JP MARKETING

VISUAL GUIDE

Internal Linking: The Complete Blueprint

How home service contractors should link pages together to rank

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What is internal linking?

Internal links are links from one page on your site to another page on your site.

They do 3 jobs:

1. Help people find the right page
2. Help Google find and understand all your pages
3. Pass 'power' from strong pages (like your homepage) to pages you want to rank

Think of it like roads in a town. If there's no road to a house, nobody visits.

Words to know

Word	What it means
Map Pack	The 3 businesses on the map at the top of a Google search.
Blue links	The regular search results under the map.
Service area business	A business that goes to the customer, not the other way around.
City page	A page on your website about one city you serve.
Doorway page	A thin, copy-paste page made only to rank. Google doesn't like these.
Internal link	A link from one page on your site to another page on your site.
Anchor text	The clickable words in a link.
Search intent	The reason behind a search: need help now, comparing, or just learning.
Orphan page	A page that no other page links to. Hard for Google to find.

How to add links to a brand-new page (step by step)

1. Publish the new page.
2. Find 3 older pages that talk about the same topic. (Search your own site on Google: site:yourwebsite.com ac repair)
3. On each older page, find a sentence where a link fits naturally.
4. Turn a few words in that sentence into a link to the new page.
5. On the new page, add 2 to 3 links back to related pages.
6. If it's a city page, add it to your service areas hub.
7. Wait a week, then check Google Search Console to see if the page is indexed.

Example links for each page type

Page type	Should link to	Example sentence
Service page: AC Repair	AC Replacement / Installation, top city pages	Many customers who need ac repair also ask about our [ac replacement / installation] service.
City page: Houston	Services + nearby cities	We also help customers in [Katy] and [Tomball].
Blog post (cost guide)	The matching service page	Want a real price? See our [ac repair in Cypress] page.
Homepage	Top services + hub	See [all the areas we serve].
About page	Reviews + services	Read [what our customers say].

Menu and footer example

Main menu: Home | Services (drop-down: your top 5 to 7 services) | Service Areas | Reviews | About | Contact | [Call button]

Footer: Phone, hours, license number, top 5 to 10 cities, privacy policy.

Quick fixes most sites need

- [ ] Link every blog post to a service page
- [ ] Add an 'Areas we serve' section to each service page
- [ ] Add a 'Services we offer in [City]' section to each city page
- [ ] Remove 50+ city links from the footer
- [ ] Fix broken links

The site map: hub and spoke

Your site should look like a tree, not a pile.

```
Homepage
├── AC Repair
├── AC Replacement / Installation
├── Heating & Furnace Repair
├── Heat Pumps
├── Service Areas (hub)
│   ├── Houston
│   │   ├── AC Repair in Houston
│   │   └── AC Replacement / Installation in Houston
│   ├── Katy
│   │   └── AC Repair in Katy
│   └── Tomball
├── About / Reviews / Financing / Contact
└── Blog
    ├── Cost guides  → link to service pages
    └── Local guides → link to city pages
```

The 7 linking rules

1. **Homepage → top services + service area hub.** Your homepage is your strongest page. Link to what matters most.

2. **Service pages → related services.** AC Repair links to AC Replacement / Installation (they go together).
3. **Service pages → top city pages.** Add a 'Areas we serve' section.
4. **Hub → every city page.**
5. **City pages → service pages and their own city + service pages.**
6. **City pages → 2 or 3 nearby city pages.** (Houston links to Katy)
7. **Blogs → the matching service or city page.** Every single time.

Anchor text (the clickable words)

Use natural words that describe the page. Mix it up.

Good	Too pushy (don't overdo)	Useless
ac repair in Houston	ac repair houston best cheap ac repair	click here
our ac replacement / installation team	ac replacement / installation ac replacement / installation katy	read more
see the areas we serve		this page

The linking plan (copy this)

From page	Link to	Example anchor
Homepage	AC Repair page	ac repair
Homepage	Service areas hub	areas we serve
AC Repair page	AC Replacement / Installation page	ac replacement / installation
AC Repair page	Houston city page	contractor in Houston
Service areas hub	Every city page	city name
Houston page	AC Repair in Houston	ac repair in Houston
Houston page	Katy page	we also serve Katy
Blog: cost guide	AC Repair page	get a ac repair quote

How many links?

- Menu: your top 5 to 7 services + a 'Service Areas' link (don't put 50 cities in the menu)
- Inside the page text: 3 to 10 helpful links is plenty
- Footer: main pages + maybe your top 5 to 10 cities, not 100
- Every important page should be 3 clicks or less from the homepage

Things that waste link power

- [ ] Pages with no links pointing to them ("orphan pages")
- [ ] Links to old pages that redirect or show errors
- [ ] 100+ city links in the footer
- [ ] Every link saying 'click here'
- [ ] Important pages buried 5 clicks deep

How to find problems (free)

- **Google Search Console:** Links report shows your most-linked pages
- **Ahrefs Webmaster Tools (free):** Finds broken links and orphan pages
- **Screaming Frog (free up to 500 pages):** Crawls your site like Google

Monthly linking checklist

- [ ] Every new page got at least 3 links from older pages
- [ ] Every new blog links to a service or city page
- [ ] No broken internal links
- [ ] No orphan pages
- [ ] Hub page lists every city page

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.