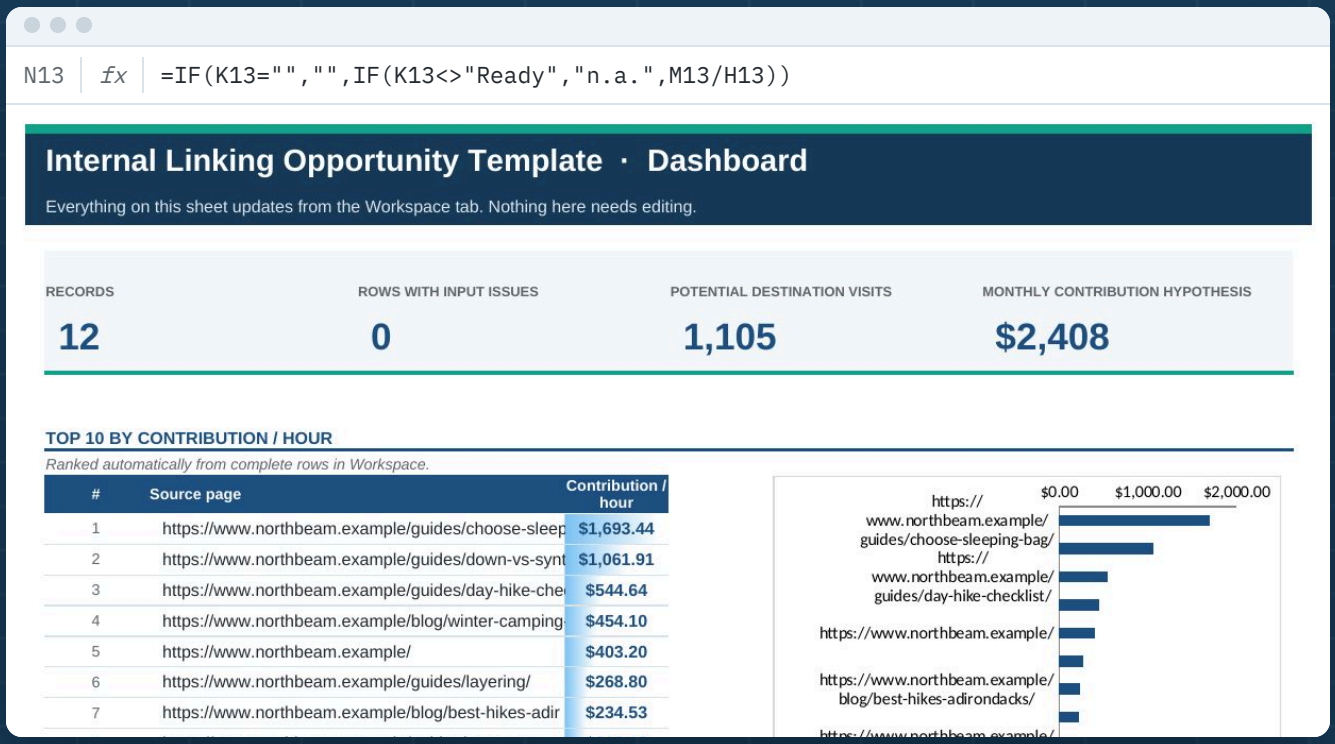
OptimizationTheory.com

Technical SEO Toolkit, resource 16

Internal Linking Opportunity Template

Score each source-to-target internal link by expected visits and contribution per hour, then verify it went live.

Built for the DataForSEO API: On-Page API



N13 | *fx* | =IF(K13="","",IF(K13<>"Ready","n.a.",M13/H13))

Internal Linking Opportunity Template · Dashboard

Everything on this sheet updates from the Workspace tab. Nothing here needs editing.

RECORDS	ROWS WITH INPUT ISSUES	POTENTIAL DESTINATION VISITS	MONTHLY CONTRIBUTION HYPOTHESIS
12	0	1,105	$2,408

TOP 10 BY CONTRIBUTION / HOUR

Ranked automatically from complete rows in Workspace.

#	Source page	Contribution / hour
1	https://www.northbeam.example/guides/choose-sleep	$1,693.44
2	https://www.northbeam.example/guides/down-vs-synt	$1,061.91
3	https://www.northbeam.example/guides/day-hike-che	$544.64
4	https://www.northbeam.example/blog/winter-camping	$454.10
5	https://www.northbeam.example/	$403.20
6	https://www.northbeam.example/guides/layering/	$268.80
7	https://www.northbeam.example/blog/best-hikes-adir	$234.53

Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Which internal links to add first, based on the source page's traffic, the expected link click-through and the value of the destination.

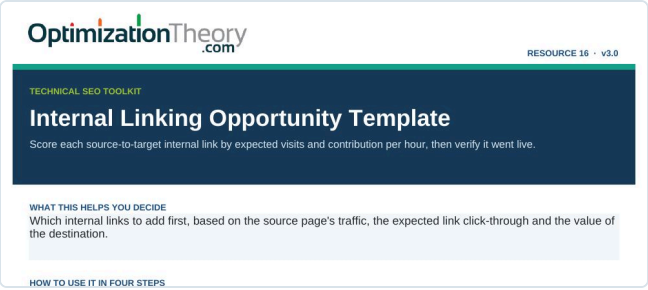
Internal links are the cheapest lever in SEO: they cost minutes, need no developer, and move both users and authority to the pages that matter. Most sites still add them haphazardly, a link here when someone remembers, with no idea which links would actually send visits.

This internal linking template scores each proposed link. Enter the source page's clicks, an expected link CTR, the destination's conversion rate and value, and the effort. It calculates potential destination visits, a monthly contribution hypothesis and contribution per hour. Links that already exist are zeroed out so you don't double count.

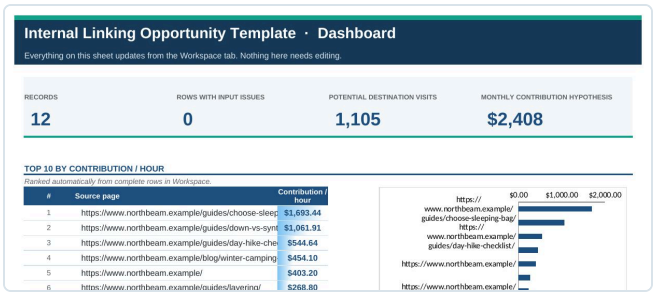
Who it's for

- Content and SEO teams improving internal linking
- Ecommerce teams connecting guides to category and product pages
- Sites recovering from orphaned or deep pages
- Anyone planning a hub-and-spoke content structure

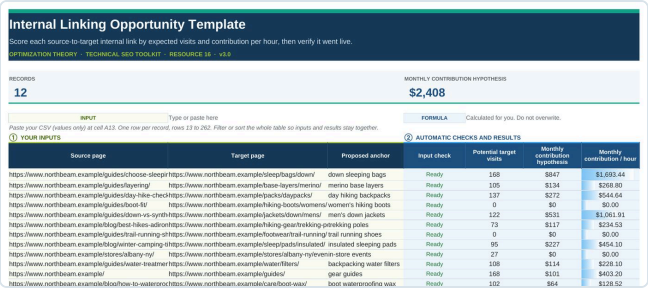
What's in the workbook



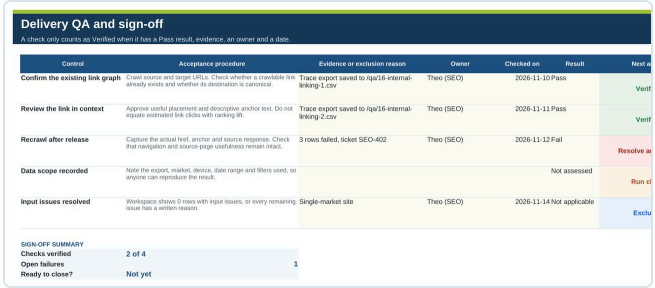
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 250 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Potential target visits = source clicks × link CTR (zero if already linked). Contribution = visits × conversion rate × value. Contribution per hour = contribution ÷ effort.

The key formula, as written in the workbook

```
=IF(K13="","",IF(K13<>"Ready","n.a.",M13/H13))
```

Result column	Plain-English formula	What it tells you
Potential target visits	IF(Link already exists=1,0,Source clicks ÷ month × Assumed link CTR)	Potential referred target visits from a new link, not new organic sessions.
Monthly contribution hypothesis	Potential target visits × Conversion rate × Value per conversion	Modeled conversion contribution from those visits.
Monthly contribution / hour	Monthly contribution hypothesis ÷ Work hours	Planning comparison for implementation effort.

How to use it, step by step

1

Find candidate sources

Pages with traffic that discuss a topic you have a target page for. Search Console and a site: search help.

2

Write the anchor

Use a natural, descriptive anchor that matches the target's topic.

3

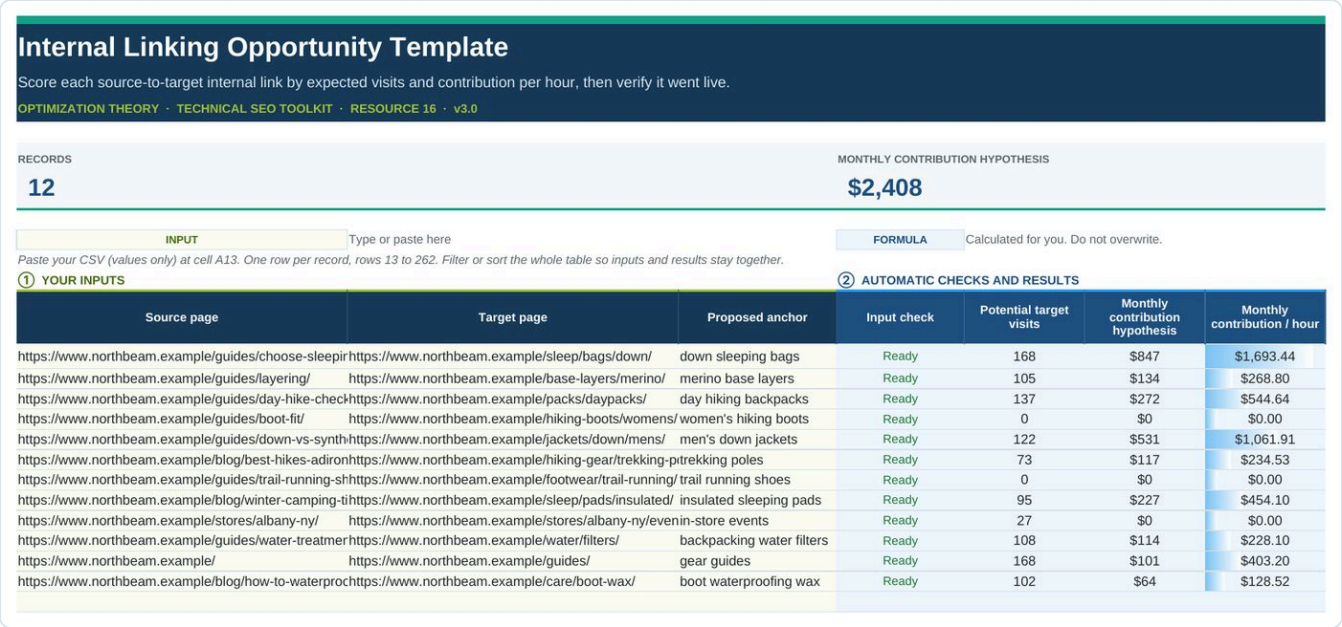
Estimate link CTR and value

Contextual links in body copy often get 1% to 8% CTR. Use the destination's own conversion rate and value.

4

Add, then verify

Add the top links, recrawl, and mark Already linked = 1 so the sheet stays accurate.



Internal Linking Opportunity Template

Score each source-to-target internal link by expected visits and contribution per hour, then verify it went live.

OPTIMIZATION THEORY · TECHNICAL SEO TOOLKIT · RESOURCE 16 · v3.0

RECORDS: 12

MONTHLY CONTRIBUTION HYPOTHESIS: $2,408

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Source page	Target page	Proposed anchor	Input check	Potential target visits	Monthly contribution hypothesis	Monthly contribution / hour
https://www.northbeam.example/guides/choose-sleepir	https://www.northbeam.example/sleep/bags/down/	down sleeping bags	Ready	168	$847	$1,693.44
https://www.northbeam.example/guides/layering/	https://www.northbeam.example/base-layers/merino/	merino base layers	Ready	105	$134	$268.80
https://www.northbeam.example/guides/day-hike-chec	https://www.northbeam.example/packs/daypacks/	day hiking backpacks	Ready	137	$272	$544.64
https://www.northbeam.example/guides/boot-fit/	https://www.northbeam.example/hiking-boots/womens/	women's hiking boots	Ready	0	$0	$0.00
https://www.northbeam.example/guides/down-vs-synth	https://www.northbeam.example/jackets/down/mens/	men's down jackets	Ready	122	$531	$1,061.91
https://www.northbeam.example/blog/best-hikes-adiron	https://www.northbeam.example/hiking-gear/trekking-p	trekking poles	Ready	73	$117	$234.53
https://www.northbeam.example/guides/trail-running-sh	https://www.northbeam.example/footwear/trail-running/	trail running shoes	Ready	0	$0	$0.00
https://www.northbeam.example/blog/winter-camping-ti	https://www.northbeam.example/sleep/pads/insulated/	insulated sleeping pads	Ready	95	$227	$454.10
https://www.northbeam.example/stores/albany-ny/	https://www.northbeam.example/stores/albany-ny/even	in-store events	Ready	27	$0	$0.00
https://www.northbeam.example/guides/water-treatmer	https://www.northbeam.example/water/filters/	backpacking water filters	Ready	108	$114	$228.10
https://www.northbeam.example/	https://www.northbeam.example/guides/	gear guides	Ready	168	$101	$403.20
https://www.northbeam.example/blog/how-to-waterproc	https://www.northbeam.example/care/boot-wax/	boot waterproofing wax	Ready	102	$64	$128.52

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO On-Page API**: a crawl of your site: URLs, status codes, canonicals, inlinks and sitemap membership.

Most of the data columns fill automatically. Add the business inputs listed below, then paste.

1. Request the data

```
POST https://api.dataforseo.com/v3/on_page/task_post
[
  {
    "target": "yourdomain.com",
    "max_crawl_pages": 1000
  }
]
```

Post the crawl task, wait for it to finish, then request on_page/pages with {"id": "<task id>", "limit": 1000} and save that response.

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 16 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Source page	Target page, Proposed anchor, Source clicks / month, Assumed link CTR, Conversion rate, Value per conversion, Work hours, Link already exists

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
source_url	Source page	Existing relevant source URL.	DataForSEO: url
target_url	Target page	Destination canonical URL.	Your records or manual review
anchor	Proposed anchor	Descriptive anchor that suits the surrounding sentence.	Your records or manual review
source_clicks	Source clicks / month	GSC clicks to the source page.	Your records or manual review
link_ctr	Assumed link CTR	Assumed share of source visitors clicking the proposed link. Decimal, 0.08 = 8%.	Your records or manual review
conversion_rate	Conversion rate	Conversions divided by eligible organic sessions for the same segment. This is an assumption. Decimal, 0.08 = 8%.	Your records or manual review
value_per_conversion	Value per conversion	USD contribution profit per conversion or expected lead profit. Use one value basis.	Your records or manual review
effort_hours	Work hours	Estimated implementation hours, greater than zero.	Your records or manual review
already_linked	Link already exists	1 only when the exact relationship is verified in the crawl. 1 = Yes, 0 = No.	Your records or manual review
source_ref	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

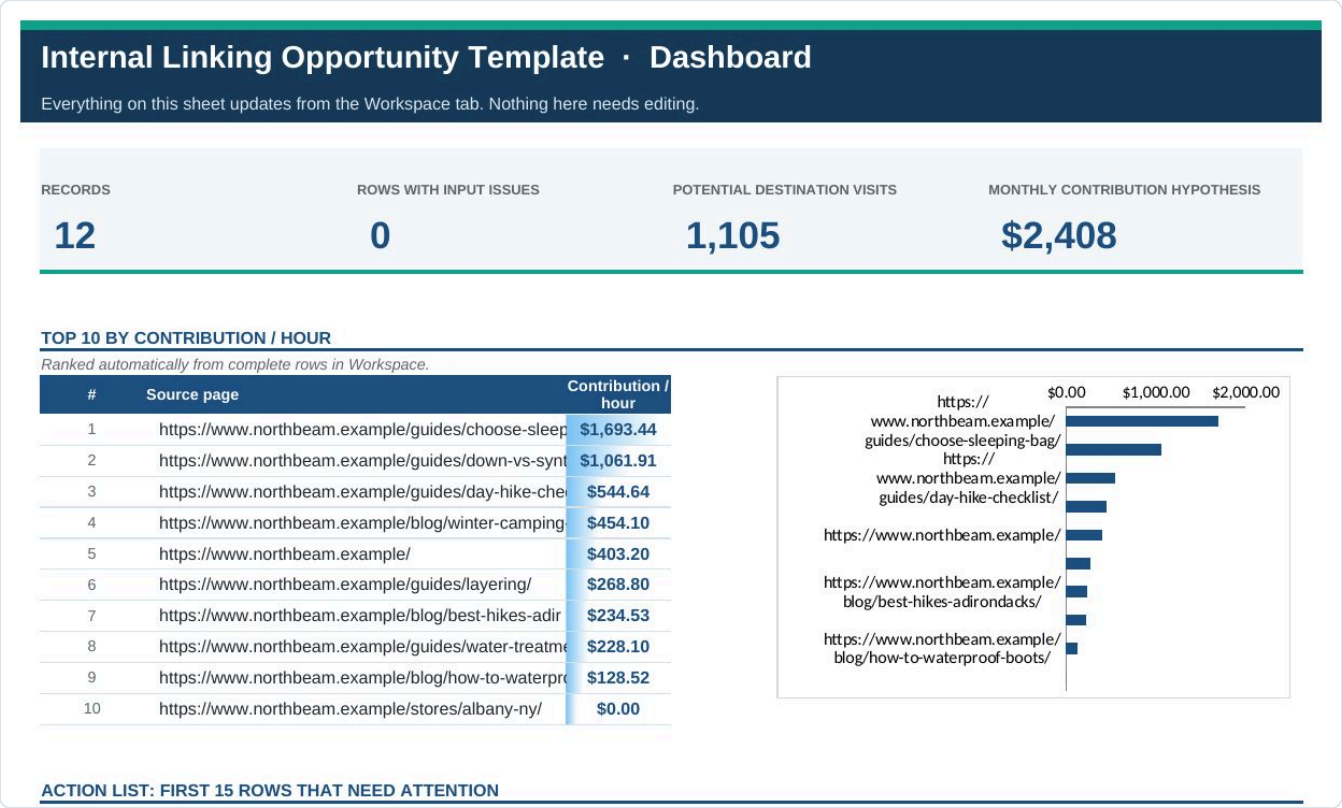
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 12 example rows.

12	0	1,105	$2,408
Records	Rows with input issues	Potential destination visits	Monthly contribution hypothesis

The best example link points from the sleeping bag buying guide to the down sleeping bag category. The homepage has far more clicks, but its link to the guides hub ranks lower because the intent is broader and the click-through smaller.

Top 10 by contribution / hour

#	Source page	Contribution / hour
1	https://www.northbeam.example/guides/choose-sleeping-bag/	$1,693.44
2	https://www.northbeam.example/guides/down-vs-synthetic/	$1,061.91
3	https://www.northbeam.example/guides/day-hike-checklist/	$544.63
4	https://www.northbeam.example/blog/winter-camping-tips/	$454.10
5	https://www.northbeam.example/	$403.20



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

This estimates navigation value. Ranking changes from internal linking are not quantified by this formula.

Limits. Link-level CTR needs analytics or an explicit assumption. On-Page inlink counts do not identify exact source-target edges.

Mistakes to avoid

Linking from irrelevant pages. A link from a busy but unrelated page gets few clicks and sends weak topical signals.

Exact-match anchors everywhere. Vary anchors naturally. Repetitive exact-match anchors look manipulative and read badly.

Forgetting to verify. CMS changes and template edits remove links. Recrawl and confirm.

Tips from the field

Use the PageRank simulator to see how links shift authority across a site.

Start with orphaned and deep pages that have value.

Link from guides to commercial pages and back; both directions help users.

Questions people ask

How do I find internal linking opportunities?

Look for pages with traffic that mention a topic you have a dedicated page for, but don't link to it. Search Console, site: searches and crawler content searches find them.

How many internal links should a page have?

There's no fixed number. Link where it helps the reader; prioritize links that are likely to be clicked.

Do internal links help rankings?

Yes. They help Google discover pages, understand topics and distribute authority, and they send real visitors.

What anchor text should I use?

Descriptive text that tells the reader what they'll get. Natural variation is better than repeating the exact keyword.

Templates that work well with this one

Technical SEO Prioritization Template

Turn a technical SEO audit into a ranked fix queue by recovered clicks, profit and profit per hour of dev time.

Keyword Mapping Template

Assign every keyword to exactly one URL and catch conflicting assignments before they become cannibalization.

Content Audit Template

Score every URL by lost clicks, conversions and links, choose keep, refresh, merge or retire, and catch the risky calls.

Keyword Cannibalization Checker Template

Find queries splitting clicks across two URLs, check whether intent really overlaps and decide whether to consolidate.

Link Reclamation Template

Find lost and broken backlinks worth fixing and rank them by expected referrals per hour of outreach.

Indexability Audit Template

Check status, robots, noindex and canonical on every page you want indexed, then see exactly what to fix first.

Read the full tutorial online: **optimizationtheory.com/download-view/internal-linking-template/**
Get all six templates in the **Technical SEO Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.