

Internal Linking for Humans: The Two-Hop System

Use this simple system to improve navigation and SEO. Two links per post is all you need.

■ Hop 1 (Across)	Link to a closely related post on the same level that adds context.
■ Hop 2 (Up)	Link to your cornerstone guide or overview page that collects everything on the topic.

Tip: Every Friday, update 3 older posts with the two-hop links. Over time, your blog becomes a self-navigating library.