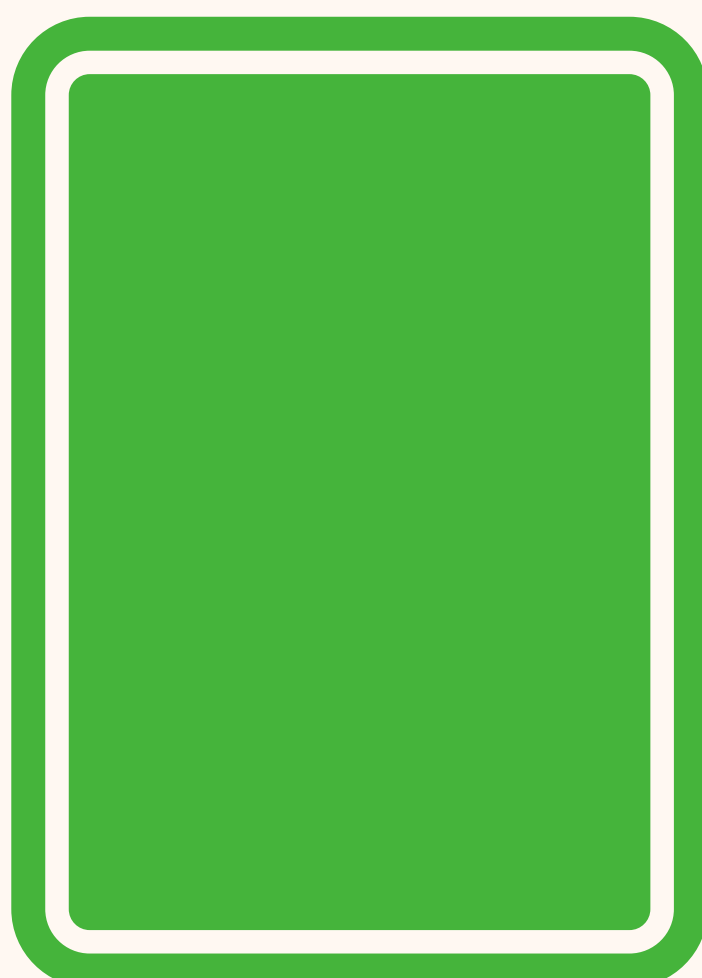


Sub-category page

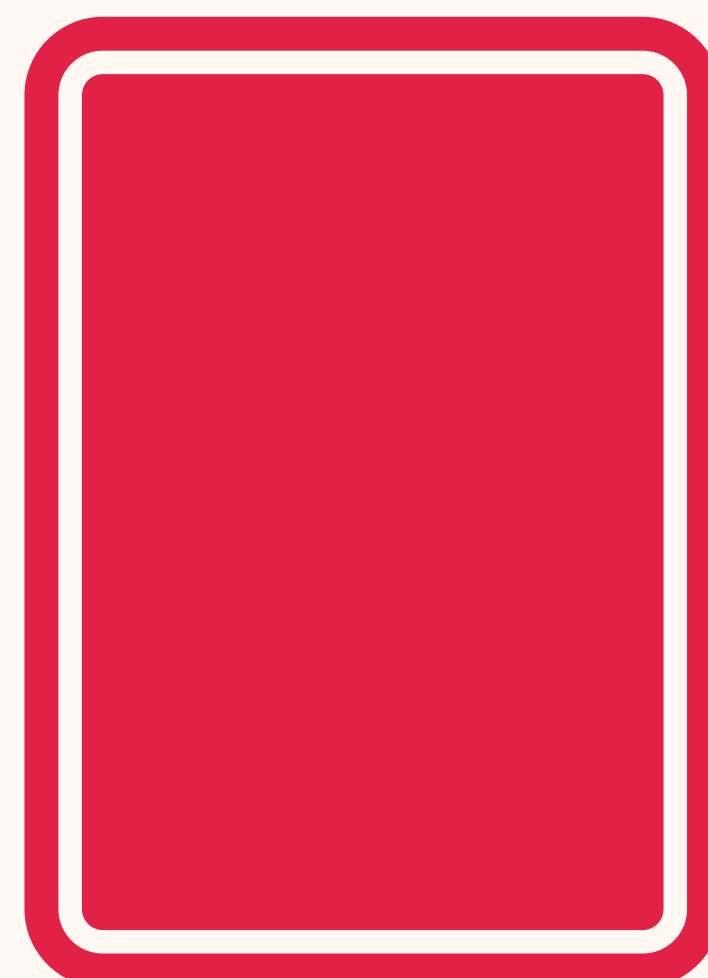
L3



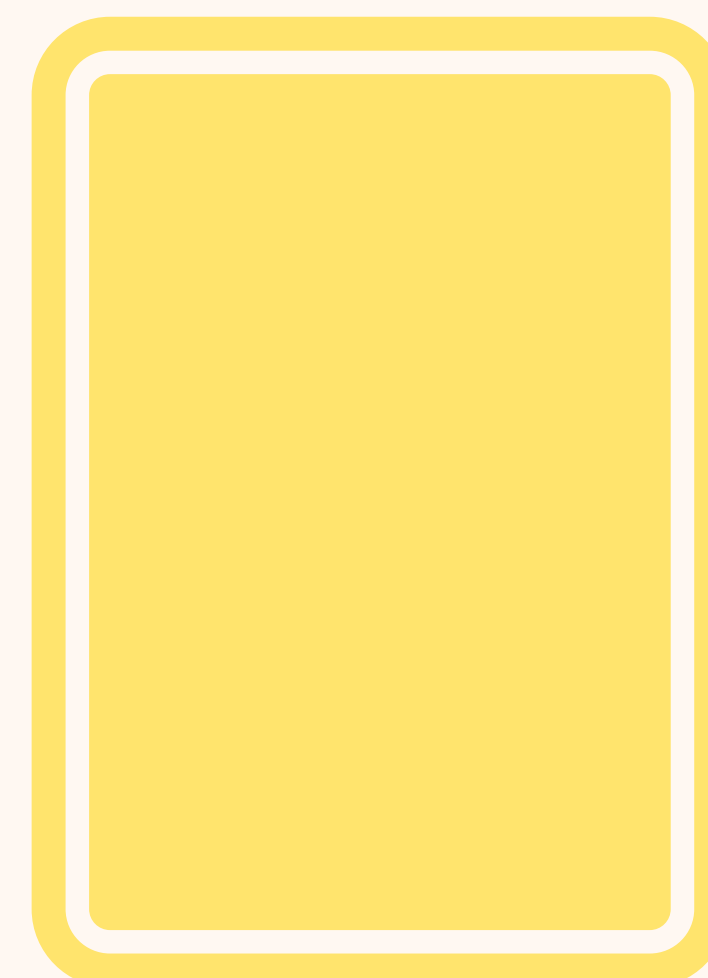
Product page



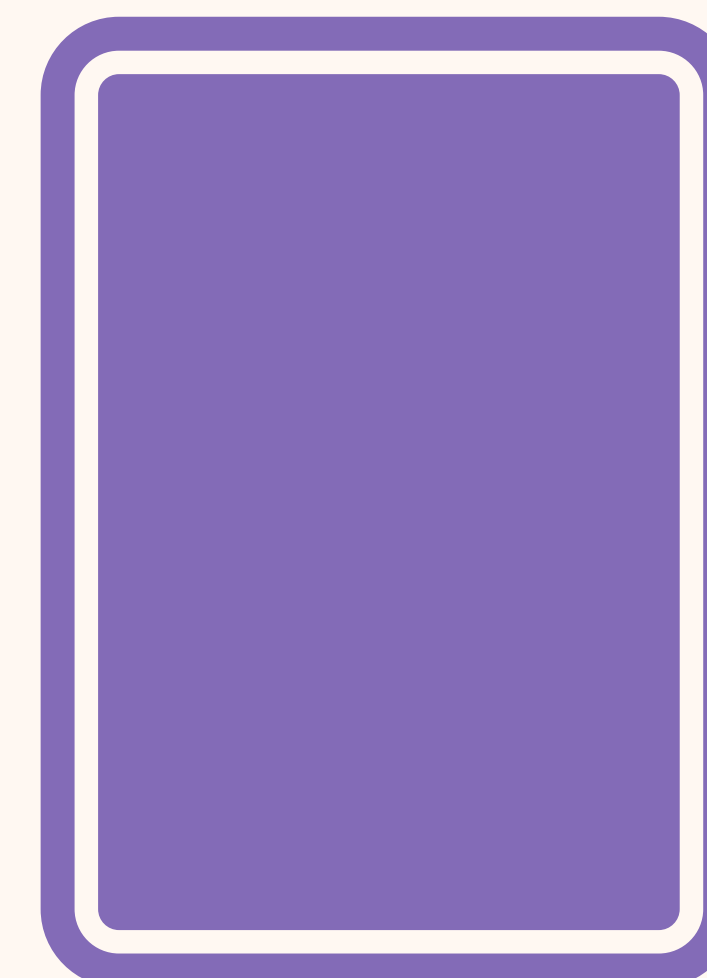
Guides
(e.g. gift guides)



Supporting articles



Brand

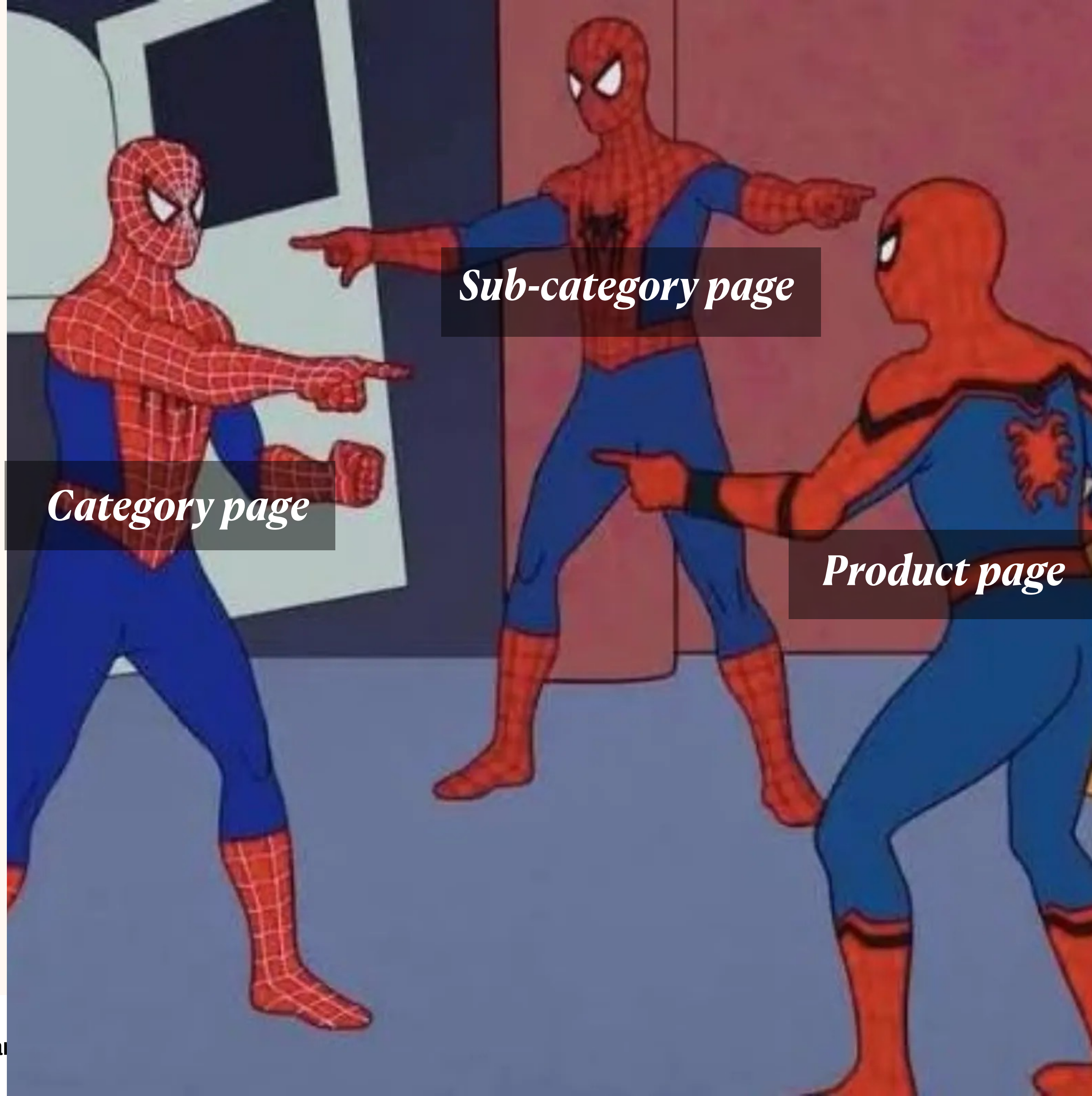


Other
(e.g. ingredients)

Step 2:

Build logical relationships between these page templates

How are these pages related?



Category page

Sub-category page

Product page

Step 3: Create link blocks for scalability

BABY SHOWER GIFTS
NEWBORN BABY GIFTS
GIFTS FOR BABY GIRLS
GIFTS FOR BABY BOYS
FIRST BIRTHDAY GIFTS
TODDLER GIFTS
GIFT CERTIFICATES

From:
\$21.99 CAD

From:
\$135.00 CAD

From:
\$75.00 CAD

From:
~~\$64.99 CAD~~ **\$49.99 CAD**

Personalized Baby Blankets.

We have a large selection of beautiful baby blankets, all of them personalized with baby's name.

Why Our Personalized Baby Blankets?

Our blanket selection has been curated to include only the best. All of [our personalized blankets with names](#) wash well, wear well, and are monogrammed beautifully for a modern look in nursery rooms, strollers, etc.

Why Personalized Baby Blankets are the Perfect Gift!

There is something very special about giving a baby blanket with a baby's name. New parents consider them keepsakes, and will cherish them for years to come.

How to Pick the Right Personalized Baby Blanket?

Make sure that you are considering the season when shopping. [Our personalized sherpa and fleece blankets](#) are snugly and warm for the cold winter months, while our personalized cotton blankets are breathable for spring and summer. We have the widest selection of personalized baby blankets in Canada.

You Name It Baby! Hint When Personalizing Your Baby Blanket:

You can always add a pop of colour when personalizing, but we love the tone-on-tone look! For example, dark charcoal looks great on a grey blanket, and baby pinks/baby blues look subtle, but so beautiful on baby pink/baby blue blankets!

**Individual links
are great
but not scalable**



PERSONALIZED BABY BLANKETS

Customize your own personalized baby blanket at You Name It Baby! We are Canada's favourite store for personalized baby blankets with names and hundreds of unique personalized gifts for kids. Have fun creating a custom baby blanket by choosing your font and thread colour, designing a one-of-a-kind personalized baby blanket in Canada for every boy and girl.

- WHAT'S NEW
- BEST SELLERS
- BABY GIFT BASKETS & SETS
- PERSONALIZED BABY BLANKETS**
- KIDS BAGS
- NAME PUZZLE
- STOOLS & CHAIRS
- BABY & KIDS' TOWELS
- BABY & KIDS' ROBES
- STUFFED ANIMALS
- PERSONALIZED WOODEN TOYS
- STORAGE IDEAS & SOLUTIONS
- BIRTH ANNOUNCEMENTS
- ROOM & DECOR
- PERSONALIZED BABY BIBS
- PERSONALIZED ADULT GIFTS
- BABY GIFTS UNDER \$30
- BABY GIFTS ON SALE
- PROMOTIONS, BRANDING & BULK EMBROIDERY



Personalized Natural Cotton Baby Blankets →

From: \$64.99 CAD



Personalized Baby Sherpa Blankets →

From: \$40.99 CAD



Personalized Baby Milestone Blankets →

From: \$29.99 CAD



Personalized Baby Cable Knit Blankets →

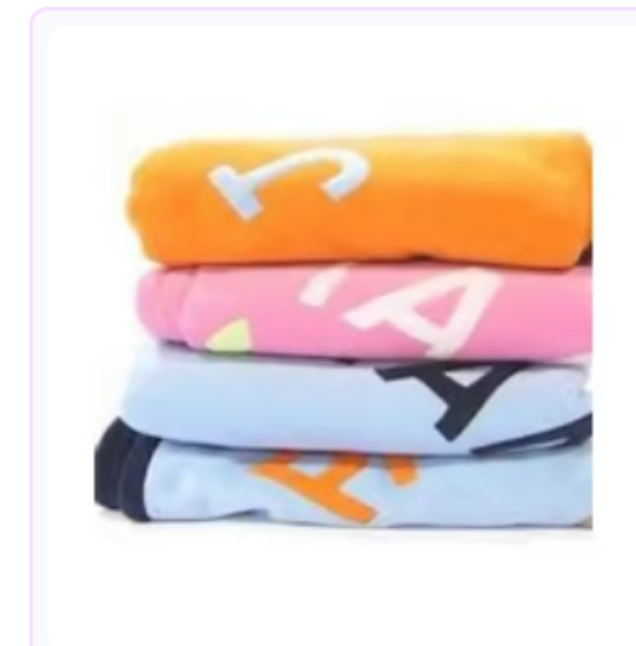
From: \$49.99 CAD



Personalized Lovie



Personalized Hand Knit



Baby Fleece Blankets &



Personalized Nap Roll

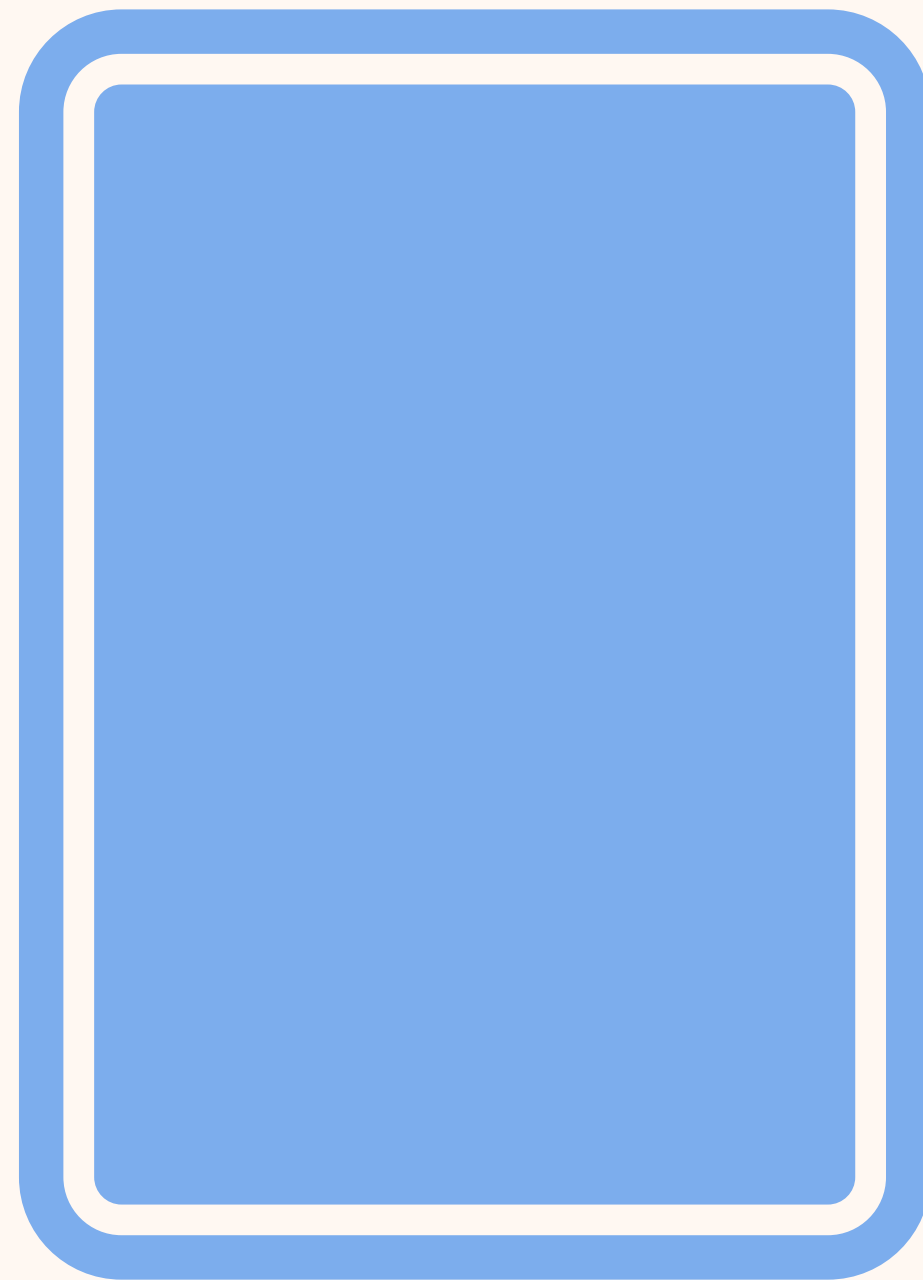
Link blocks are scalable



Link blocks are SEO magic

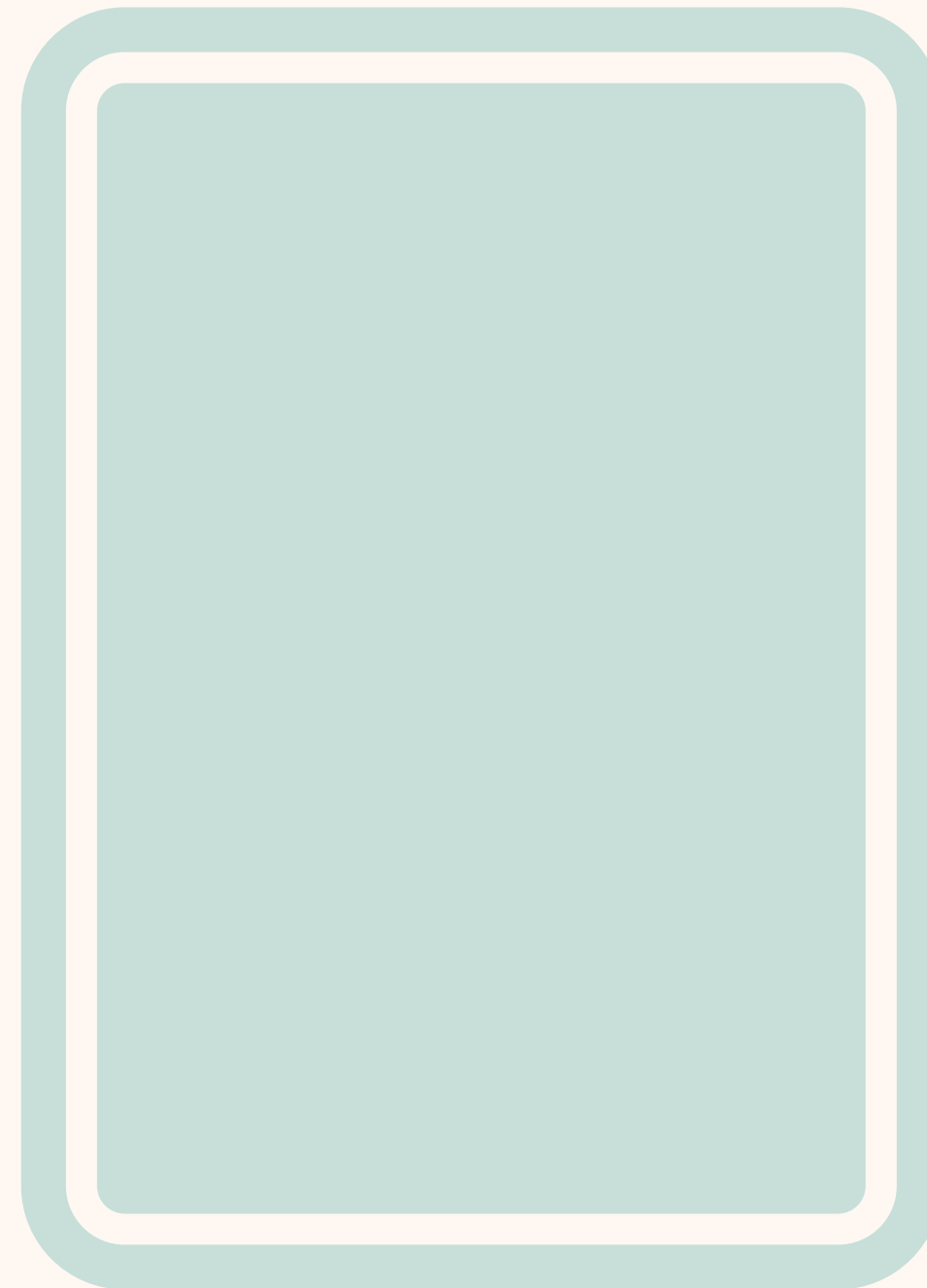


L1



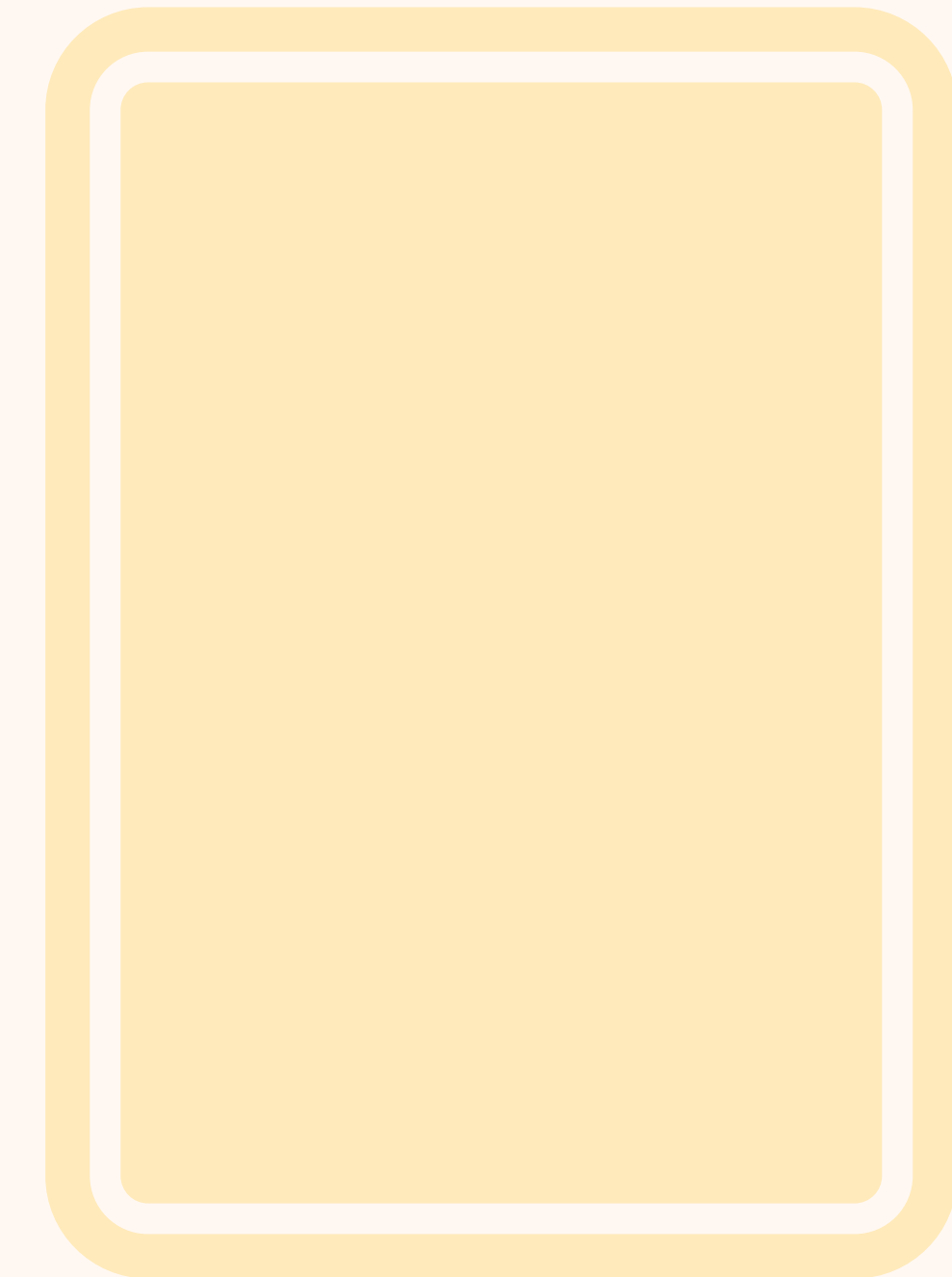
Category page

L2



Sub-category page

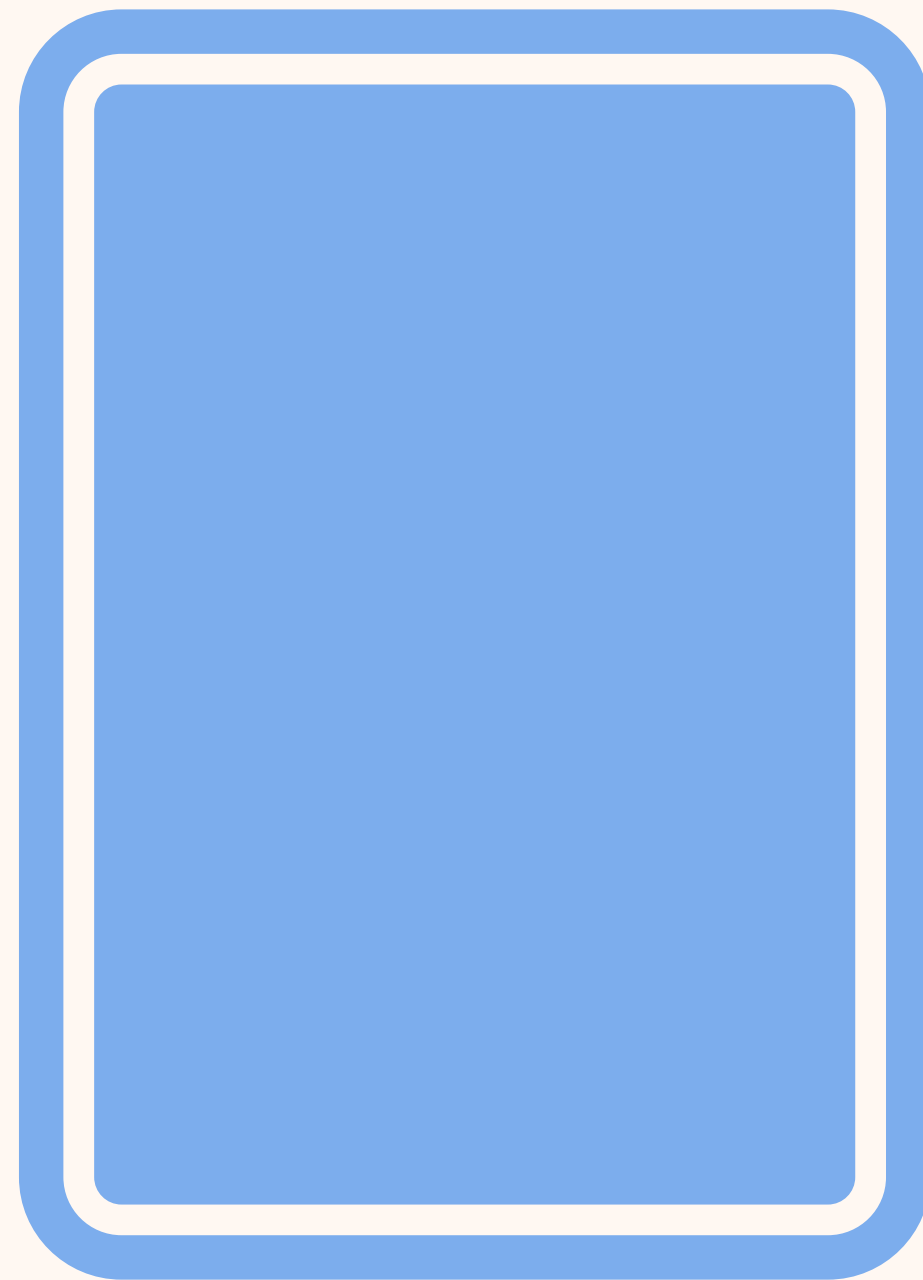
L3



Product page

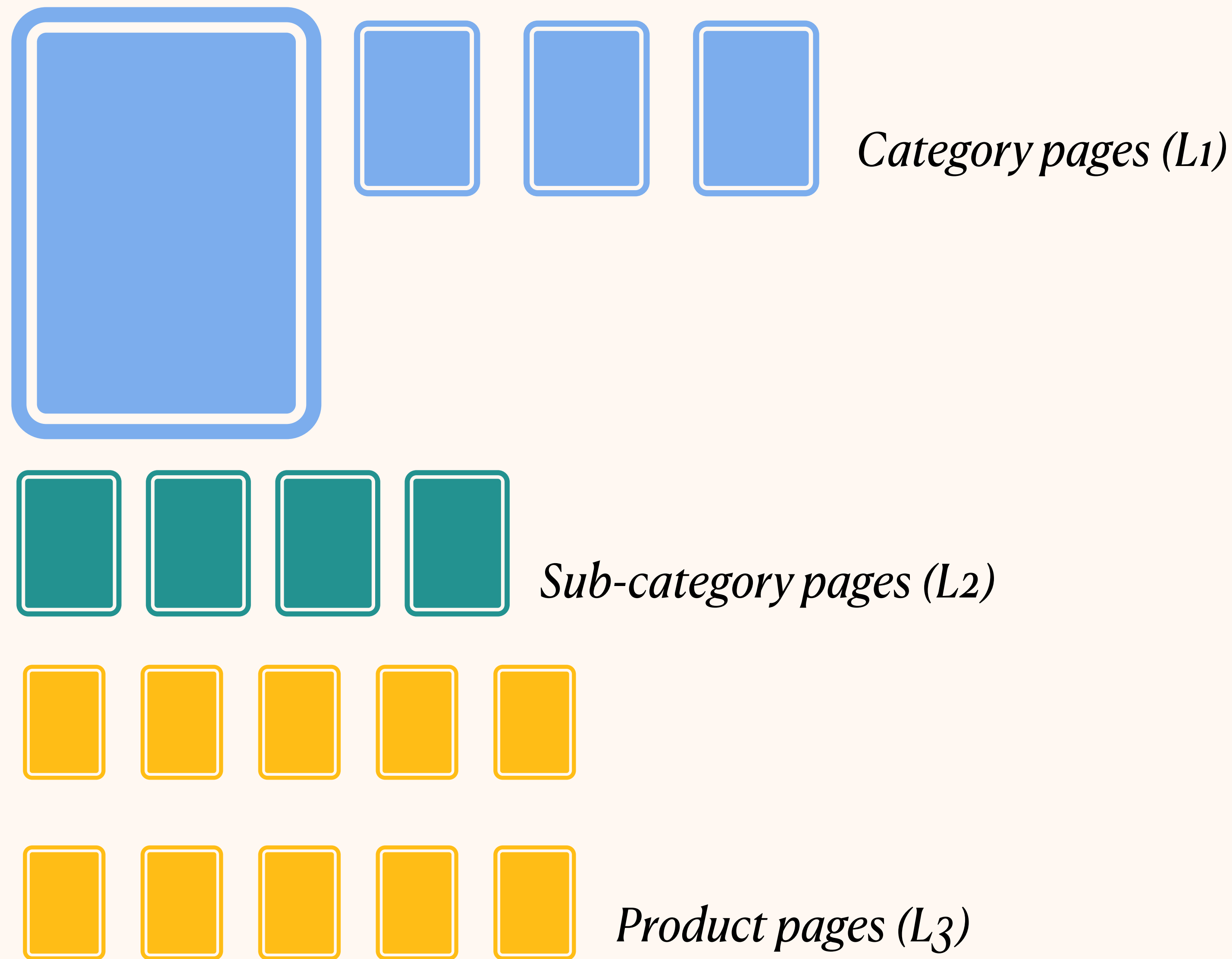
L1 pages link to:

L1



Category page

- Other relevant L1 pages (categories)
- Relevant L2 pages (sub-categories)
- Relevant L3 pages (products)



POSTERS

Colour



Layout



Size



All posters

Brands

- Harry Potter™
- Game of Thrones™
- Batman™
- Superman™
- Harley Quinn™
- Friends™
- Tom & Jerry™
- Scooby-Doo™

Bestsellers

New Arrivals

Sizes

Poster Packs

Black & White

Nature & Botanical

Typography & Quotes

Photography

Illustrations & Abstract

Kitchen

Fashion

Outlet

Love

Maps & Cities

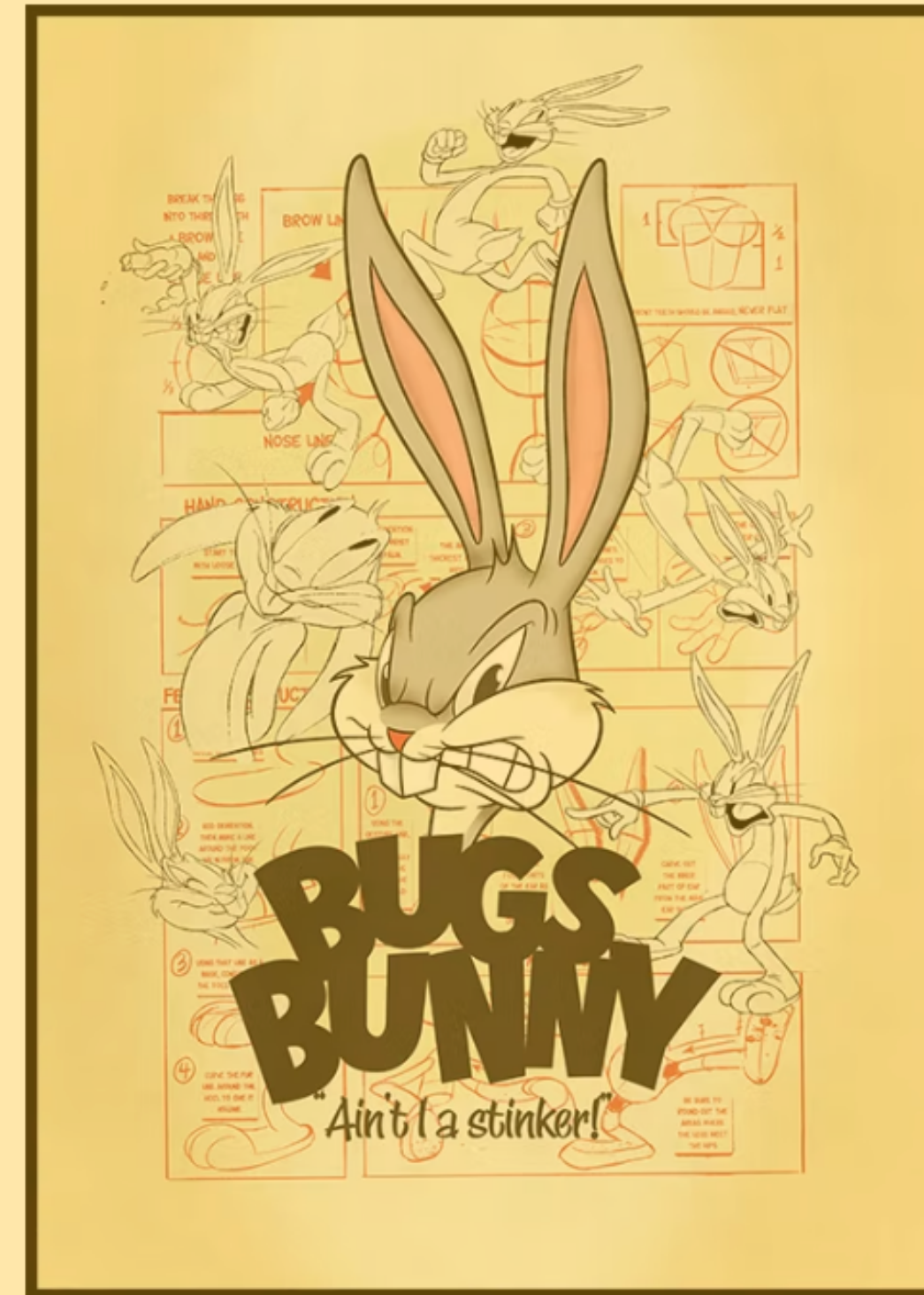


30%



Looney Tunes™ Retro Poster

From. \$19.57 ~~\$27.95~~

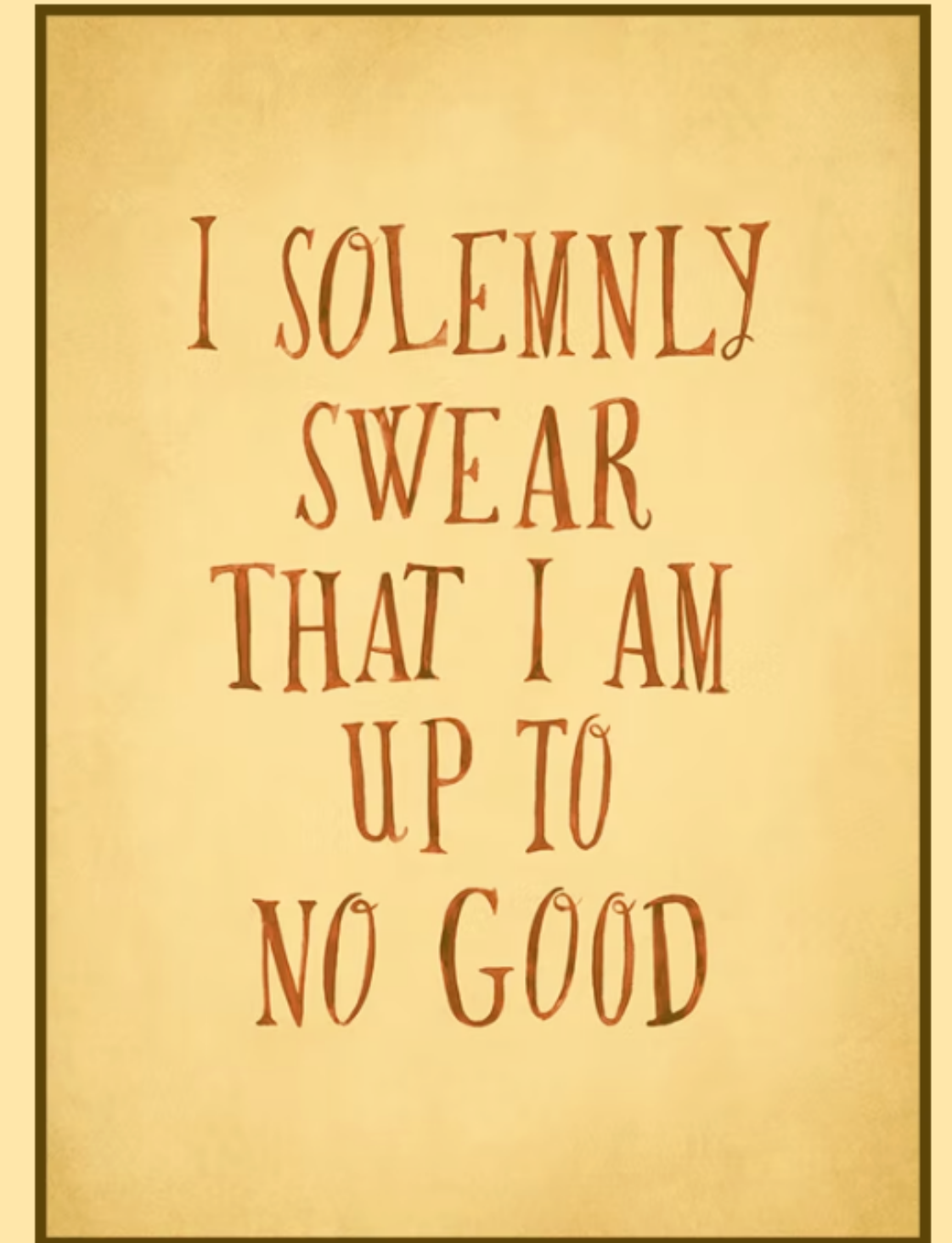


30%



Looney Tunes™ - Bugs Bunny Poster

From. \$19.57 ~~\$27.95~~

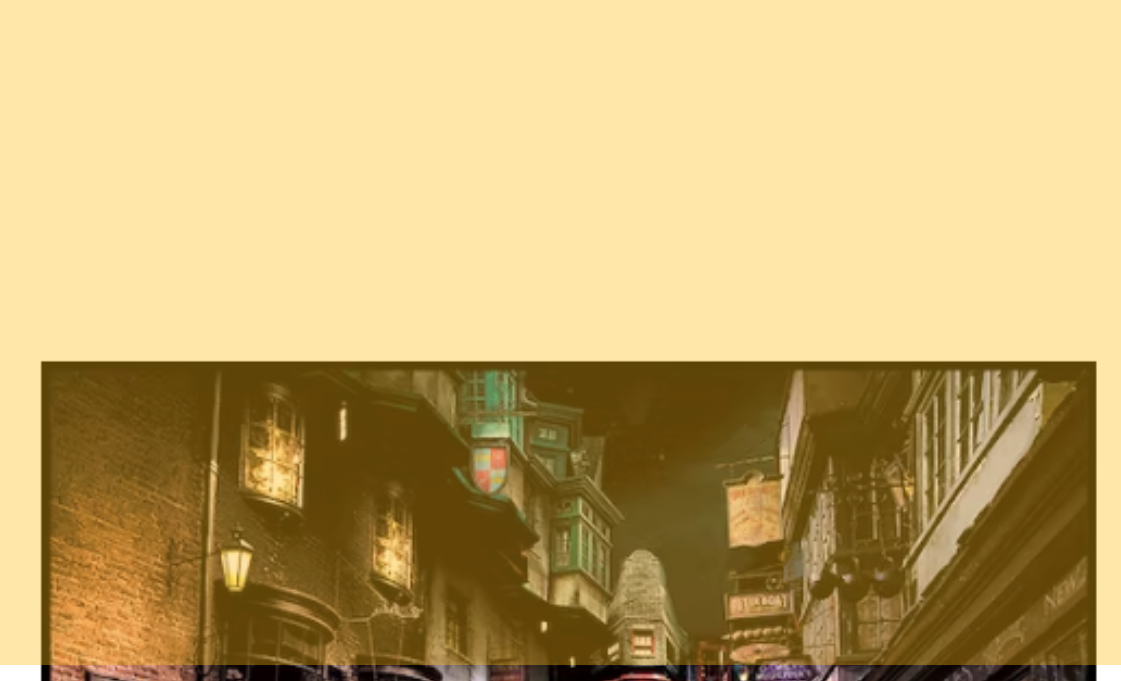
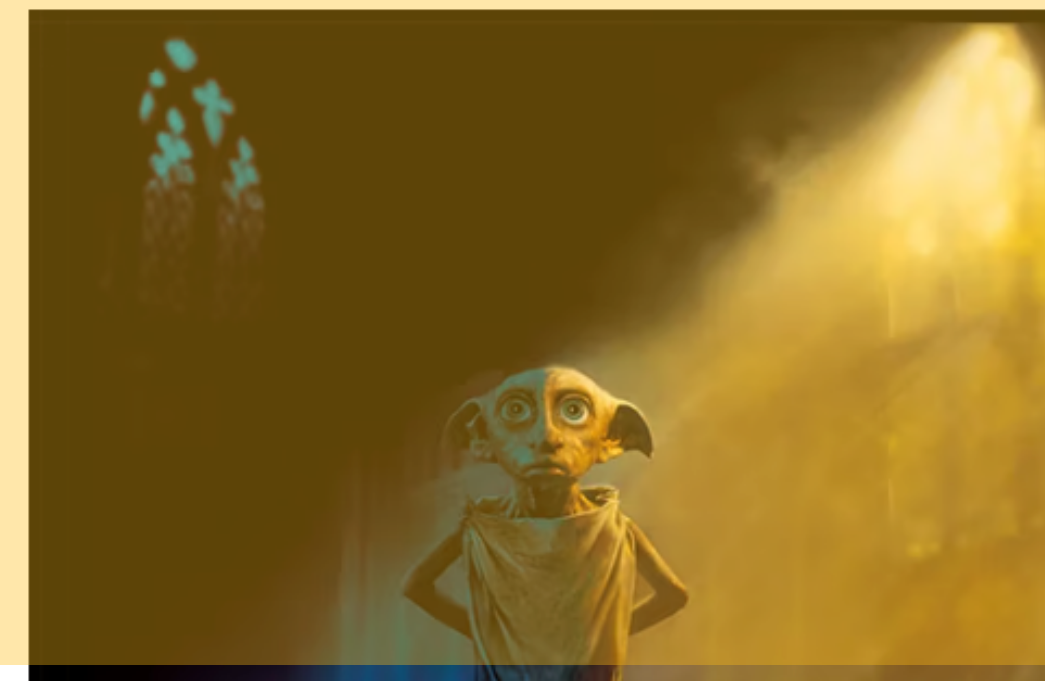


30%



Harry Potter™ - I Solemnly Swear Poster

From. \$19.57 ~~\$27.95~~



Furniture

Living Room Furniture

Bedroom Furniture

Kitchen & Dining Furniture

Office Furniture

Entry & Mudroom Furniture

Outdoor & Patio Furniture

Small Spaces

Bathroom Furniture

Baby & Kids Furniture

Custom Furniture

Game Room Furniture

Pet

Shop Furniture

Furniture Sale →



Living Room Furniture



Sectionals



Sofas



Living Room Sets



Chairs & Seating



Coffee Tables



Loveseats

Bedroom Furniture



Beds & Headboards



Bedroom Sets



Dressers



Nightstands



Daybeds



Mattresses & Foundations



Furniture

When it comes to furnishing your home, finding the perfect furniture that is both stylish and functional is one of the best parts about owning a home. You can let your inner interior designer flourish sorting through all the decoration options, deciding on how to blend colors, patterns, and materials. With such variety in home furniture, it's important to know the differences between these styles and materials so you can find what works best for you. For instance, will Victorian furniture fit in with your design if you want to create a vibrant room with bright colors and contrasting highlights? Or does it make more sense to use a brighter theme and utilize coastal furniture to accomplish your goals? We'll try to go over all these details here so you can get on your way to finding the best home furniture for you.

[Read More](#)

Related Searches

small fire pits

black electric fireplaces & stoves

red patio umbrellas

Apartment Furnishing 101



Bookcases & shelving units



Cube storage



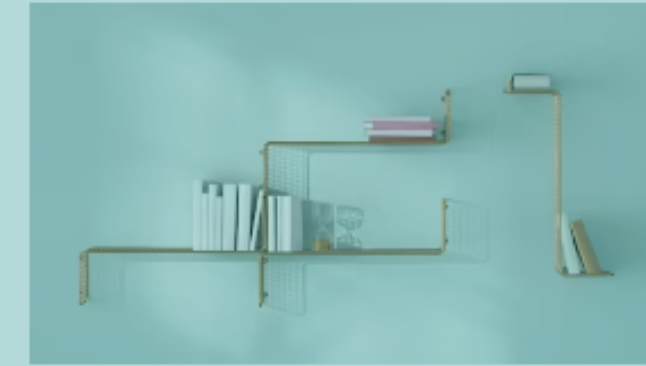
Shelf units



Bookcases



Storage shelves & units



Wall shelves



Pantry

Hands-on storage

Whether you have a large collection of scarves or a sock drawer that is bursting at the seams, there is a clothing and accessory storage solution for you. SVIRA set of 7 compartments help you organize your scarves, belts, jewellery or whatever else you have stuffed into your wardrobe. This could finally mean the end of mismatch days!

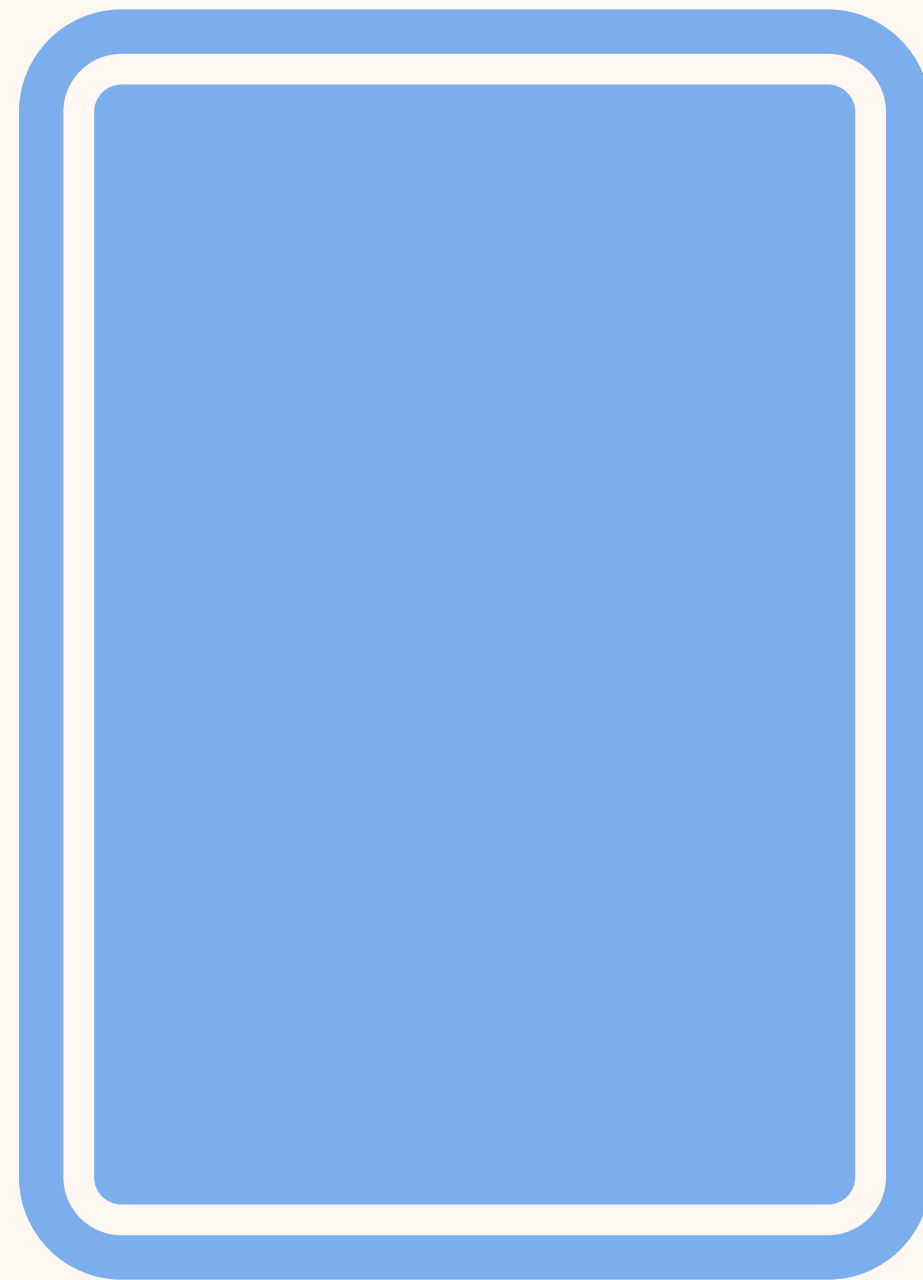
An artful storage and display combo that pops

EKET is a modular storage system that offers endless possibilities. Ample shapes and colours let you create your own personal solution for your need, style, space and wallet. Offering both open and closed storage, EKET system has a beautiful, modern design and sleek style – and is easy to assemble.



Great ways to add link blocks:

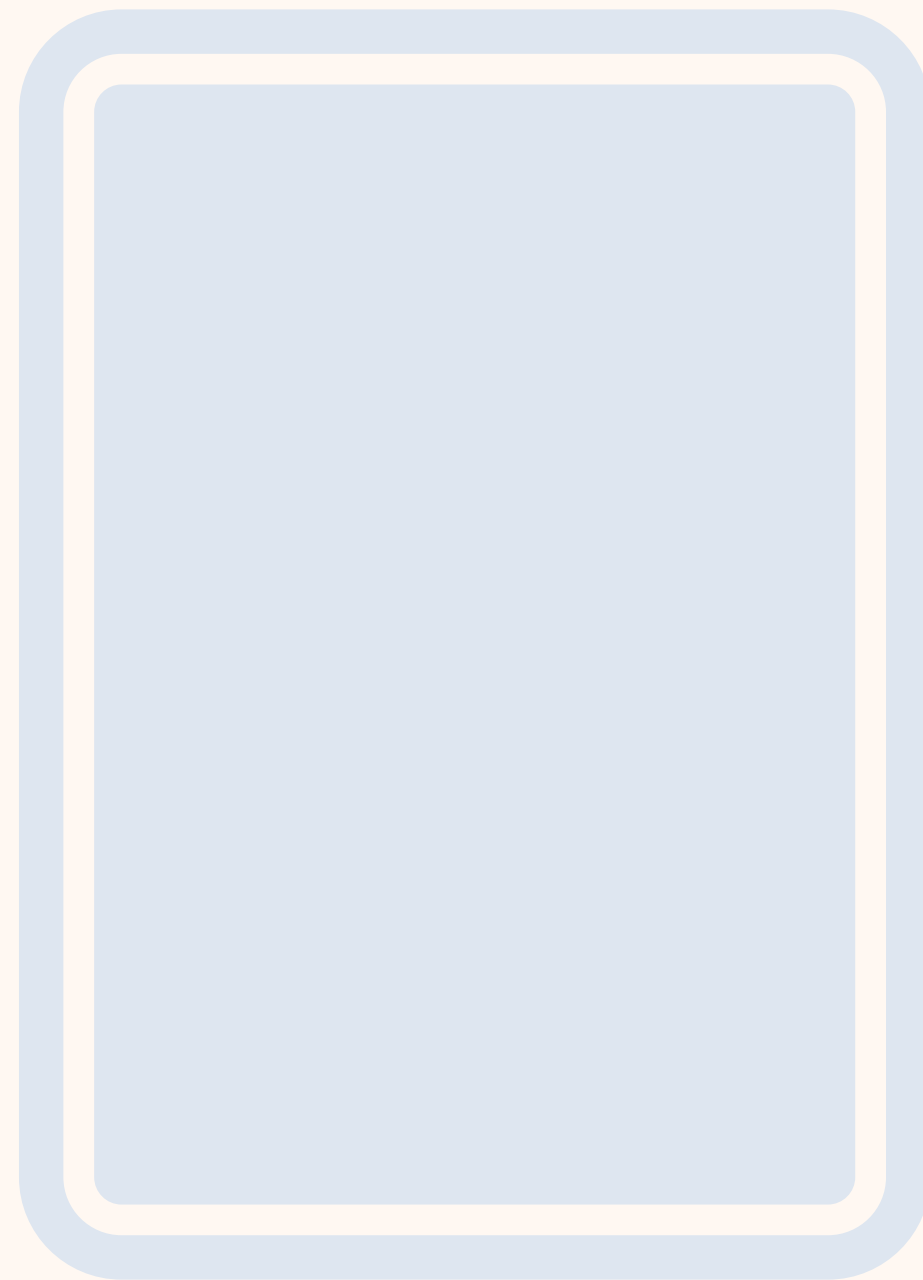
L1



- Sidebar links
- Drilldown links
- Related searches
- Blocks above/below products

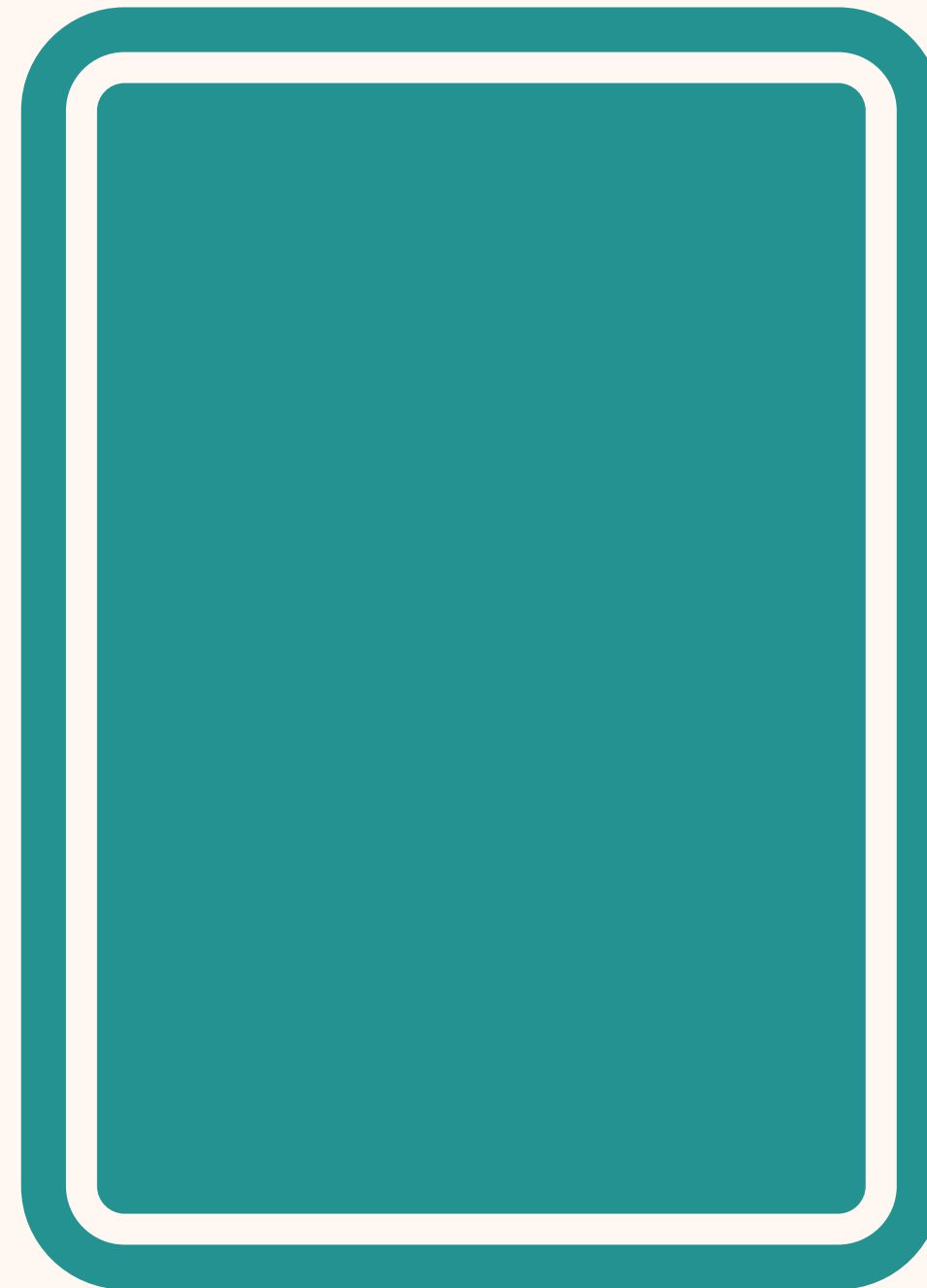
Category page

L1



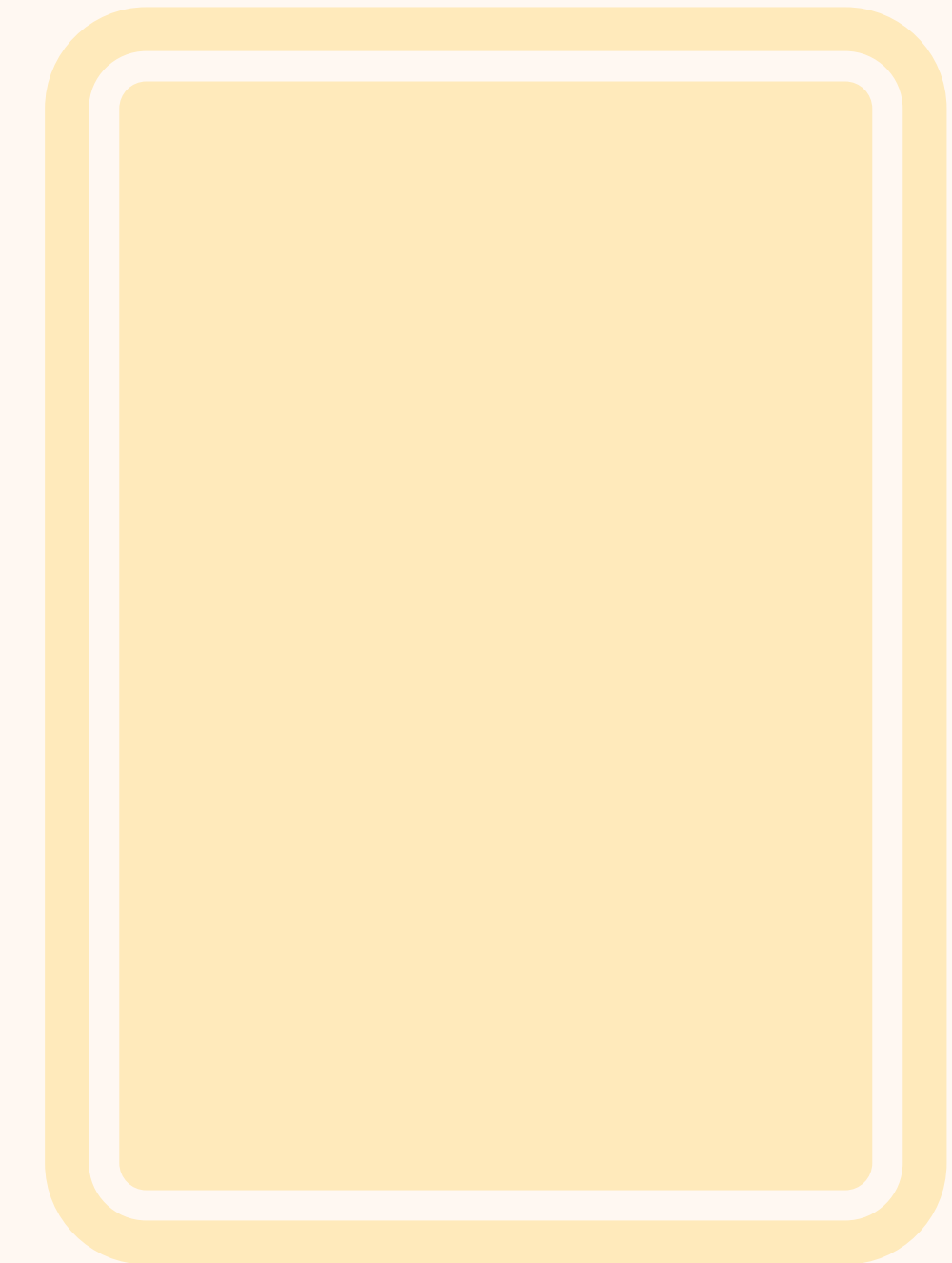
Category page

L2



Sub-category page

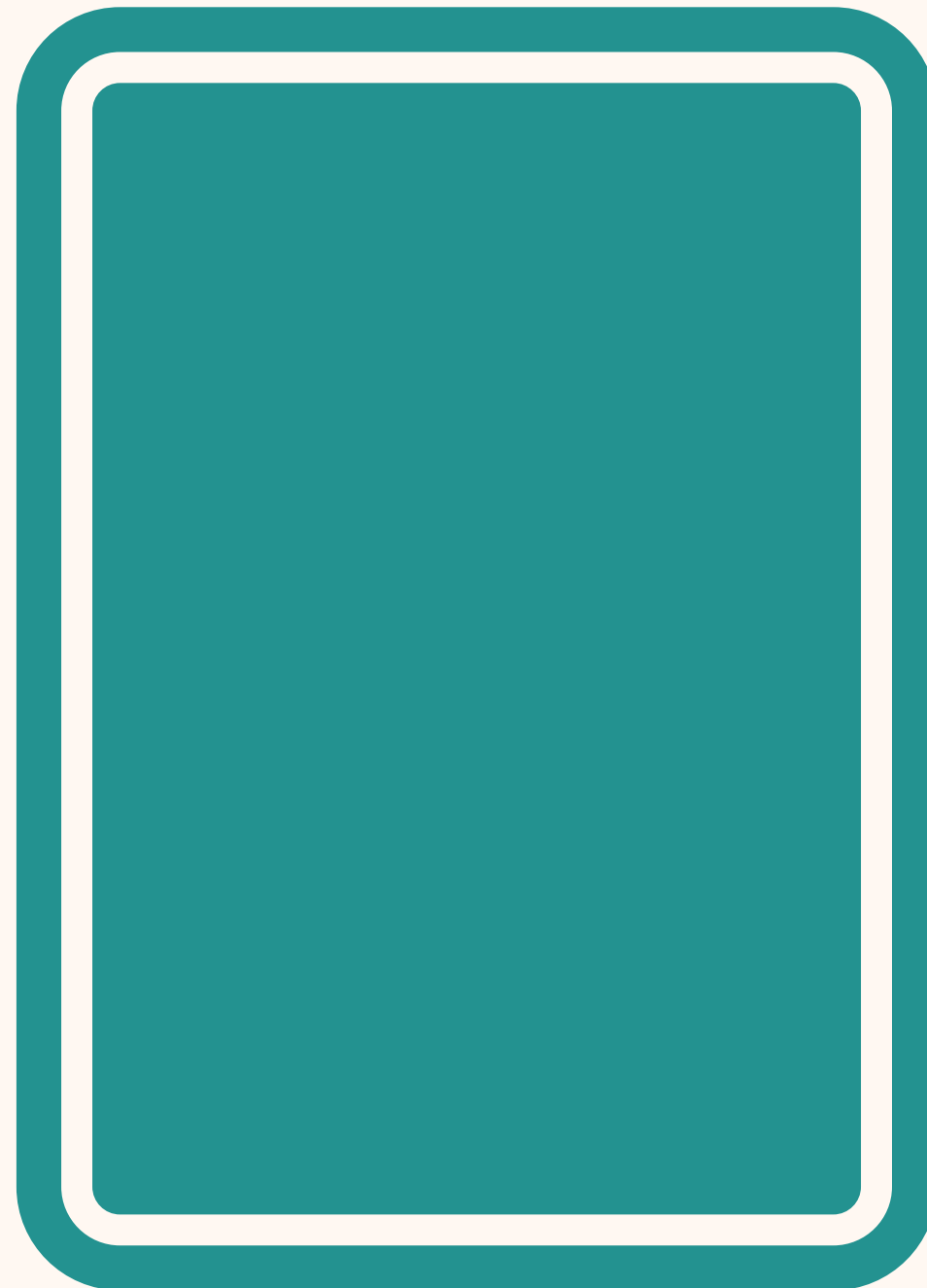
L3



Product page

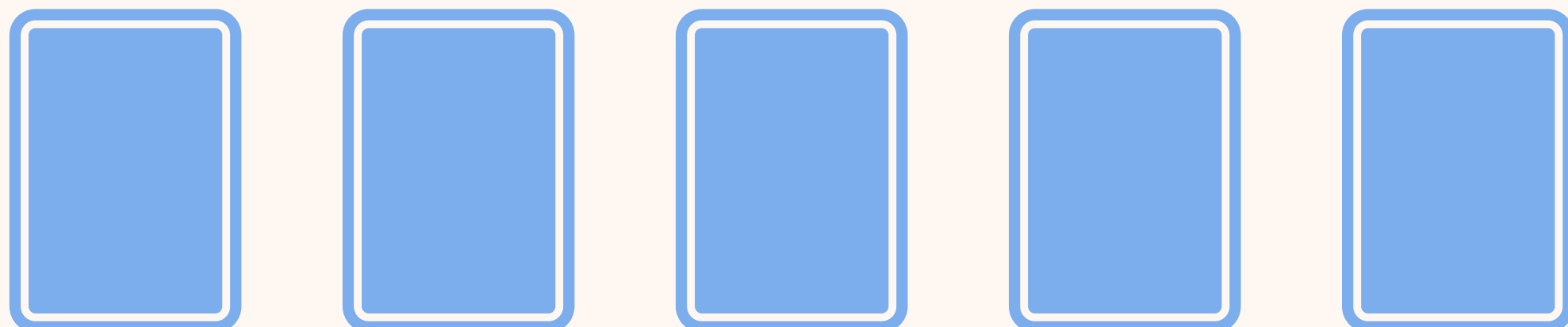
L2 pages link to:

L2

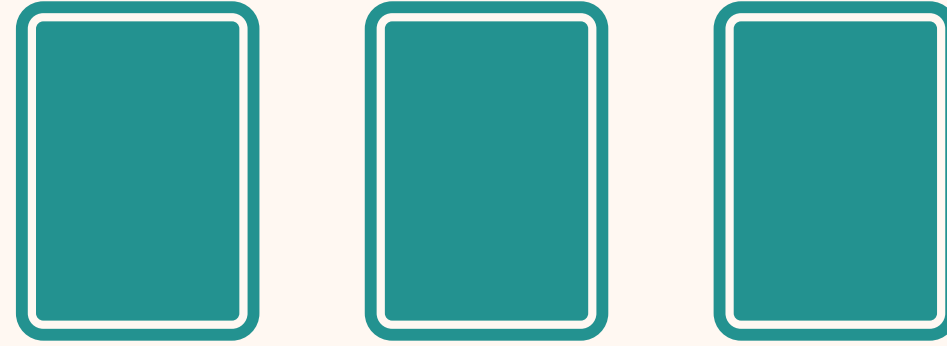
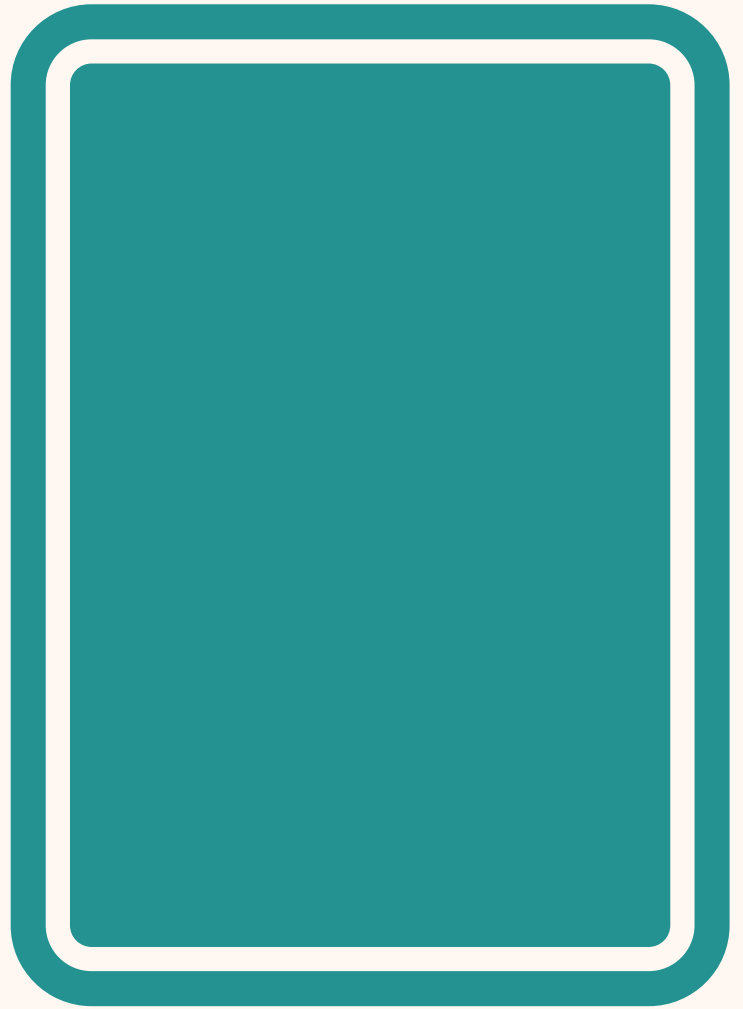


Sub-category page

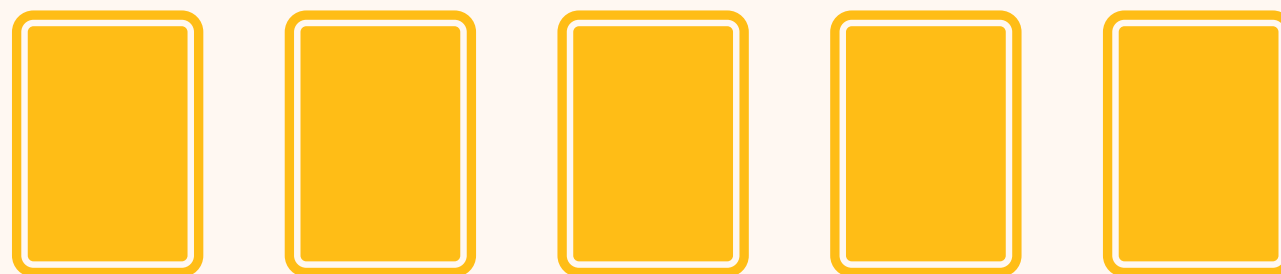
- The L1 page it belongs to (categories)
- Other relevant L1 pages (categories)
- Other L2 pages under the same L1 sub-categories)
- L3 pages (products)



Category pages (L1)



Sub-category pages (L2)



Product pages (L3)

POSTERS

Colour Layout Size

All posters

Brands

Harry Potter™

Game of Thrones™

Batman™

Superman™

Harley Quinn™

Friends™

Tom & Jerry™

Scooby-Doo™

Bestsellers

New Arrivals

Sizes

+

Poster Packs

Black & White

Nature & Botanical

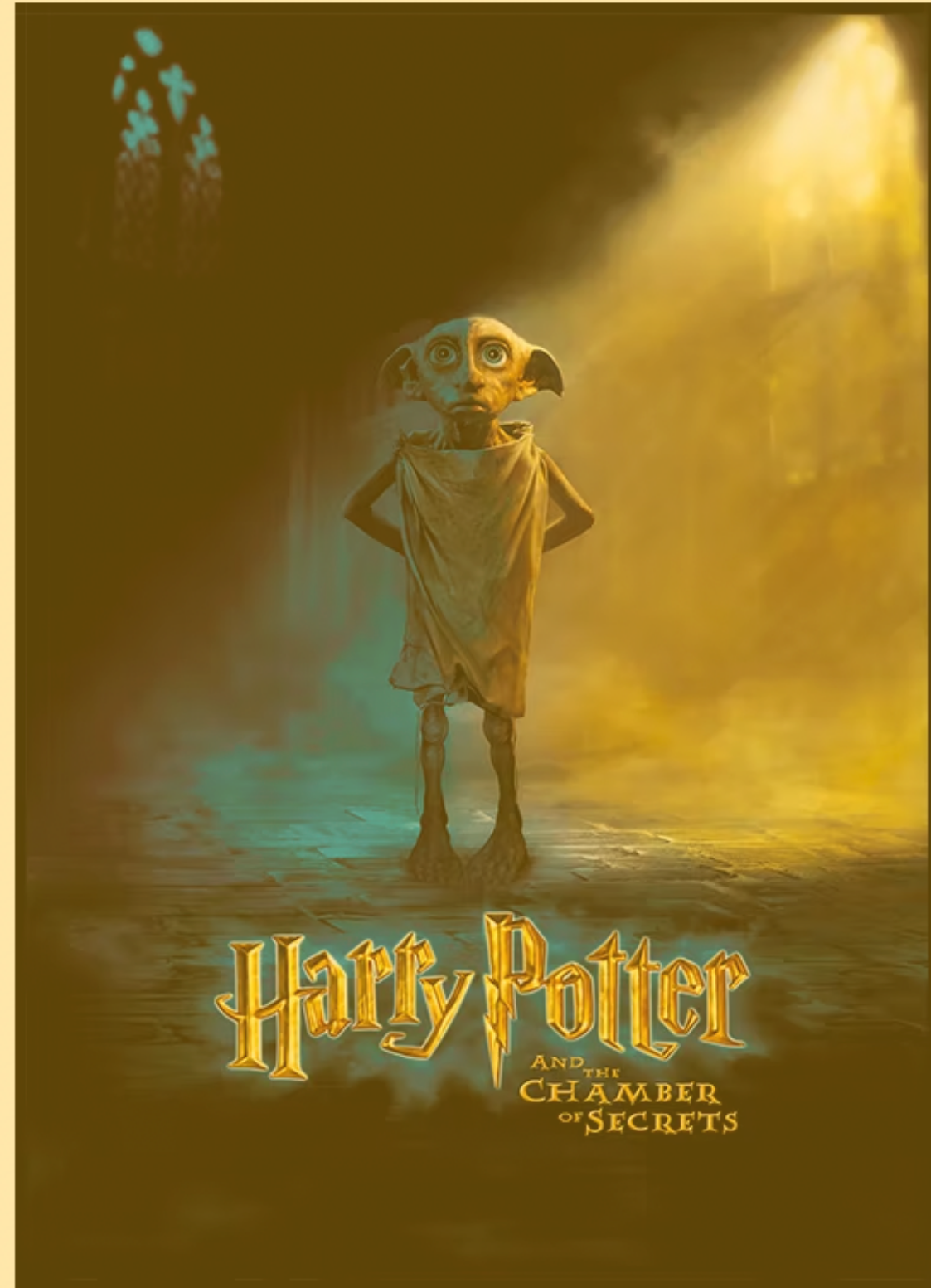
+

Typography & Quotes

Photography

Illustrations & Abstract

Kitchen

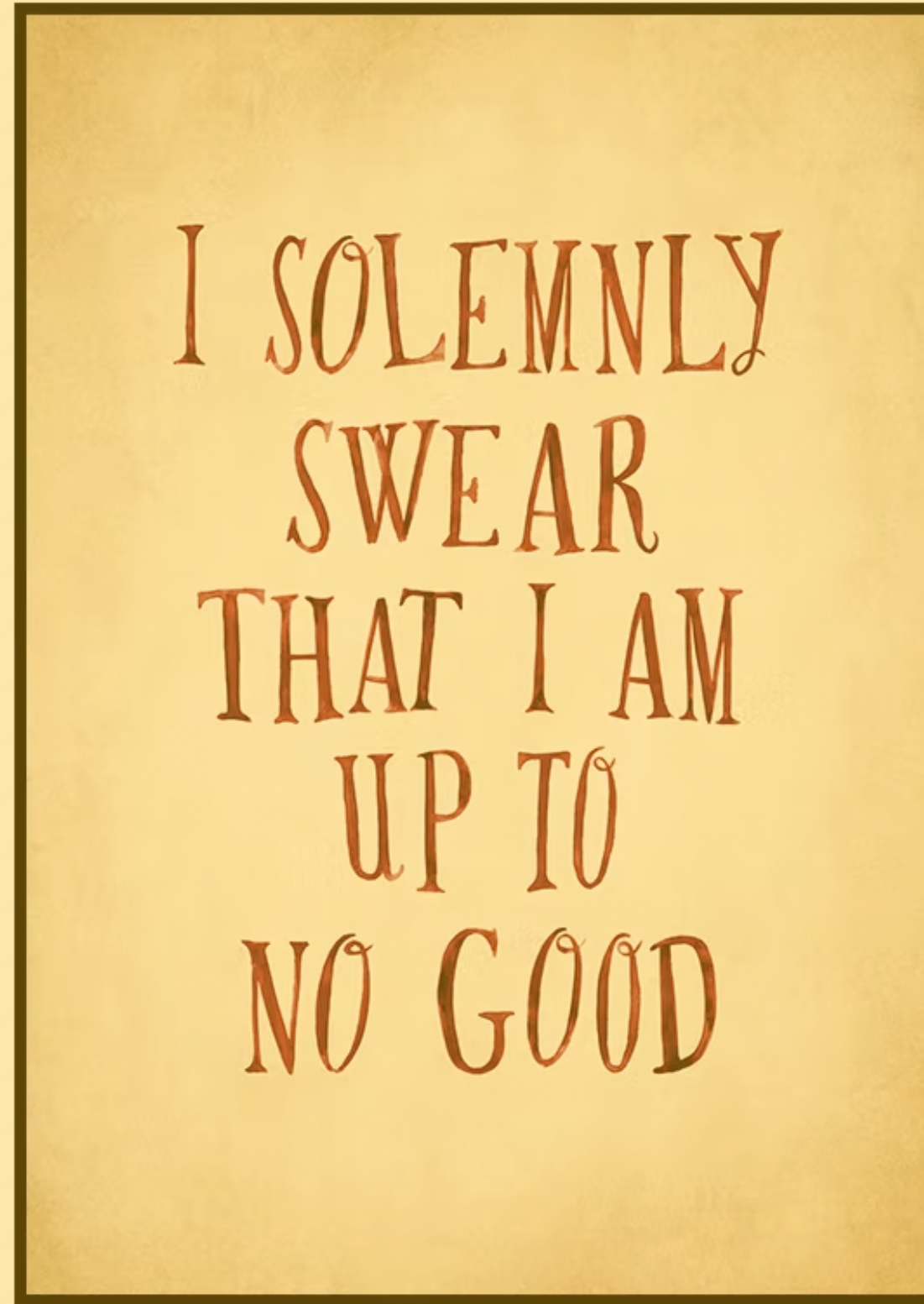
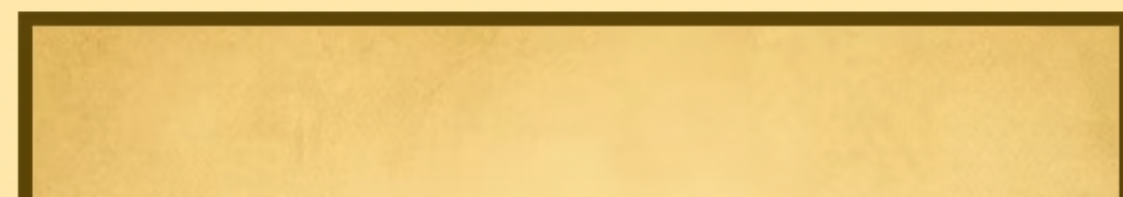


30%



Harry Potter™ - Chamber of Secrets Poster

From. \$19.57 ~~\$27.95~~

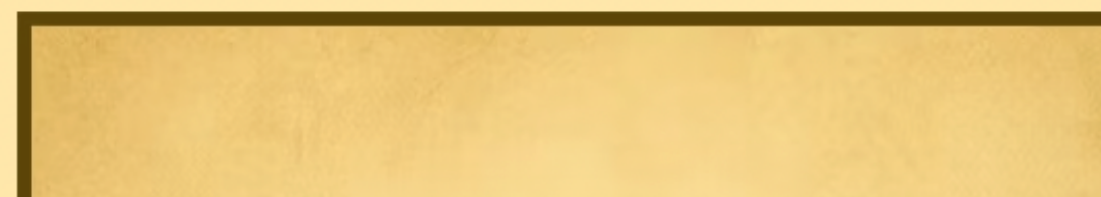


30%



Harry Potter™ - I Solemnly Swear Poster

From. \$19.57 ~~\$27.95~~

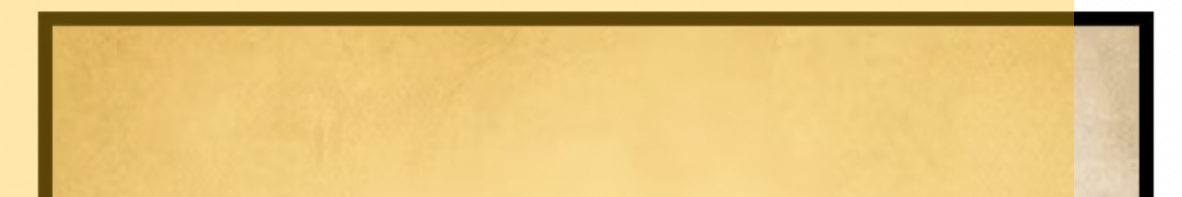


30%



Harry Potter™ - Hufflepuff Poster

From. \$19.57 ~~\$27.95~~



Category ^

Living Room Furniture

Sectionals ←

Sofas

Living Room Sets

Chairs & Seating

Coffee Tables

Loveseats

Fast Delivery to:

Postal Code →

Commercial Use ⓘ

Furniture / Living Room Furniture / Sectionals

Sectionals, Sectional Sofas & Couches

12,282 Results



Sale



Zonia 107.5" Wide Right Hand Facing Sofa & Chaise by Willa Arlo™ Interiors

From **\$739.99** ~~\$939.99~~

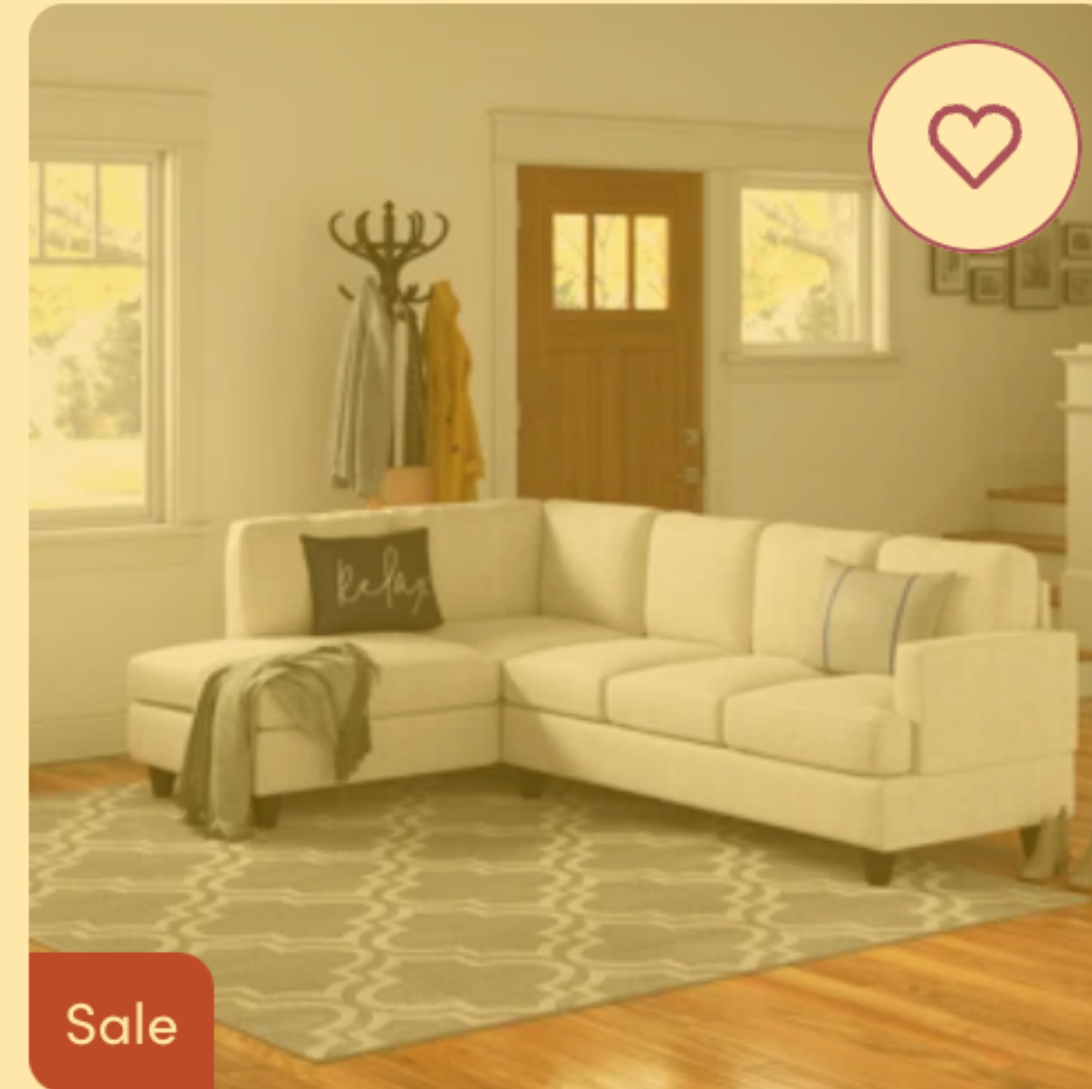
★★★★☆ (184)



144" Wide Reversible Modular Corner Sectional with Ottoman by Latitude Run®

From **\$1,919.99** ~~\$2,159.99~~

Free shipping



Sale



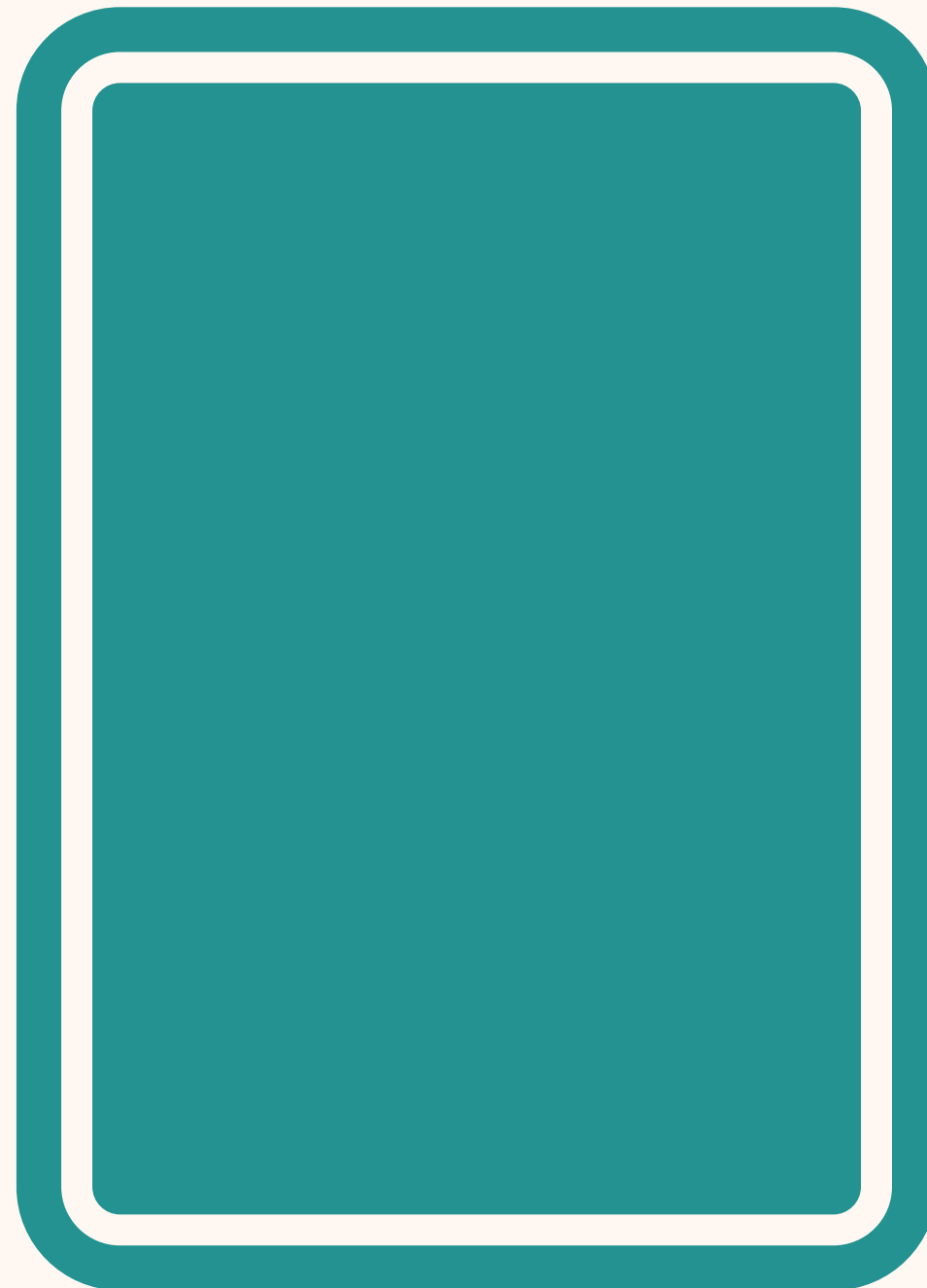
Hiller 95.2" Wide Sofa & Chaise by Andover Mills

From **\$819.99** ~~\$942.85~~

★★★★☆ (1421)

Great ways to add link blocks:

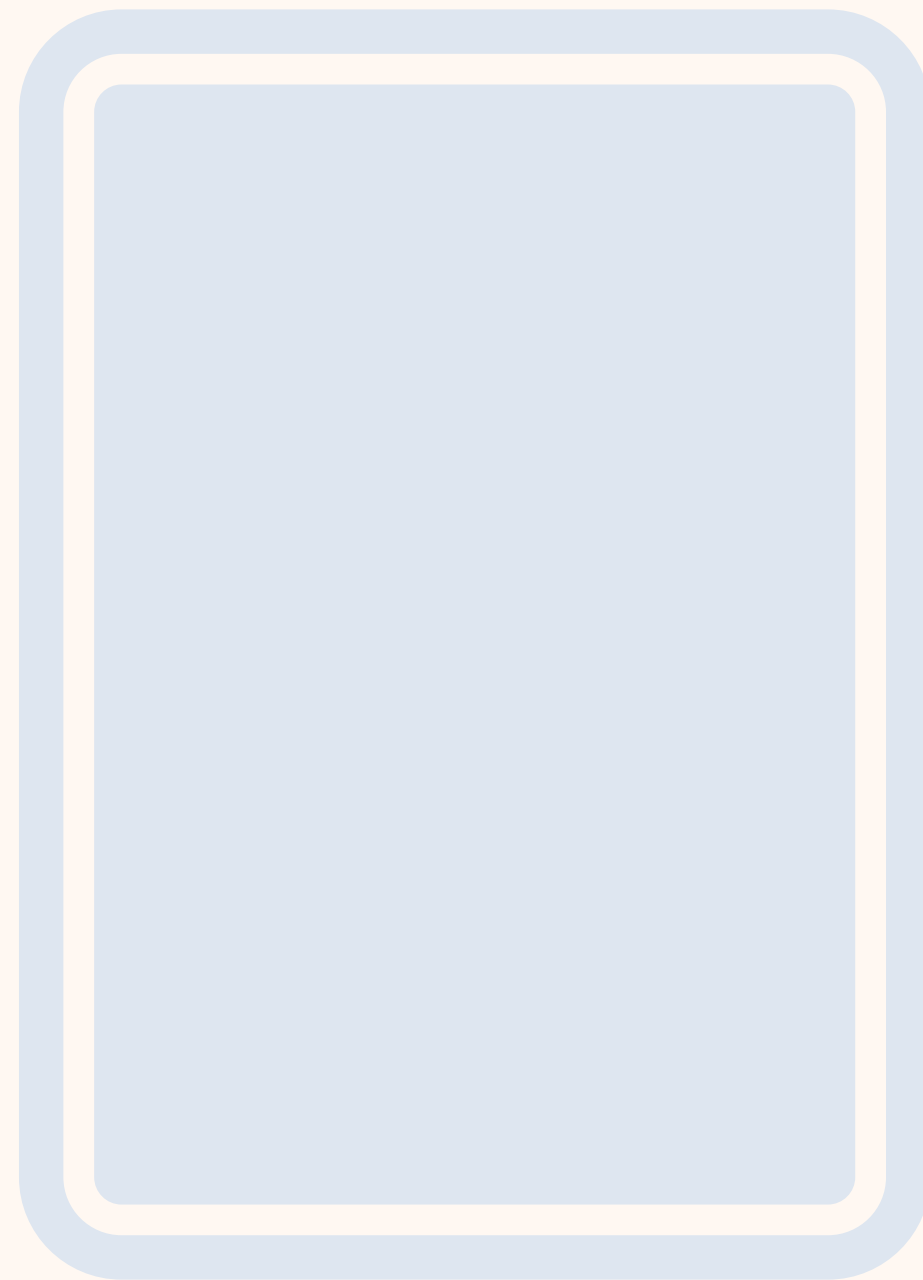
L2



Sub-category page

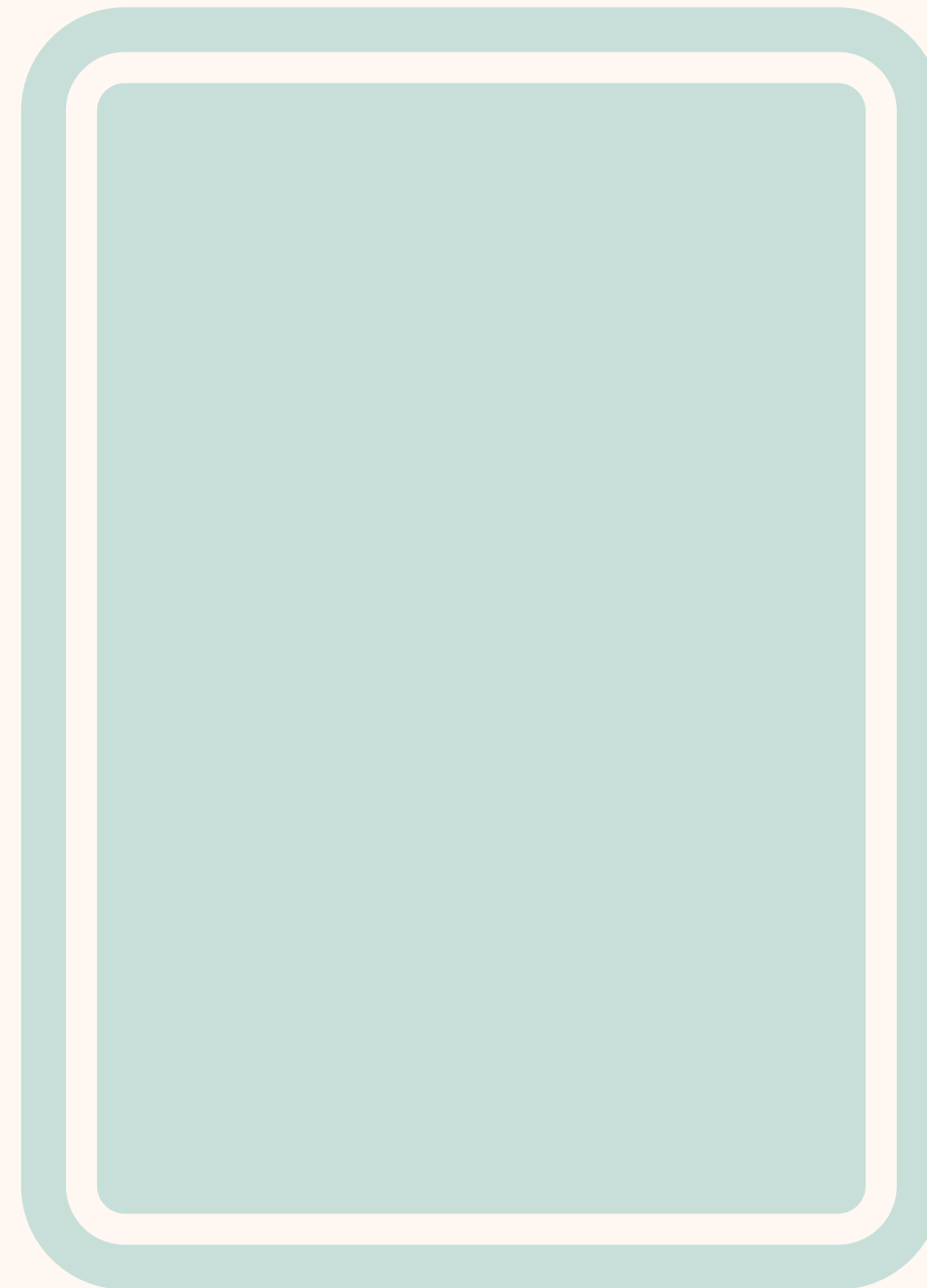
- Breadcrumbs
- Sidebar links
- Blocks above/below products

L1



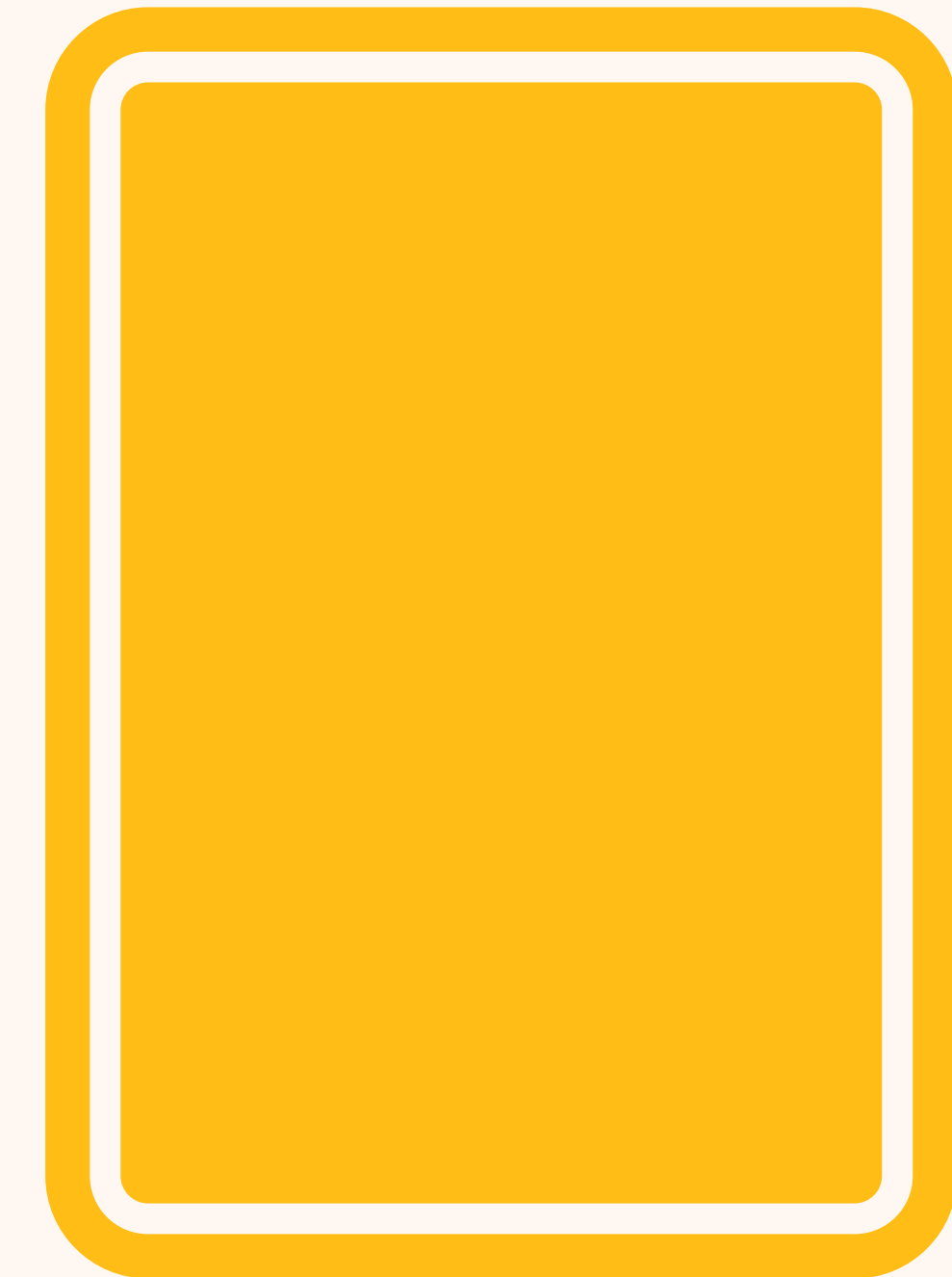
Category page

L2



Sub-category page

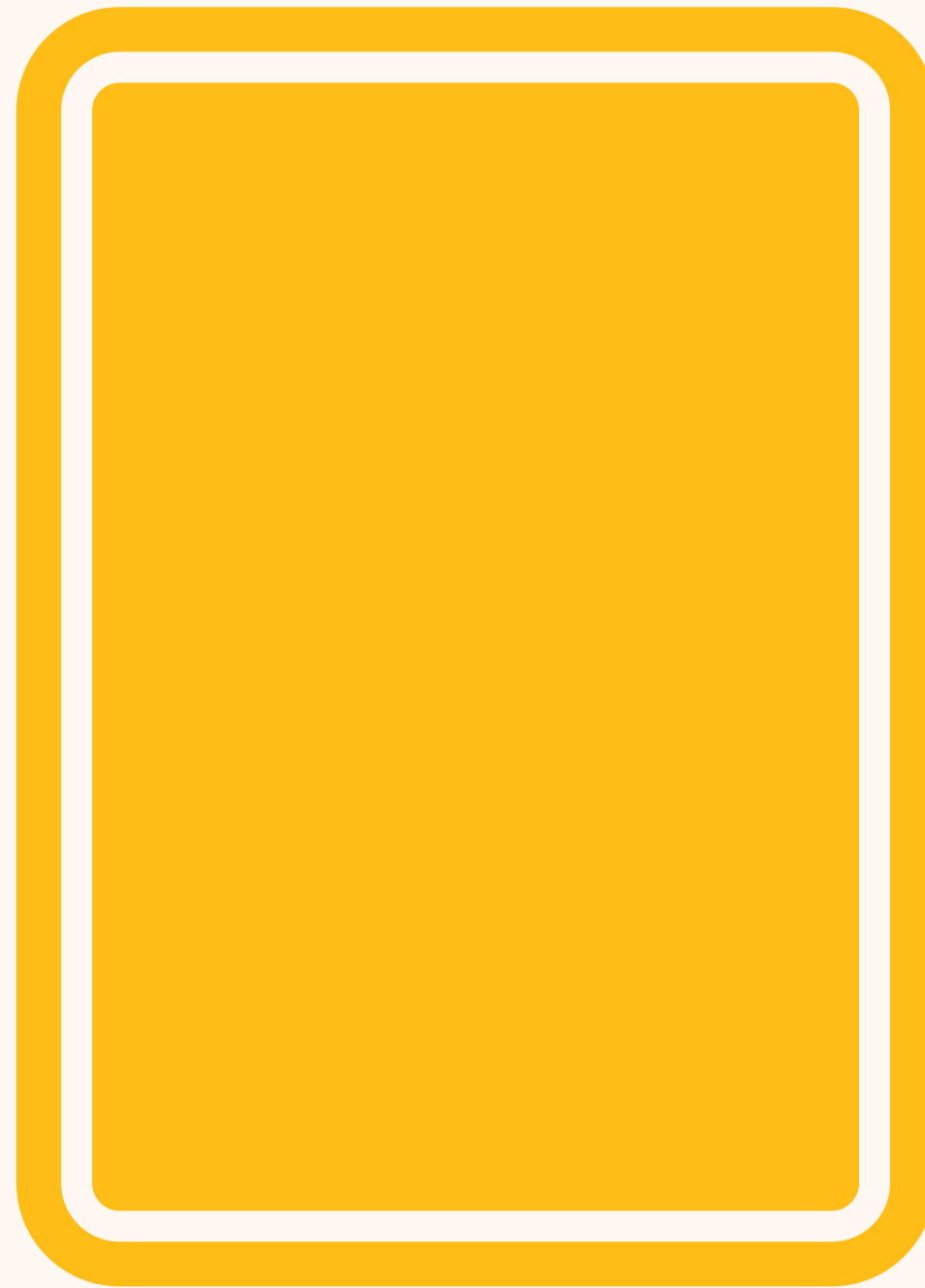
L3



Product page

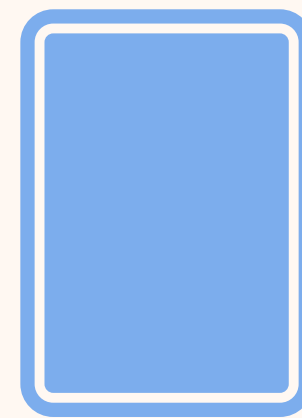
L3 pages link to:

L3

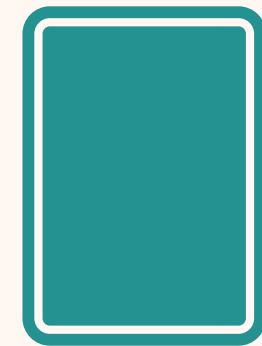


Product page

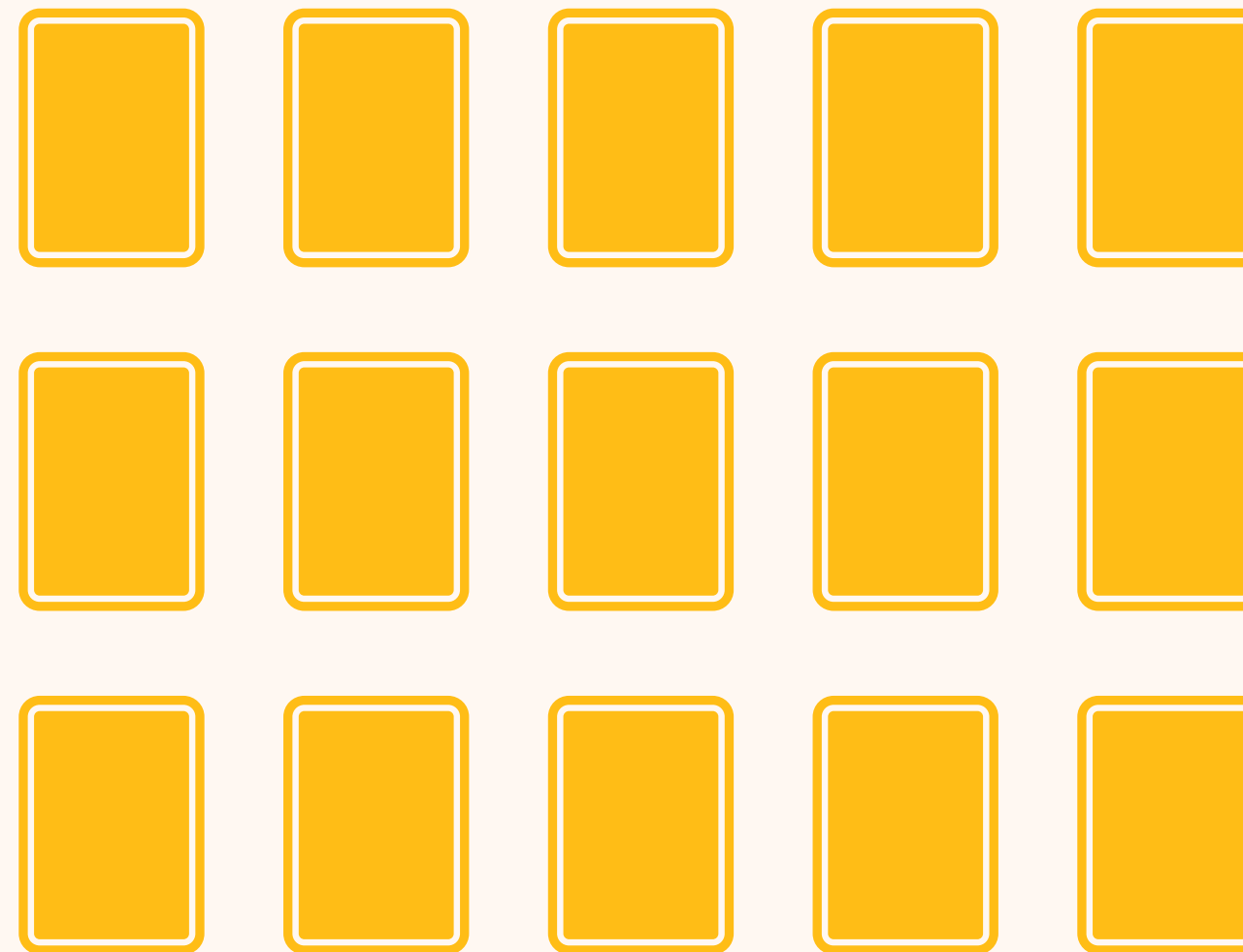
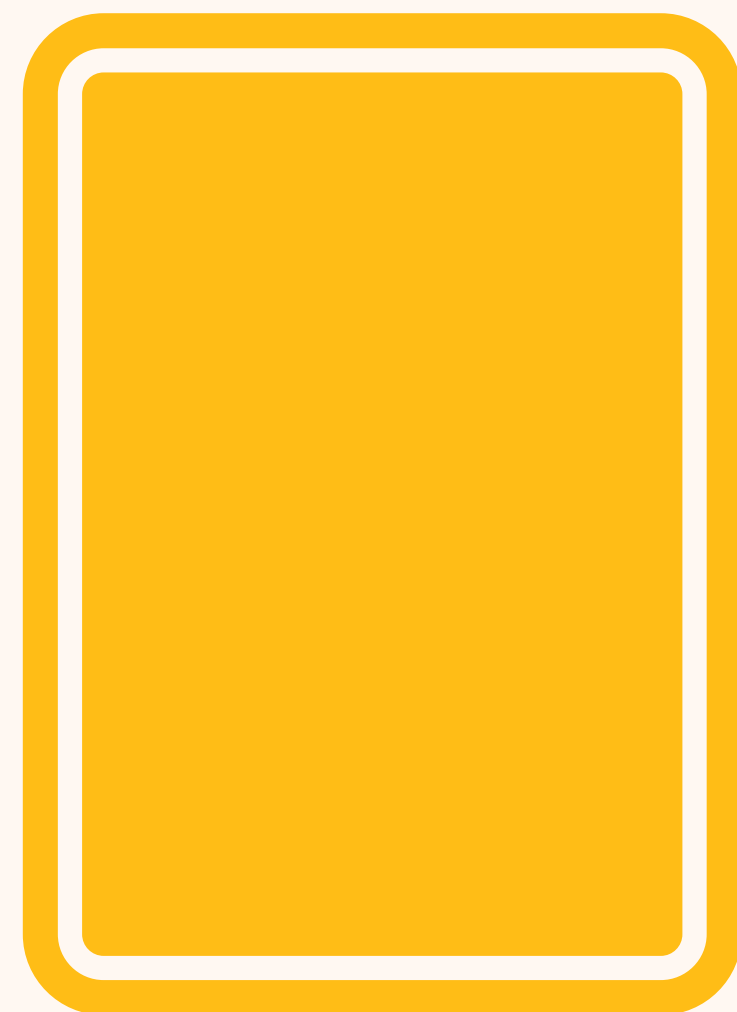
- The L1 page it belongs to
- The L2 page it belongs to
- Other relevant L3 pages



Category pages (L1)



Sub-category pages (L2)



Product pages (L3)

[← Back to Results](#) Furniture / Living Room Furniture / Living Room Sets / SKU: FMFC1021

Cantata Standard 3 - Piece Living Room Set

See More by [Kelly Clarkson Home](#)

★★★★☆ 4.7 [169 Reviews](#)

\$2,400.00 ~~\$2,669.99~~ 10% Off

Get \$25 off \$150 with the [Wayfair Credit Card](#)¹

Free shipping

Get it in 2-3 weeks

Ship to: [T1V 0A4 - High River](#) ▾

Select Pieces Included:

2 Piece \$2,080.00
1 Sofa, 1 Armchair, 5 Toss Pillows

3 Piece \$3,000.00
1 Sofa, 1 Loveseat, 1 Armchair, 1 Toss Pillows
~~\$4,179.97~~



Compare Similar Items



Cantata Standard 3 - Piece Living Room Set by Kelly Clarkson Home

\$2,400.00 ~~\$2,669.99~~

★★★★☆ (169)

Current Item

[Add to Cart](#)



Cantata Standard 3 - Piece Living Room Set by Kelly Clarkson Home

\$2,500.00 ~~\$3,219.97~~

★★★★☆ (216)

[Add to Cart](#)



Cantata Standard 2 Piece Living Room Set by Kelly Clarkson Home

Sale
\$2,400.00 ~~\$2,900.00~~

★★★★☆ (253)

[Add to Cart](#)



2-Pieces Upholstered Living Room Set by Canora Grey

\$839.99 ~~\$1,229.99~~

★★★★☆ (35)

[Add to Cart](#)



Mascour by Lark I

\$4,82

★★★

[Add to C](#)

More From [Kelly Clarkson Home](#)

[See All](#)




Nursery Pink

2076-70



0:00



 Shopping List



Matching Colors

Distant Gray

2124-70

Violet Stone

2069-40

Super White

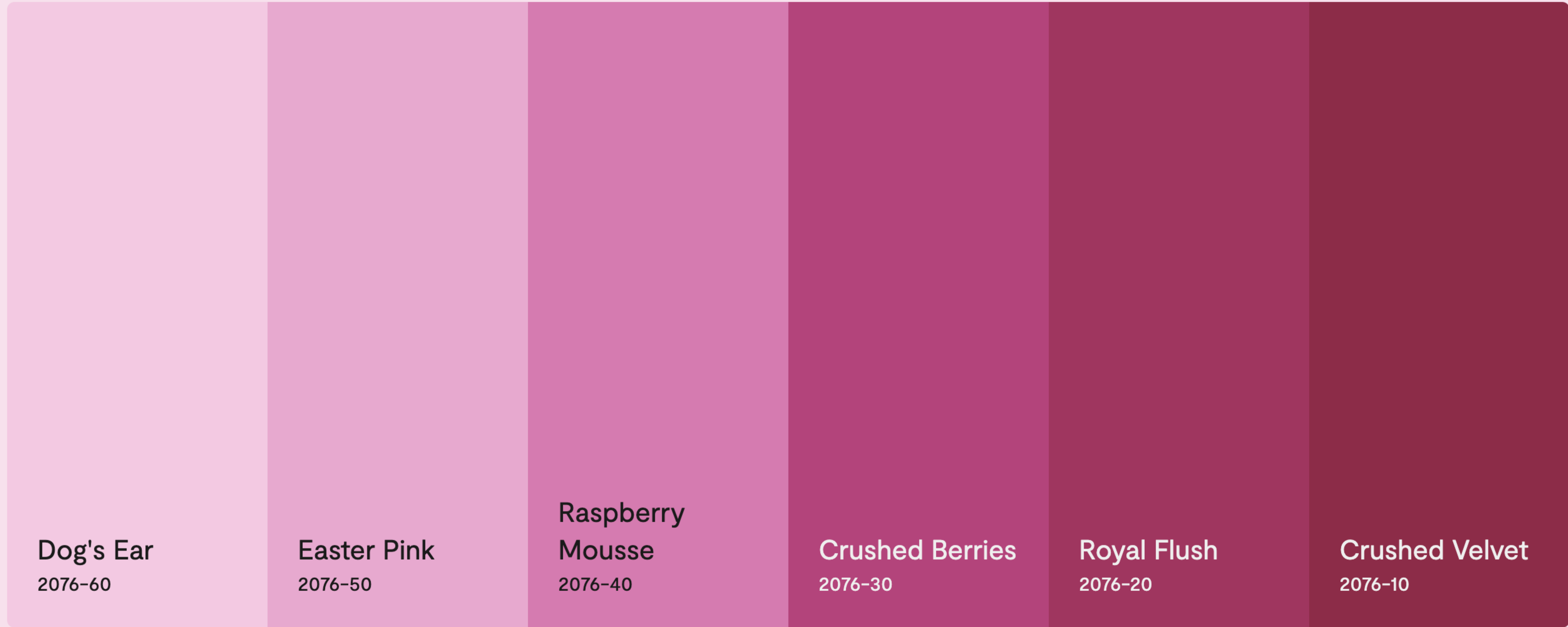
OC-152

Nightingale

AF-670



Different Shades



Similar Colors

I Love You Pink
2077-70

Charming Pink
2075-70

Candy Stripe
2079-70

Easter Bonnet
2074-70

 Shopping List

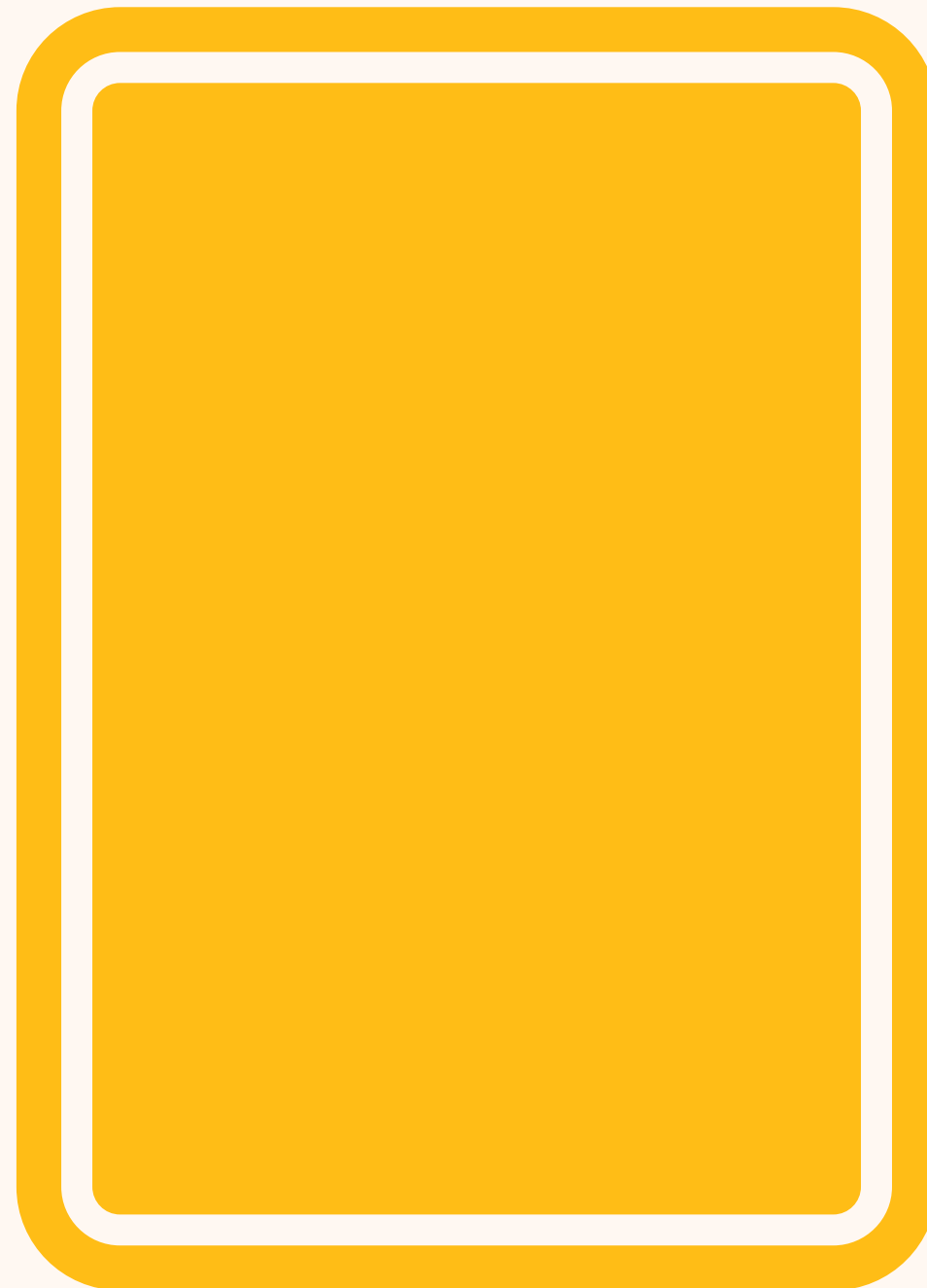


Color By Family



Great ways to add link blocks:

L3



Product page

- Breadcrumbs
- Related products
- “People Also Bought”
- “Similar products you might like”
- Products by the same brand
- Related categories/sub-categories



How to avoid “Oh-no, it’s still not working”

Make sure that the internal links are pointing to the canonical URLs

Make sure that the internal links are pointing to the 200 HTTP pages

Make sure that the internal links are added according to the web standards

Do:

``

Don't:

- `window.location.href='/page-url'`
- ``
- `#page-url`

CREATE YOUR GIFT



BEST SELLERS



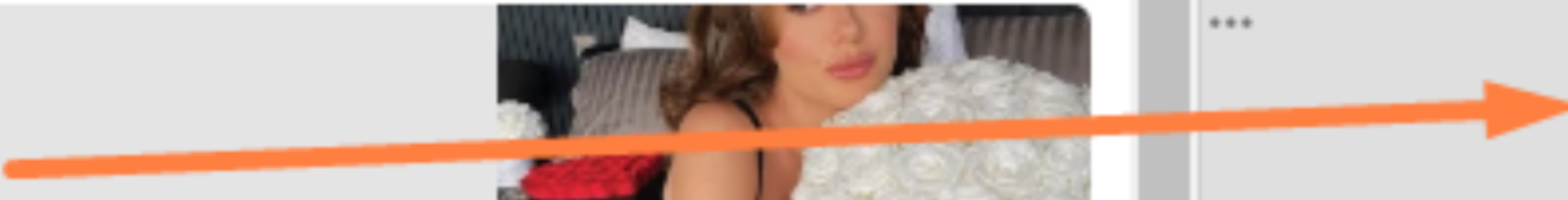
NEW ARRIVALS



GIFTS FOR HER



```
▶ <form class="mobilenav-search"
action="/pages/search-results"
method="get">...</form>
▼ <div class="shifter-navigation">
  ▼ <ul id="mobileAccordian" class=
  "mobileNav" role="navigation">
    ▶ <li class="navItem mainMenu">
    ...</li>
    ▶ <div id="CREATE YOUR GIFT"
    class="sublinksMenu">...</div>
    ▶ <li class="navItem mainMenu">
    ...</li>
    ▶ <div id="BEST SELLERS" class=
    "sublinksMenu">...</div>
    ▶ <li class="navItem mainMenu">
    ...</li>
    ▶ <div id="NEW ARRIVALS" class=
    "sublinksMenu">...</div>
    ▼ <li class="navItem mainMenu">
      ...
      <button onclick=
      "window.location.href = "/
      collections/gifts-for-her""
      class="w3-btn w3-block w3-
      left-align">GIFTS FOR HER
      </button> -- $0
```





Similar Colours

I Love You Pink
2077-70

Charming Pink
2075-70

Candy Stripe
2079-70

Easter Bonnet
2074-70

The screenshot shows the browser's developer tools. The 'Elements' panel displays the DOM tree with a link element selected: `...`. The 'Styles' panel shows the computed style for this element, including `background-color: rgb(245, 227, 239);`. An orange arrow originates from the 'Easter Bonnet' color swatch in the main image and points to the link element in the 'Elements' panel.




Mobile-Friendly Test

https://www.benjaminmoore.com/en-ca/paint-colours/colour/2076-70/nursery-pink

Test results




 **Page is usable on mobile**
This page is easy to use on a mobile device. [Learn more](#)

[VIEW TESTED PAGE](#)

Details

Crawl

 Crawled successfully on Mar 1, 2023, 11:48:42 PM

Tested page

HTML SCREENSHOT MORE INFO

</paint-colours/colour/2074-70/>

```
0v16H8V5h10a1 1 0 100-2zM25.012.3a1 1 0 011  
1v5.5a1 1 0 01-2 0V1.3a1 1 0 011-1z"  
fill="#1A1A1A"></path><path fill-  
rule="evenodd" clip-rule="evenodd" d="M21.2  
3.988a1 1 0 011-1h5.5a1 1 0 010 2h-5.5a1 1  
0 01-1-1z" fill="#1A1A1A"></path></svg>  
</span></button><a href="/en-ca/paint-  
colours/colour/2074-70/easter-bonnet"  
class="PlainCtastyles__StyledAnchor-sc-  
djvn5o-0 dnVnqq"><div tabindex="-1"
```

Scalable Internal Linking Summary



- 1: Break down the pages into templates
- 2: Build logical relationships between these page templates
- 3: Use link blocks to scale your internal linking efforts
- 4: Make sure you link to the existing canonical pages
- 5: Make sure Google can see your internal links





Thank you!



- *Tech SEO Pro course creator*
- *Author of the eCommerce SEO Mastery eBook*
- *Founder of MarketingSyrup SEO Academy*



@azarchick



Kristina Azarenko