Silo Structure Internal Linking Checklist

The complete internal linking & silo architecture checklist for small, large, ecommerce and local service websites. Prepared by SEOing (seoing.org) — founder Muhammad Hamza. 2026.

1. Silo Fundamentals (Check Before Anything Else)

- ■ Every silo has ONE hub page targeting the head keyword.
- ■ Hub links DOWN to every supporting page; supporting pages link UP to the hub.
- ■ Supporting pages link SIDEWAYS only to siblings in the same silo (2–4 links each).
- ■ No PageRank passed between silo money pages.
- ■ Every page reachable within 3 clicks of the homepage.
- ■ Exact-match / partial-match anchor text everywhere (never 'click here').
- ■ Breadcrumbs follow the silo hierarchy with BreadcrumbList schema.
- ■ One page = one keyword cluster; no two pages compete for the same query.
- ■ Zero orphan pages (every page has at least 1 contextual inlink).
- ■ Total links per page capped at ~100 (navigation/footer excluded from silo logic).

2. Choose Your Silo Type

Silo Type	Best For	Example
Physical (URL directories)	Ecommerce, large service sites	/mens/swimwear/
Virtual (links only)	Blogs, news, publishers	Flat URLs + in-silo links
Hybrid	Local service businesses	/services/x/ + /locations/y/

3. Small Website / Blog (10–100 pages)

- ■ Start with 2–3 topic hubs maximum — depth beats breadth.
- ■ Each article links up to its hub and sideways to 2–3 same-topic siblings.
- ■ Related-posts blocks scoped to the same silo, not site-wide.
- ■ 8–20 supporting articles per hub before starting a new hub.

4. Large Website (1,000+ pages)

- ■ Big silos split into sub-silos of 30–80 pages.
- ■ Paginated listings link to real pages, not endless pagination.
- ■ Automated 'related content' scoped inside the silo.
- ■ Quarterly Screaming Frog / Sitebulb crawl: orphans, depth > 4 clicks, generic anchors.

5. Ecommerce Store

- ■ Category pages act as hubs; each links to best-selling + newest products.
- ■ Products link UP to their category and via breadcrumbs only.
- ■ Faceted filter URLs canonicalized (or noindexed) to the clean category URL.
- ■ Separate blog silo links INTO category pages with content anchors.
- ■ Cross-category links only when intent genuinely overlaps.

6. Local Service Website

- One silo per core service with 4–8 supporting guides.
- Location silo: /locations/city/ linked from footer AND from service pages.
- Service + location pages link up to BOTH the service hub and location hub.
- Only publish service × location pages with genuinely unique local content.

7. Large / Multi-Service Company

- Three silo dimensions defined: services, industries, locations.
- ONE primary dimension owns the URL structure; others combined in content + links.
- Industry guides link into every relevant service page; services link back.
- Single blog silo feeds all service silos with content-anchored links.
- One page per service-location-industry combination — no thin variants.

8. Implementation Steps

Step	Action
1	Crawl the site (Screaming Frog / Sitebulb). Export URLs, inlinks, click depth. Flag orphans, deep pages, generic anchors.
2	Group URLs into silos around money pages. Document each silo's keyword cluster.
3	Fix hierarchy: align URL directories + breadcrumbs + navigation with silos.
4	Rebuild links: hub → all support pages, support → hub, 2–4 sibling links, remove cross-silo money links.
5	Canonicalize filters, noindex thin tags, merge duplicates. Unique title, H1 and 300+ words per silo page.
6	Re-crawl monthly, fix new orphans within a week, track cluster-level rankings in Search Console.

9. Red Flags to Remove

- Site-wide footer links to every category — reduce to hubs only.
- Related-posts widgets pulling from unrelated topics.
- Every blog post linking to the contact page instead of the service hub.
- Faceted/filter URLs competing with category pages in the index.
- New keyword = new hub page (should be: new supporting page under the hub).
- Location pages copied from one template with only the city name swapped.
- Orphan pages found in the latest crawl.

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