

INTERNAL LINKS

How to Create Search Engine Friendly
Internal Links

URL Structure

- www.lfs.com/page1.html
- www.lfs.com/products/page1.html
- www.lfs.com/fishing-products/page1.html
- www.lfs.com/fishing-products/reels/page1.html
- www.lfs.com/fishing-products/reels/abu-garcia.html
- www.FishingShop.com/fishing-products/reels/abu-garcia.html
- www.FishingShop.co.uk/fishing-products/reels/abu-garcia.html
- www.LondonFishingShop.co.uk/fishing-products/reels/abu-garcia.html
- www.LondonFishingShop.co.uk/products/reels/abu-garcia.html

URL Structure – London Yoga Factory

- www.LondonYogaFactory.co.uk/products/balls/yoga-ball.html
- www.LondonYogaFactory.co.uk/equipment/balls/yoga-ball.html
- www.LondonYogaFactory.co.uk/shop/balls/yoga-ball.html

Phrase	Searches PCM
Yoga Products	50
Yoga Shop	320
Yoga Equipment	720

URL Structure – London Yoga Factory

- www.LondonYogaFactory.co.uk/shop/balls/exercise-ball.html
- www.LondonYogaFactory.co.uk/shop/balls/swiss-ball.html
- www.LondonYogaFactory.co.uk/shop/balls/yoga-ball.html

Phrase	Searches PCM
exercise ball	4,400
swiss ball	2,400
yoga ball	1,300