

Yoast internal linking tool

This lesson covers the Yoast internal linking tool. You can find this tool in the Yoast SEO sidebar (Image 1) if you have the premium version of Yoast SEO. We'll discuss what the internal linking tool is, how it works, and finally, why internal linking is essential.

What is the internal linking tool?

Our Yoast SEO Premium plugin helps you improve your internal linking structure with its internal linking tool. This tool allows you to find related posts to link to. When you're writing a post, you can immediately link to a related post by dragging the link into the editor. The plugin also includes an option to mark your most important articles as cornerstone content, which allows the suggestion tool to show those cornerstone content articles at the top of the list, so you'll never forget to link to them!

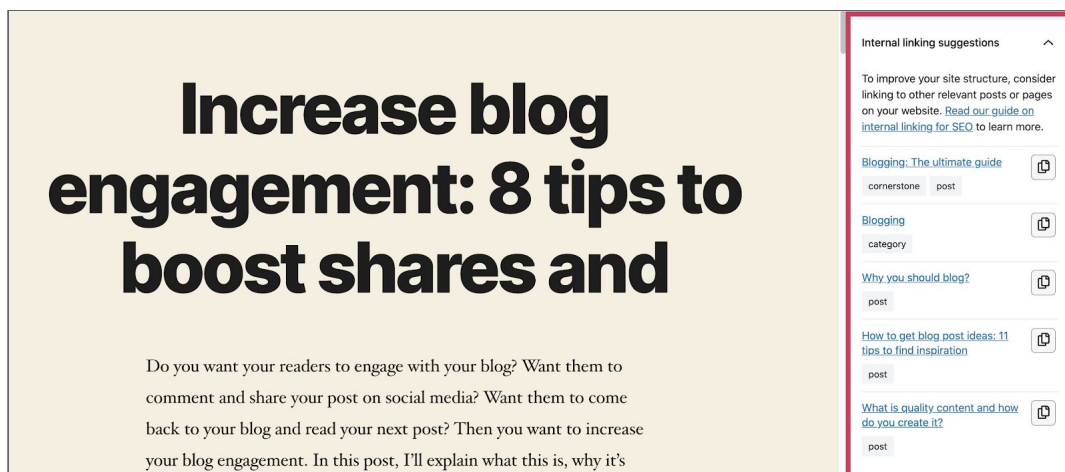


Image 1: Internal linking suggestions in the Yoast SEO sidebar

How does the internal linking tool work?

So, how does this tool work? We need to determine what your posts are about, and we do that by scanning your content. In the initial version, we

used only the text of the article. The 14.7 version of the tool is much smarter. It also looks at the title, meta description, taxonomies, and keyphrases. But the most important change is that we now consider the entire website as context when creating internal linking suggestions.

The initial analysis

Before the tool can give you suggestions, you have to run an initial analysis first. You can do this in the Yoast SEO Tools settings (Image 2).

Behind the scenes, Yoast SEO uses a lot of complex processes to get important data about your site. For instance, we have features that speed up your site, as well as ones that give us an overview of your content that we feed to our internal linking suggestions. For those features to work, you need to press a magic button (Image 2).

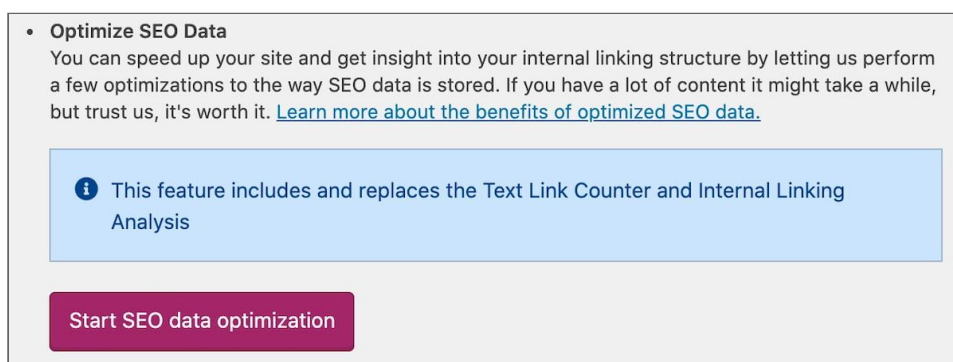


Image 2: Click the button 'Analyze your content' in the Yoast SEO Tools settings

These used to be separate processes, but we tied them together so they can run in the proper order. Only then, will it give the best results. Of course, the time this process takes depends on the size and set up of your size.

After we've analyzed your content, we can give you internal linking suggestions. They will appear in the Yoast SEO sidebar.

Five suggestions for links

Since Yoast SEO 14.7, you'll find five suggestions for links, including posts, pages, tags, or categories. The suggestions all carry a label to

distinguish them from each other easily. For example, image 3 shows four links to posts and one link to a category archive page. Cornerstone articles will be displayed above the other suggestions, so you won't forget to link to them!

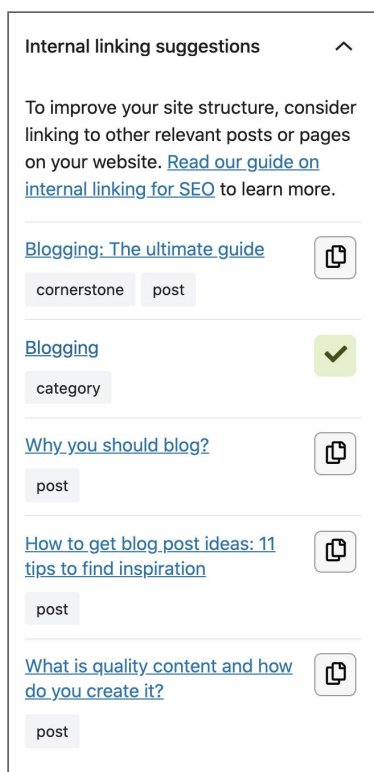


Image 3: Five suggestions for links

Categories and tags

One final note on taxonomy pages. Category and tag archive pages need to contain more than 100 words to show up in the list of suggestions. As tags and category pages often show all your content on a particular topic, and you might even want them to rank, it makes perfect sense to link to them as well!

Turning suggestions into actual links

In the internal linking tool, we use two icons (Image 4):

1. A copy/paste icon. Click that icon, and the link will be copied.
2. A checkmark for all the posts you have already linked to in your article.

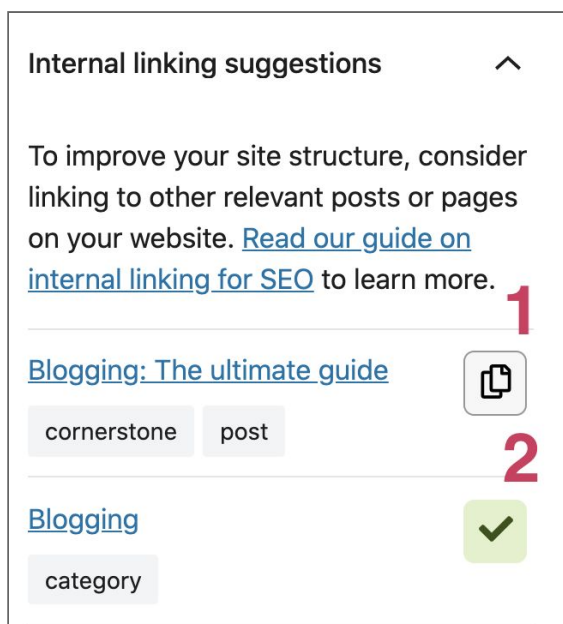


Image 4: Checkmark icon and copy/paste icon

There is a drag-and-drop functionality in there as well, which makes internal linking even easier. Simply click a link and hold your mouse button. Move to the spot in your text where you want to add the link and release the button. Done!

Why is the internal linking tool important?

Internal linking is one of the most important ways to optimize your pages. Internal links do not only contribute to a better site structure, but they also make it easier for search engines to find your content. A search engine follows links to crawl and index your site, so your content needs to have links to be findable.

Linking related content also makes sense for your visitors: if they're interested in a particular topic, the chances are that they'd like to read more about the same topic on your site. This means internal linking might increase your time-on-site.

Also, linking related content serves another goal. It shows Google that certain content on your site is related. You can also point Google to your main pages about a topic, your cornerstone content, by linking to this main article from all your other articles on the same topic.

The Yoast SEO Internal linking blocks

Yoast SEO Premium also features four Premium internal linking blocks. They make internal linking even easier for you! Let's explore them.

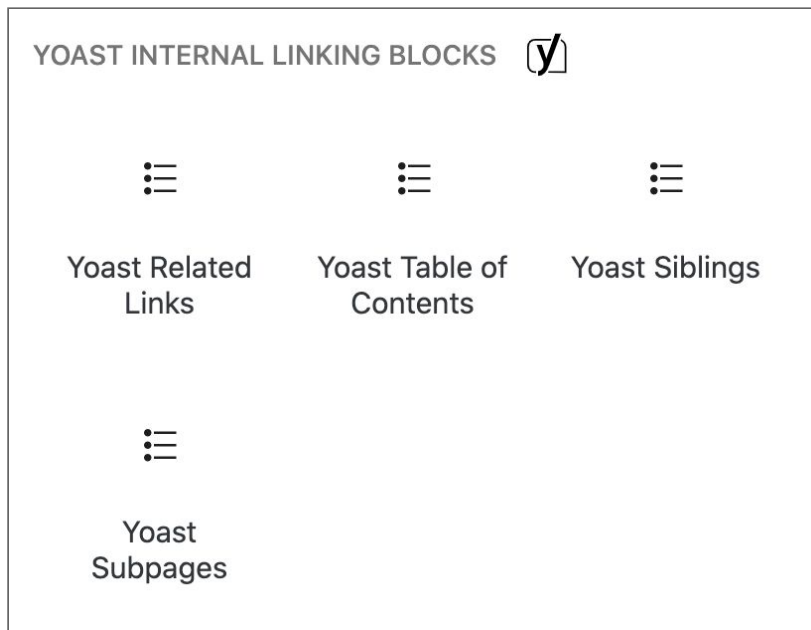


Image 5: The Yoast internal linking blocks

Related links block

As you already saw, the internal linking tool gives you five suggestions for links you can add to your content. With the Related links block, it becomes even easier to add these links to a post or a page! If you'd wish to include them all, for instance, as a list of suggested readings below your post, just use the Yoast Related links block (Image 6). Of course, you can customize which links will be in the block, as you know your audience best.

Read these posts to learn more

- [Blogging: The ultimate guide](#)
- [What is quality content and how do you create it?](#)
- [Why you should blog?](#)
- [Yoast's mission: SEO for everyone](#)
- [The ultimate guide to robots.txt](#)

Image 6: The related links block added to a post

Table of contents block

One of the tools that can help you improve an article's scannability is a Table of contents (Image 7). For longer articles, these are a must-have but even shorter articles can benefit from them.

Table of contents

- [Always use images](#)
- [Finding the right image](#)
 - [Alternatives](#)
- [Preparing images for use in your article](#)
 - [Choose the right file name](#)
 - [Choose the right format](#)
 - [Scale for image SEO](#)
 - [Use responsive images](#)
 - [Reduce file size](#)
- [Adding the image to your article](#)
 - [Captions](#)
 - [alt text and title text](#)
 - [Add image structured data](#)
 - [OpenGraph and Twitter Cards](#)
 - [Alignment](#)
- [XML image sitemaps](#)
- [Image SEO: summary](#)

Image 7: The table of contents block added to a post

It is a simple block for the WordPress block editor that automatically renders a table of contents for the current page, and it takes into account all headers and hierarchy. The block is very easy to use and you can edit the results of the table of contents block as you see fit. The table of content block automatically updates whenever you make changes to your text.

There's a second reason for adding this block, namely, jump links (Image 8). The way we built the table of contents block encourages Google to include 'jump links' in the search results. You can see these links underneath a search result and these allow you to see the sections of a page from within the SERP and click directly to the relevant section. This also ties in neatly with Google's work on linking to specific text fragments straight from the search results.

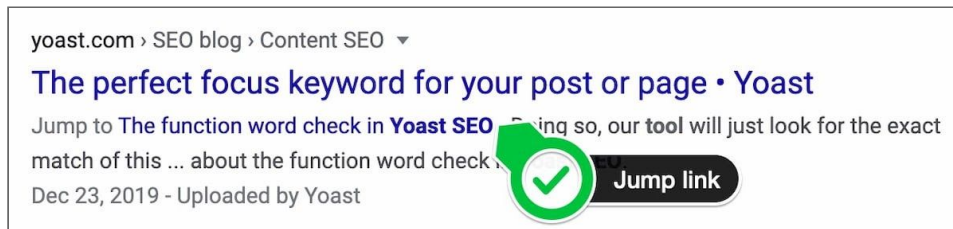


Image 8: An example of a jump link

It works like magic: we simply add an ID attribute to every header and use those to fill the table of contents automatically. Now, Google can use these anchors to show them in search.

Subpages block

The Subpages block will automatically add a list of all the underlying pages related to the parent page. For example, if you have a website about different countries, you might have a general page about France. You could then have subpages that cover the food, the capital, and the people of France. After reading up on France, you might like your visitors to click through to the subpages to read more about these specific topics. That's easy with the subpages block!

Just click 'Add block,' scroll down to Yoast Internal Linking Blocks, and click 'Subpages'. By adding the block, this page automatically shows the subpages related to this parent page (Image 9). Easy, right?

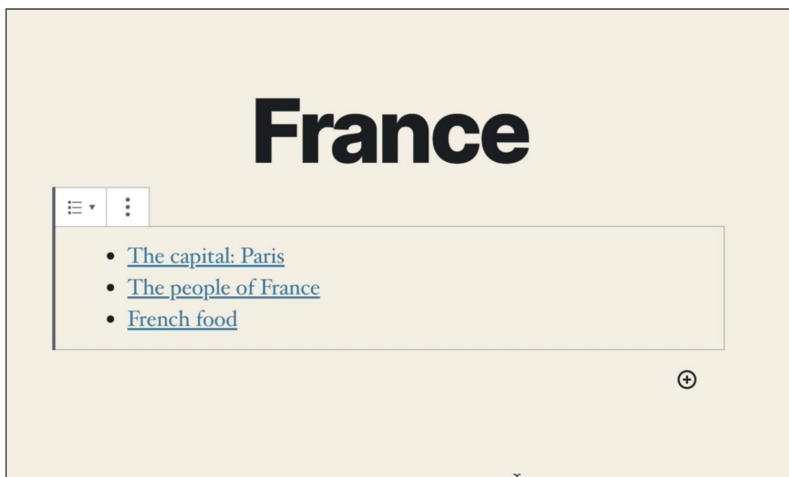


Image 9: The Subpages block in the WordPress Post or Page editor

Siblings block

Now, let's take a look at the Siblings block. Someone interested in the information about Paris is probably also interested in the other pages about France. To make it easy for them, you can add a Siblings block to your posts and pages. The Siblings block automatically adds a list of all the pages with the same parent page as the page you're adding the block to (Image 10).

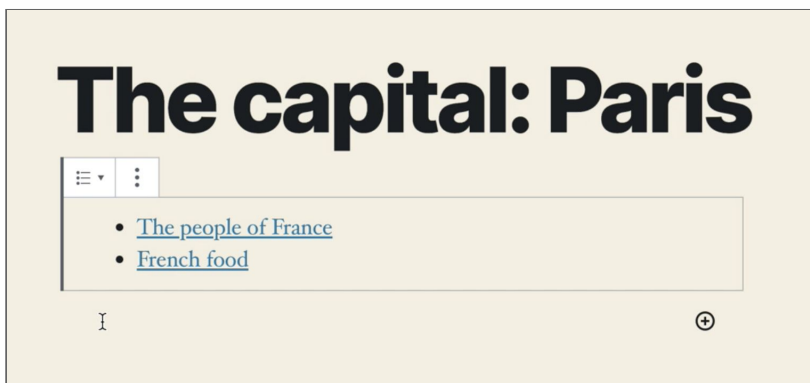


Image 10: The Siblings block in the WordPress Post or Page editor

Conclusion

In this lesson, we've discussed the internal linking tool in the Yoast SEO Premium plugin. We've seen what the internal linking tool entails, and how it works. Finally, we've explained why internal linking is important for optimizing your website.