

How To Use The WordPress Linking Tool

 wptrainingmanual.com/wordpress-tutorials/linking-tool

June 10, 2020

How To Use The WordPress Linking Tool

WordPress Training

How To Link Content In WordPress



Your website (and, in fact, the World Wide Web itself) is essentially a collection of linked web pages and web content.

Knowing what types of links you can use and how to link web pages and content together, then, is an essential skill to have when running a website or a business online.

In this tutorial, you will learn about:

Link Types

Although there are many technical differences when it comes to linking web pages and content together, there are essentially two main forms of links: *internal links* and *external links*.

As Wikipedia explains...

“An internal link is a type of hyperlink on a webpage to another page or resource, such as an image or document, on the same website or domain. Hyperlinks are considered either “external” or “internal” depending on their target or destination. Generally, a link to a page outside the same domain or website is considered external, whereas one that points at another section of the same webpage or to another page of the same website or domain is considered internal.” (source: [Wikipedia](#))

Wikipedia itself is a great example of a website that uses and benefits from the extensive use of internal content linking.

The screenshot shows the Wikipedia article for "Dog breed". Red arrows point from a central red box labeled "Internal Linking" to several internal links within the article: "breeds true", "artificial selection", "kennel clubs", "breed registries", "breed standard", "pure breeds", "cross-breeds", "mixed breeds", "natural breeds", "wolf", "Victorian era", "dog breed", "breed winners", "purebreds", "Breed standards", "The Kennel Club", and "breed registries". The table of contents at the bottom left also has red arrows pointing to its entries: "1 First dog breeds", "2 Genetic evidence of breeds", "2.1 Ancient dog breeds", "2.2 Dog types", "2.3 Basal breeds", "2.4 Medical research", and "2.5 Breed temperament".

Wikipedia uses internal linking extensively.

This tutorial focuses on helping you understand the benefits of having an internal linking strategy and showing you how to link to different content and different sections of your site.

Some quick notes about external linking...

External Links:

- Are hyperlinks that point from a source domain to a target domain (i.e. a domain other than itself).
- If another website links to you, this is considered an external link to your site.
- Similarly, if you link out to another website, this is also considered an external link.
- Are an important part of a website's search engine optimization (SEO) strategy (also called *off-site SEO*).

External linking strategies are beyond the scope of this tutorial.

If you are interested in learning more about SEO linking strategies, check out [Moz.com's Beginner's Guide To SEO](#).

Benefits Of Internal Content Linking

Let's take a brief look at the three main benefits of internal linking:

Benefit #1 – Improve Site Navigation And Create A Better User Experience



Improve user experience through better site navigation.

Internal linking improves user experience on your site through better navigation.

By making it easier for users and visitors to quickly find the information they are searching for, you not only improve the quality of your website through better usability and easier/faster site navigation, but you also help to create a better user experience.

This helps keep visitors longer on your site. They can visit more pages on your site and read more of your content, which can result in better conversions, i.e. more leads, more subscribers, and more sales!

It's important, then, to make sure that the content you link to is relevant for users. Some examples of relevant content linking include:

- Using descriptive and relevant anchor text links.

- Adding menu and content links to your products and services from your home page, about us page, etc.
- Adding menu and content links to your FAQs and contact page from your products and services pages.
- Adding internal or external links to contextual information that would otherwise take the focus away from what your page content is about. For example, if you're quoting statistics in your content, you can add a link to another page containing research to support those statistics (and make that link open in a new window or browser tab). Your visitors can then click this link to learn more about the source of your statistics and background research or ignore this and simply continue reading your page.

Internal Linking Benefit #2 – Improve Your Site's Search Engine Optimization (SEO)



Internal linking helps search engines to find, crawl, and index your site's content more easily.

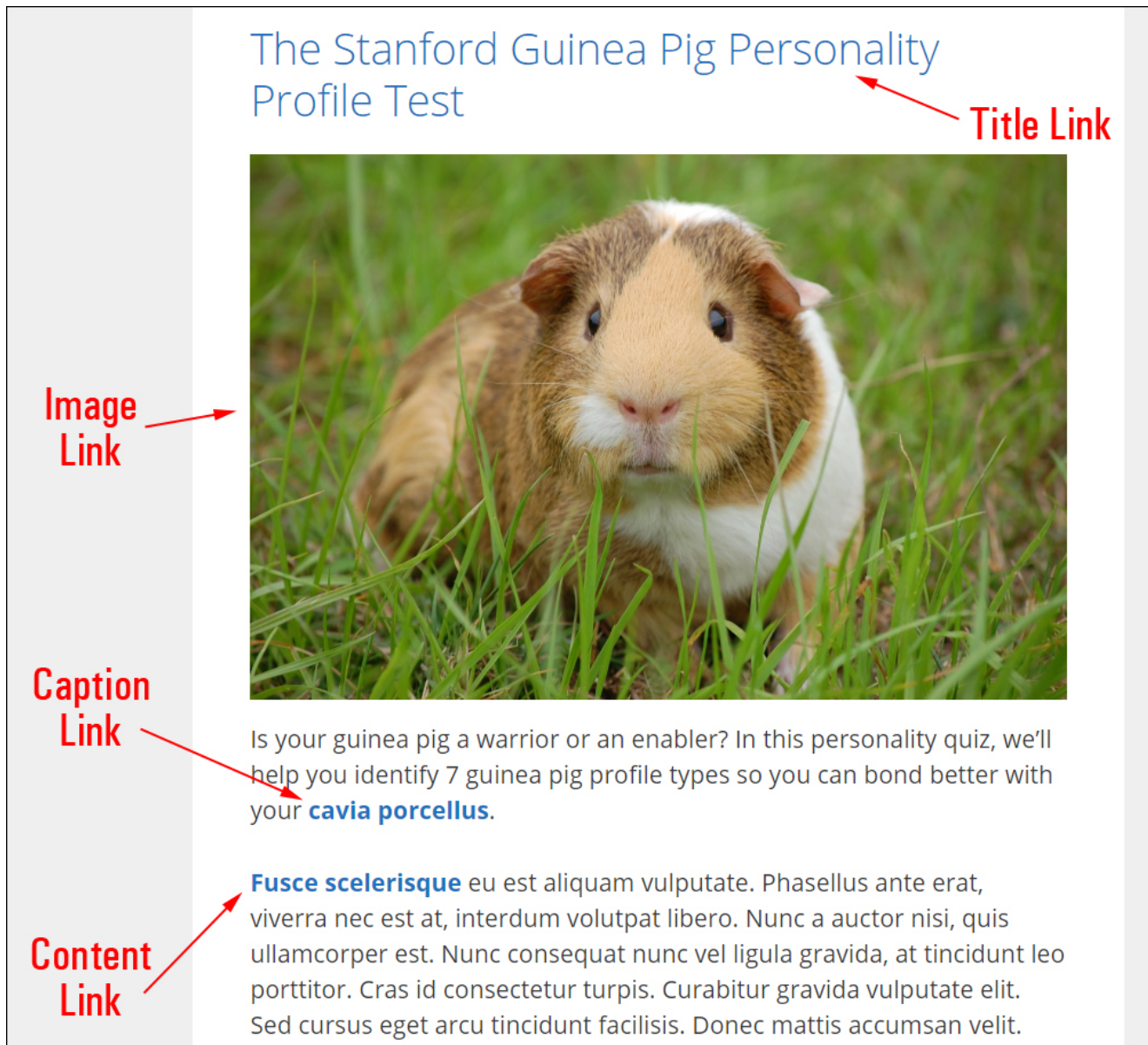
As mentioned earlier, internal content linking can help to improve your search engine rankings by making it easier for search engine indexing spiders to crawl your site, find your pages more easily, and "understand" what your pages are about. This can result in more organic search traffic (i.e. free traffic) coming to your site.

One of the most effective ways to improve your site's search engine optimization via internal linking is to use anchor text links.

For example, if your website provides travel-related information, you could create an article about budget travel accommodation in Europe and link to it from other pages or content on your site using anchor text like *cheap London hotels*, or *find budget rooms in Budapest*, or

budget Paris accommodation with views of the Eiffel Tower, etc.

You can use keyword-relevant anchor text links on content titles, body text, image captions, and so on.

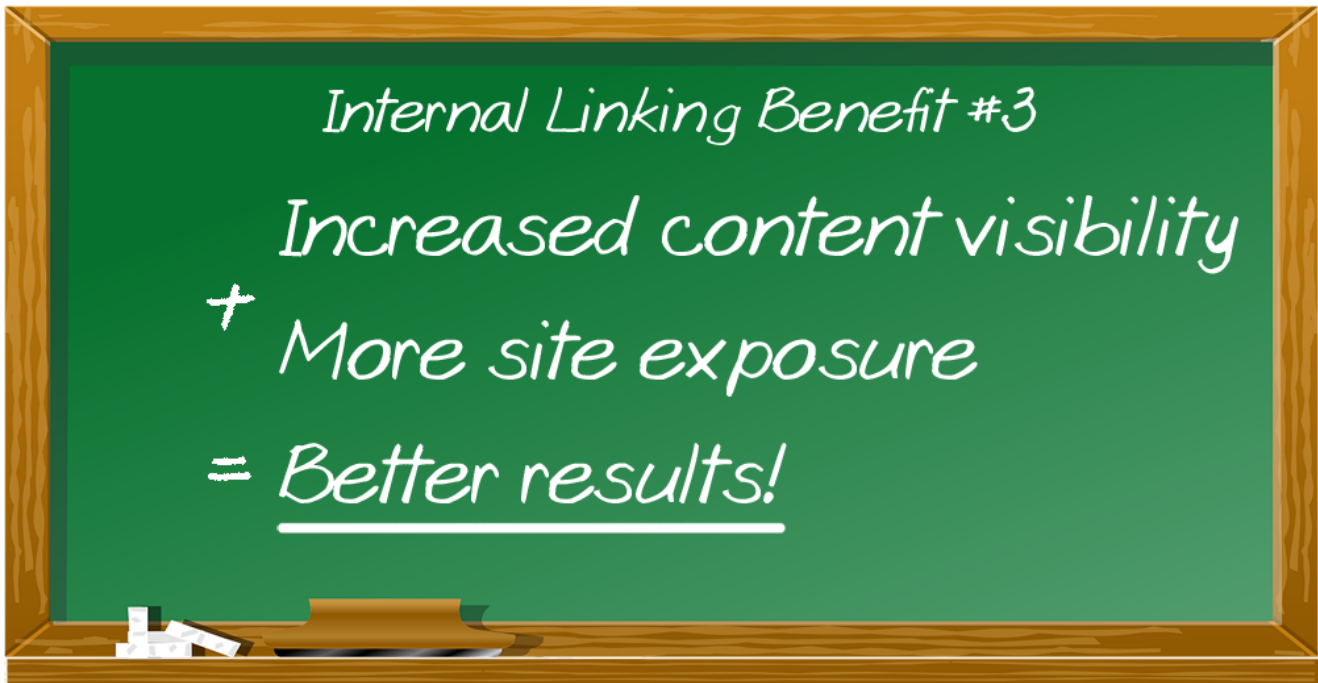


The screenshot shows a webpage layout with three main elements: a title, an image, and a paragraph of text. Red arrows point from labels to specific parts of the page:

- Title Link:** Points to the title "The Stanford Guinea Pig Personality Profile Test".
- Image Link:** Points to the image of a guinea pig.
- Caption Link:** Points to the text "Is your guinea pig a warrior or an enabler? In this personality quiz, we'll help you identify 7 guinea pig profile types so you can bond better with your **cavia porcellus**."
- Content Link:** Points to the word "**Fusce scelerisque**" in the paragraph of placeholder text.

Add anchor text links to content titles, body text, image captions, etc.

Internal Linking Benefit #3 – Increase Content Visibility And Awareness



Internal linking can help to improve your results.

As you add new content to your site over time, your post entries will get older and be pushed further down the list of blog posts. This can diminish your posts' popularity and decrease readership.

If there are older posts with useful and relevant content on your site that are not getting as much exposure as you would like them to receive, adding internal links to these posts from some of your more visited pages and posts can help to increase their exposure and visibility.

So, to summarize this section...

Internal Links:

- Improve user experience through better site navigation that lets users quickly find the content they are interested in.
- Improve your site's SEO by allowing search engines to find, crawl, and index your site's content more easily.
- Create more visibility for your content and helps keep users longer on your site.

Now that we have looked at the benefits of internal content linking, let's go through the ways you can link to content on your site (and other sites) in WordPress.

WordPress Linking Features

- Permalinks
- Anchor text links
- Jump links

- Image links
- Categories
- Tags
- Archive Pages
- Site Search
- Menus
- Widgets
- Plugins
- RSS Feeds
- 'Read More' links
- Linking tool

Note: Some of the features listed above automatically generate links to content on your site.

Let's take a brief look at each of these features:

Permalinks

A permalink is the permanent URL WordPress assigns to individual pages, posts, categories and other *taxonomies* (a way to group or organize things together), like archives.

Hence, a *perma*-link.

Permalinks allow your site users and search engines to find your posts or pages, even if you change their web address after publishing.

Permalinks are also referred to as *pretty links* or *search-friendly* URLs (see screenshot below and continue reading for more details on the SEO benefits of using permalinks).

https://yourdomain.com/pets/complete-guide-to-puppy-training

Domain **Category** **Post URL**



WordPress lets you create search-engine-friendly URLs.

To configure or change your permalinks, go to **Settings > Permalinks** in your WordPress admin area.

Using Permalinks To Improve Your Content Linking

The WordPress content management system (CMS) is a powerful tool for publishing search optimized content on the web.

Default WordPress Post URLs, however, are not search engine friendly.

For example, if your site's settings have not been configured properly after installation, your WordPress Post URLs look like this...

https://yourdomain.com/blog/?p=123

Your Domain Name

Subdirectory

Post ID

Default WordPress Post URL

As shown above, by default, WordPress simply assigns posts a **Post ID** number (e.g. "123").

To make the best use of posts in WordPress, your Post URLs should be optimized for search engines with descriptive post slugs.

This is where Permalinks come in.

Permalinks allow you to display search engine-friendly URLs on your site. So, instead of having posts on your site with web addresses that look like this:

https://mytravelagency.com/blog/?p=123

This URL is not very informative to users or SEO-friendly.

You can display the same post URL on your site like this:

https://mytravelagency.com/blog/travel-tips/5-best-free-museums-in-europe

Category

Post Slug

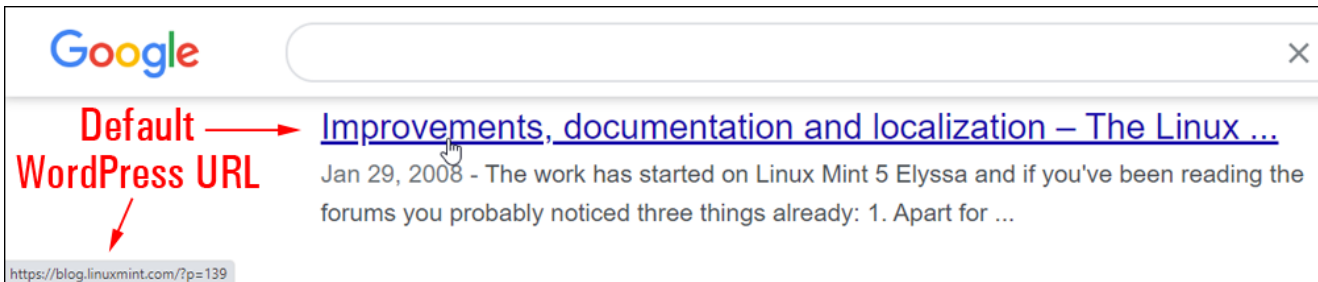
WordPress Post URL after configuring Permalink settings...definitely more informative and SEO-friendly!

As you can see below, if your site's Permalink settings have not been properly configured before you start publishing content on your site, your posts may not receive the full SEO benefit of being indexed in search engines with links that will improve your posts' chances of being clicked on.



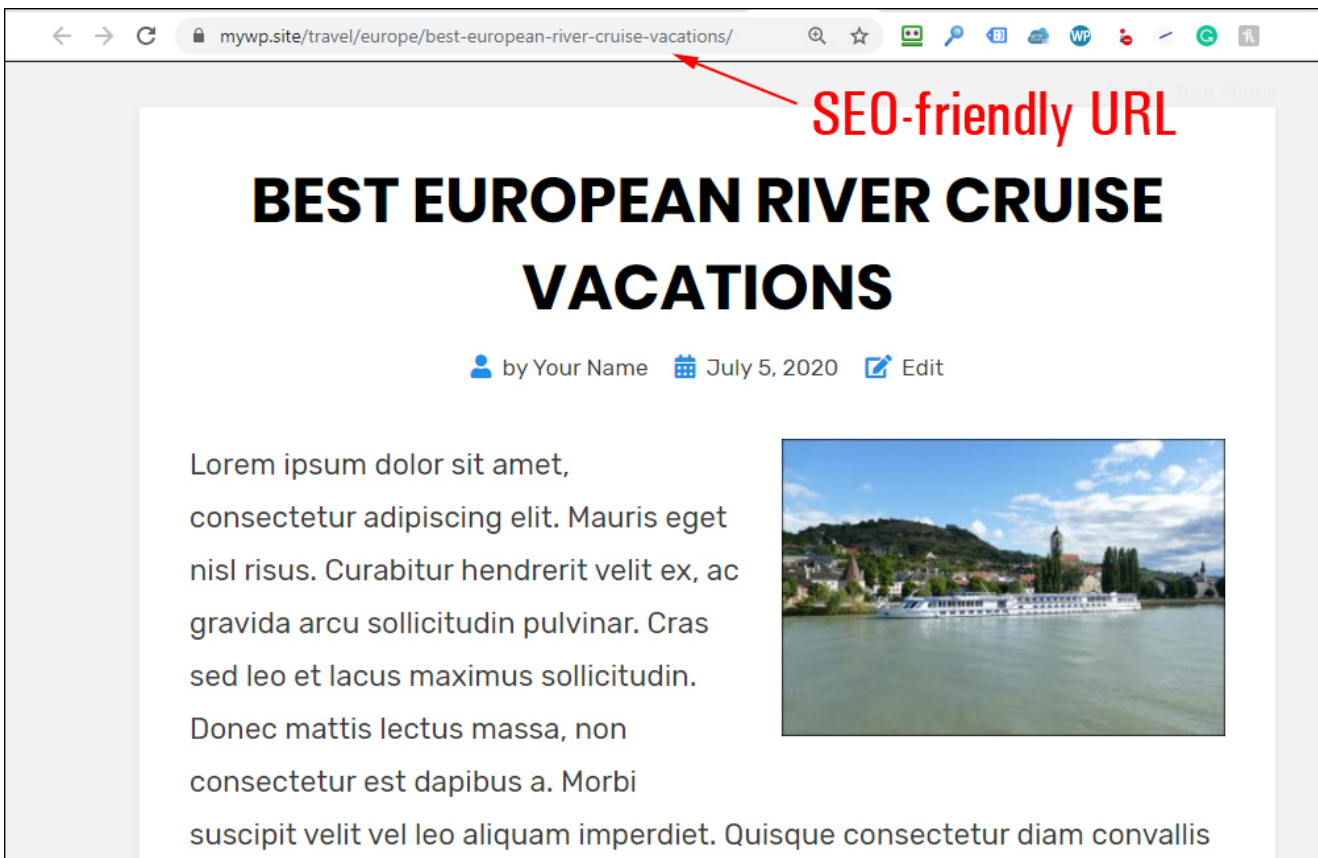
The permalinks for this site were not configured.

Although it's harder to find posts that are not using Permalinks nowadays, many older posts can be found that still use the 'out-of-the-box' WordPress URL structure.



This post uses the default WordPress URL.

So, before you begin publishing content on your site, make sure that your permalinks have been configured to display SEO-friendly URLs like this...



This WordPress post has an SEO-friendly URL.

Jump Links

Jump links allow users to jump to different sections of your content while staying on the same page.

For an example of jump links, see the links at the beginning of this tutorial.


To learn how to add jump links to content on your pages or posts, see our [**Basic Guide To HTML Formatting in WordPress**](#).

Also, see this tutorial for adding jump links using the [**WordPress Block Editor's Advanced Properties**](#).

Image Links

Adding links to images like banners, logos, buttons, etc. allows users to click on the image and be taken to link destinations like product information pages, payment URLs, your home page, external sites, etc.

Insert from URL



Alternative Text

[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Caption

Align

Link To

URL


Link to content in your images

Link to content in your images.

To learn how to add links to images in WordPress, see this tutorial: [How To Add And Format Images In WordPress](#)

Categories

WordPress lets you group posts under linkable *categories*. Post category links then allow users to find topic-related content on your site.



The screenshot shows a WordPress post layout. On the left, there is a paragraph of placeholder text: "orper maximus, velit orci mattis elit, ut ero. Nulla id auctor felis. Sed a bibendum blandit ante erat, et cursus magna ictum, fringilla nunc volutpat, citudin quam quis sem placerat, sit amet dui ligula. Aliquam erat volutpat. Fusce n, vehicula malesuada erat. Cras augue elit sed, tristique vestibulum nisl. gula elementum, id cursus nisi efficitury." Below this text is a large heading "Sed suscipit commodo" and a small image of a tree. On the right side, there is a sidebar titled "CATEGORIES" with a list of categories and their post counts: Accommodation (19), Airfares (19), All Inclusive (19), Corporate Travel (22), Discount Travel (19), Travel Destinations (34), Africa (19), Asia (19), Europe (28), North America (25), South America (19), Travel Insurance (19), and Uncategorized (985). The sidebar is enclosed in a red border.

Link to content using post categories.

To learn more about using categories to link content on your site, see this tutorial: [How To Use WordPress Post Categories](#)

Tags

WordPress also lets you group posts under linkable *tags*. Like categories, tags allow users to find topic-related content on your site at a more granular level of organization.

TAGS

[AIDA Cruises](#)

[Australia](#)

[Canary Islands](#)

[Caribbean](#)

[Cruise and stay: Hotel reviews](#)

[Cruising A-Z](#)

[Cruising at Christmas and New Year](#)

[Cruising when pregnant](#)

[Cunard](#)

[Disney Cruise Line](#)

[Dressing and packing for a cruise](#)

[Europe](#)

[Expedition cruises](#)

[Family cruising](#)

[Fred. Olsen Cruise Lines](#)

[Guest post](#)

[Iceland](#)

[Marella Cruises](#)

[Miscellaneous](#)

[MSC Cruises](#)

[My cruising tips](#)

[News](#)

[North America](#)

[Norwegian Cruise Line](#)

[P&O Cruises](#)

[Passenger Q&A](#)

[Picking the right cruise for you](#)

[Portsmouth](#)

[Princess Cruises](#)

[Royal Caribbean](#)

[Russia](#)

[Saga Cruises](#)

[Scandinavia](#)

[Star Clippers](#)

[Themed cruises](#)

[Things to do in Southampton](#)

[UK](#)

[Viking Cruises](#)

[Virgin Voyages](#)

[World cruising](#)

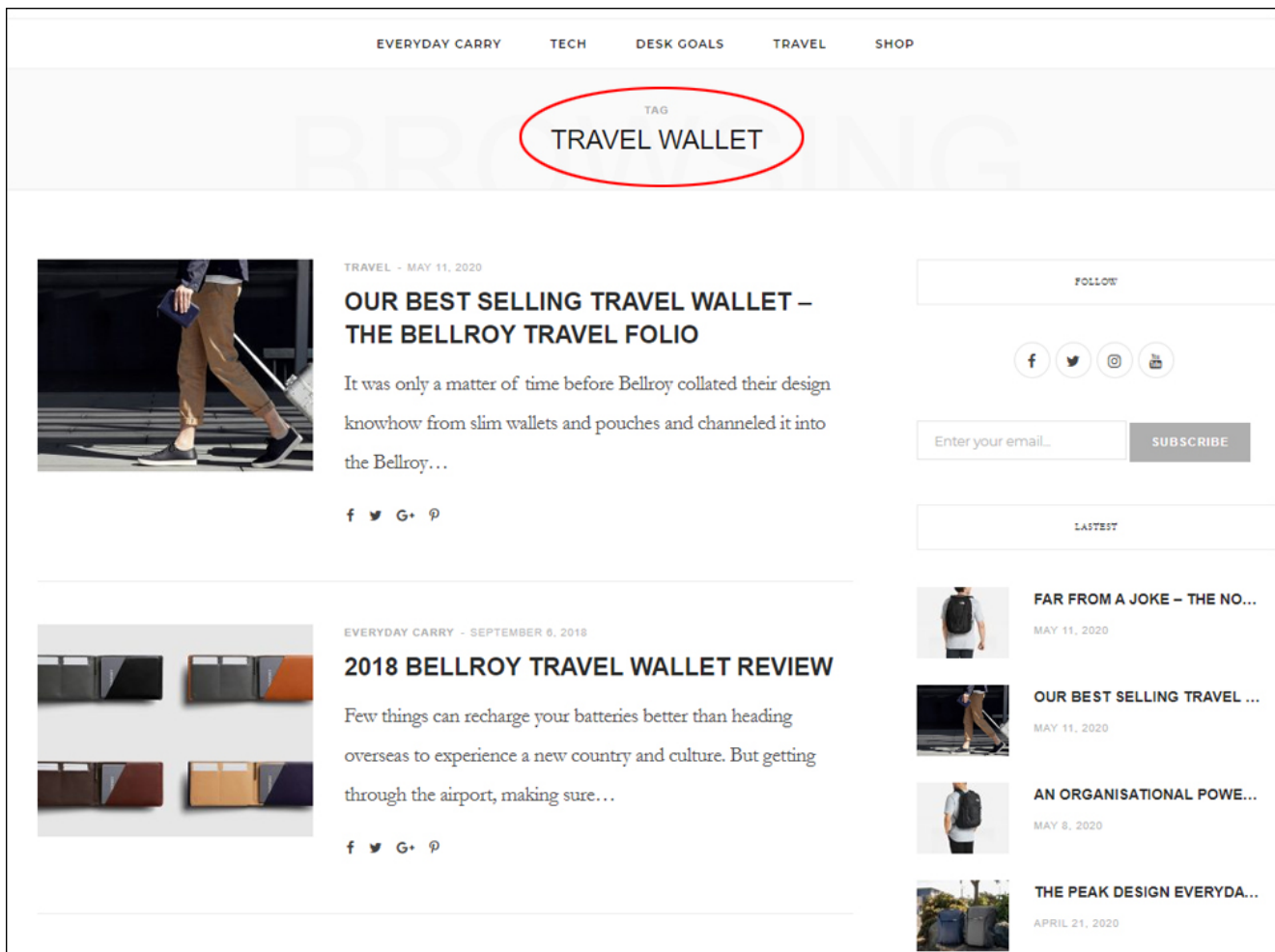
Link to content using post tags.

To learn more about using tags to link content on your site, see this tutorial: [How To Use WordPress Post Tags](#)

Archive Pages

WordPress generates linkable archive pages on your site to display content grouped by post or product categories, tags, dates, authors, etc.

When users click on a category or tag link, for example, the WordPress database automatically generates an archive page linking to all content filed under that category or tag.



Link to content using an archive page.

This archive page will also have a unique URL that you can use to send visitors to that page.

You can add this URL to content in your posts and pages, emails, social media updates, etc.



Add links to archive pages in your content.

Site Search

WordPress's built-in search function automatically generates a search results page with links pointing to relevant content on your site matching the user's search queries.



WordPress search results return links to content on your site.

You can link content to this search result URL. When users click on the link, WordPress will display the dynamically generated search results page in their browser.



You can use this link in your content.

Menus

With WordPress, you can easily create custom menus linking users to anything and everything on your site, as well as adding external links.

Add menu items

Pages ▲

Most Recent [View All](#) [Search](#)

- Ducimus eum unde eius et esse
- Natus non vitae explicabo a
- Sint quisquam ipsa facere dolorum
- Culpa illo ut eveniet impedit est
- Parent Page
 - Page 3
 - Page 2

Select All Add to Menu

Posts ▼

Custom Links ▼

Categories ▼

Menu structure

Menu Name Save Menu

Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Home Custom Link ▼

Definitive Guide To Herding Cats Draft ▼

About Us Draft ▼

Contact Us Draft ▼

Menu Settings

Auto add pages Automatically add new top-level pages to this menu

Display location Primary Menu Social Links Menu

Delete Menu Save Menu

WordPress lets you add menus with links to pages, posts, and categories, custom links, etc.

For more details on using menus, see this tutorial: [How To Use WordPress Menus](#)

Widgets

You can link to different content on your website using widgets in the sidebar, header, or footer sections of your site.

Cruise Vacations

t,
Mauris
la arcu
sed leo
lin.
non
Morbi
n



etur diam convallis iaculis lobortis. Pellentesque
rhoncus vel vitae felis. Sed posuere rutrum nulla
mpus turpis. Nulla vehicula, tortor eu lobortis
leo, vitae tempus elit velit ornare eros. Aliquam
Fusce interdum ex eu odio posuere rutrum.

ae molestie mi. Vestibulum erat turpis,
commodo pellentesque lacus. Cras aliquet eros
um augue laoreet. Mauris nisl libero, porttitor
pulvinar purus. Fusce tincidunt aliquam
acus ipsum, vehicula dapibus eros consequat
uis turpis non congue. Vivamus metus quam,
ec, placerat nec libero. Ut lacus eros, fermentum
tum ac eros. In a metus ligula. Morbi sit amet
apibus sagittis blandit. Cras quis ex dignissim,
ma. Donec ut placerat enim. Aliquam ut tortor

FEATURED LINKS

[Click here to read my amazing article.](#)

PAGES

- [Analytics](#)
- [Aut expedita sed omnis laborum nobis](#)
- [Box Dimensions](#)
- [Corporis non animi quisquam earum](#)
- [Culpa illo ut eveniet impedit est](#)
- [Ducimus eum unde eius et esse](#)
- [Ingredients](#)
- [Lorem ipsum dolor sit amet](#)
- [Natus non vitae explicabo a](#)
- [Parent Page](#)
 - [Page 1](#)
 - [Page 2](#)
 - [Page 3](#)
- [Recipes](#)
 - [Desserts](#)
 - [Vegetarian Recipes](#)
- [Sint quisquam ipsa facere dolorum](#)

RECENT POSTS

- [Best European River Cruise Vacations](#)
- [My Amazing Post](#)
- [Jumplinks](#)
- [Cute Pets](#)
- [HTML](#)

**Sidebar
Link
Widgets**

Link to content using widgets.

To learn more about using widgets, see this tutorial: [WordPress Widgets Explained](#)

Plugins

You can extend your site's linking functionality using plugins.

For example, you can use a plugin to add a site map page on your site with links to all your posts, pages, products, categories, tags, faqs, etc.



Link to content using plugins like Site Maps.

To learn more about using plugins in WordPress, see this tutorial: [**WordPress Plugins Explained**](#)

RSS feeds

WordPress's built-in RSS feature automatically generates XML feeds linking to your posts, comments, and custom post types (e.g. products). Feeds allow other sites to link to your content.

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap contains 61 URLs.

URL	Images	Last Modified
https://wpmasterclasses.com/courses/	0	2020-05
https://wpmasterclasses.com/video-courses/the-complete-wordpress-user-manual/	1	2019-08
https://wpmasterclasses.com/video-courses/how-to-optimize-wordpress/	2	2019-10
https://wpmasterclasses.com/video-courses/keyword-research/	2	2019-10
https://wpmasterclasses.com/video-courses/qr-code-marketing/	2	2019-10
https://wpmasterclasses.com/video-courses/how-to-install-set-up-use-wordpress-multisite/	2	2019-10
https://wpmasterclasses.com/video-courses/how-to-set-up-wordpress-on-localhost/	2	2019-10
https://wpmasterclasses.com/video-courses/how-to-set-up-a-forum-on-wordpress/	2	2019-10
https://wpmasterclasses.com/video-courses/how-to-create-engaging-presentations/	2	2019-10
https://wpmasterclasses.com/video-courses/wordpress-101-how-to-use-wordpress/	2	2019-10
https://wpmasterclasses.com/video-courses/digital-branding/	2	2019-10
https://wpmasterclasses.com/video-courses/how-to-build-a-subscriber-list/	2	2019-10
https://wpmasterclasses.com/video-courses/how-to-design-develop-sell-wordpress-plugins/	2	2019-10
https://wpmasterclasses.com/video-courses/how-to-customize-wordpress/	2	2019-10
https://wpmasterclasses.com/video-courses/how-to-build-a-membership-site-with-wordpress/	2	2019-10
https://wpmasterclasses.com/video-courses/wordpress-seo/	2	2019-10
https://wpmasterclasses.com/video-courses/video-marketing/	2	2019-10
https://wpmasterclasses.com/video-courses/how-to-increase-conversions/	2	2019-10
https://wpmasterclasses.com/video-courses/wordpress-plugins/	2	2019-10
https://wpmasterclasses.com/video-courses/digital-planning-how-to-build-a-profitable-website-or-blog/	2	2019-10
https://wpmasterclasses.com/video-courses/digital-product-creation/	2	2019-10
https://wpmasterclasses.com/video-courses/news-release-traffic-form-ula-get-more-leads-customers/	2	2019-10
https://wpmasterclasses.com/video-courses/using-graphic-creation-tools/	2	2019-10
https://wpmasterclasses.com/video-courses/make-money-online/	2	2019-10
https://wpmasterclasses.com/video-courses/outourcing-digital-services/	2	2019-10
https://wpmasterclasses.com/video-courses/twitter-marketing/	2	2019-10
https://wpmasterclasses.com/video-courses/business-funding-strategies/	1	2019-10
https://wpmasterclasses.com/video-courses/how-to-profit-with-plr-resell-rights-products/	2	2019-10
https://wpmasterclasses.com/video-courses/email-marketing/	2	2019-10
https://wpmasterclasses.com/video-courses/podcasting/	2	2019-10
https://wpmasterclasses.com/video-courses/text-to-speech-beginners-course/	2	2019-10
https://wpmasterclasses.com/video-courses/wordpress-maintenance/	2	2019-10
https://wpmasterclasses.com/video-courses/affiliate-marketing/	2	2019-10
https://wpmasterclasses.com/video-courses/wordpress-gutenberg/	2	2020-02
https://wpmasterclasses.com/video-courses/social-media-marketing/	2	2020-02
https://wpmasterclasses.com/video-courses/lead-generation/	2	2020-02
https://wpmasterclasses.com/video-courses/facebook-marketing/	2	2020-03

Link to content using RSS/XML feeds

To learn more about using RSS feeds in WordPress, see this tutorial: [**How To Use WordPress RSS**](#)

'Read More' tags

A *Read More* tag lets you add a link on your posts that users must click on to continue reading your content.

Guinea Pig Secrets

Is your guinea pig a warrior or an enabler? In this personality quiz, we'll help you identify 7 guinea pig profile types so you can bond better with your cavia porcellus.

[Continue reading →](#)

 Your Name  May 31, 2020  Digital  Leave a comment

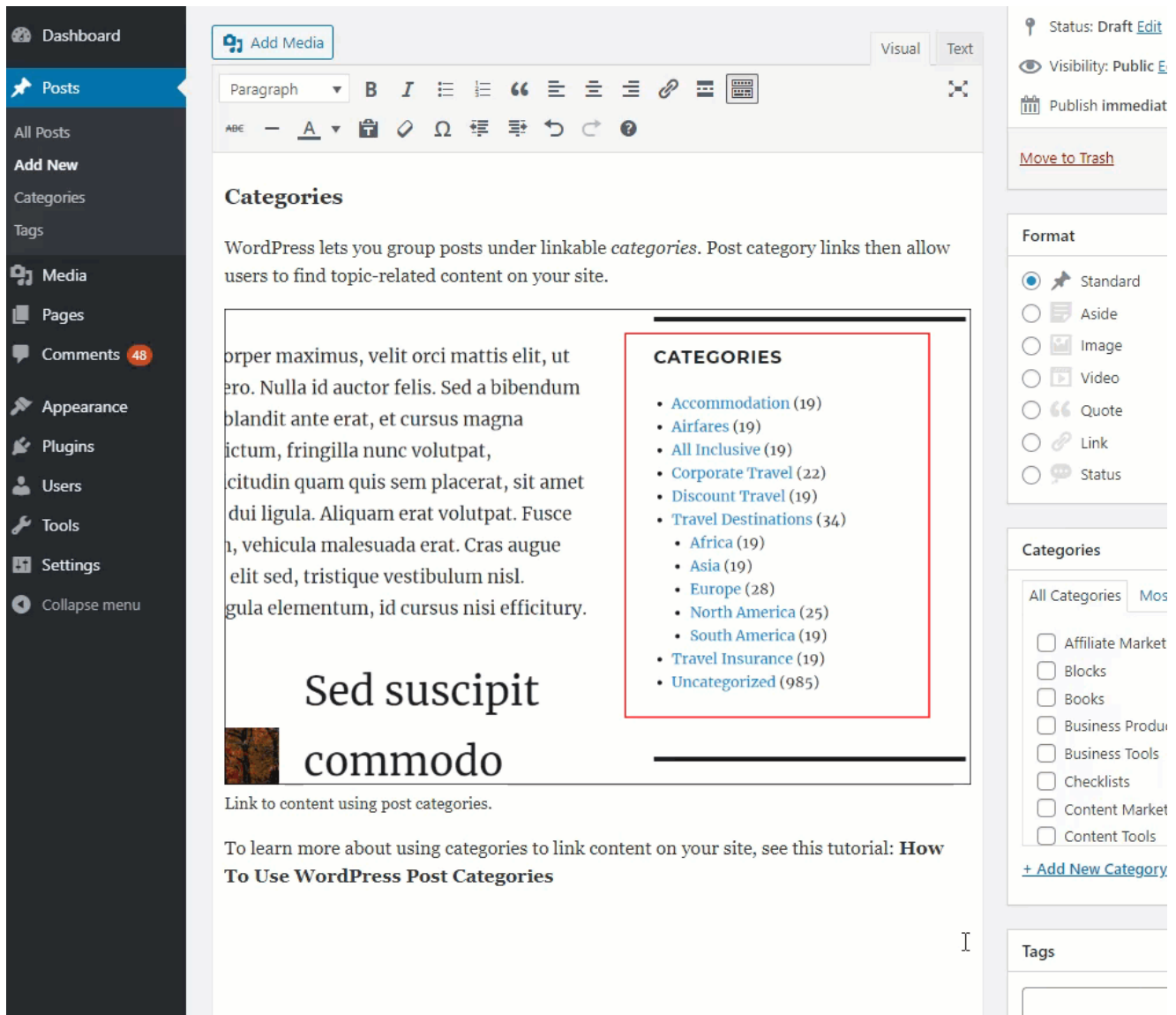
Click on the 'Continue reading' link to view the full article.

To learn more about using this tag in your content, see this tutorial: [**How To Use The WordPress Classic Editor**](#)

Linking tool

In version 3.1, WordPress introduced an internal linking tool. In version 4.5, WordPress improved this tool to include an inline editor.

This built-in tool allows you to link content in your posts and pages both internally and externally quickly and easily using both WordPress content editors (**Classic** and **Block**).



The WordPress link tool makes creating internal content linking easy.

Prior to introducing this feature, users had to search the post or page they wanted to link to, copy its URL and then manually paste or add a link to it in the content.

The linking tool now makes creating internal links so much simpler and easier, as the tutorial below will show you how.

How To Create Internal Links Using The WordPress Linking Tool

For this tutorial, we'll use the WordPress Classic Editor interface.

If you need help with this section, see these tutorials:

- Editing Posts: [How To Edit and Delete Posts In WordPress – Part 1](#)
- Editing Pages: [How To Edit And Delete Pages In WordPress](#)
- Adding Hyperlinks: [A Guide To HTML Formatting In WordPress](#)

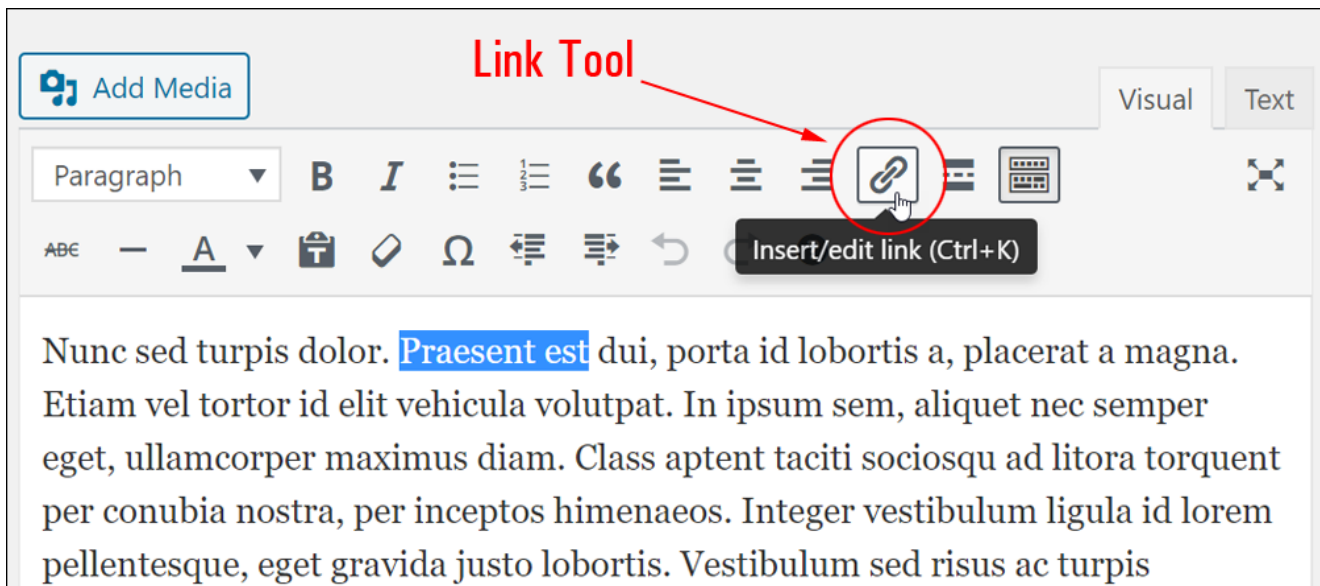
- Using The Classic Editor: [How To Use The WordPress Classic Editor](#)
- Using The Block Editor: [The WordPress Block Editor](#)

To link to any post or page using the linking tool, do the following:

Log into your WordPress dashboard, then find and open the post or page containing the content you want to insert your link into.

Next, find and highlight the content you would like to add a hyperlink to.

After selecting and highlighting this content, click on the link tool menu button.



Highlight text and click on the link tool menu button.

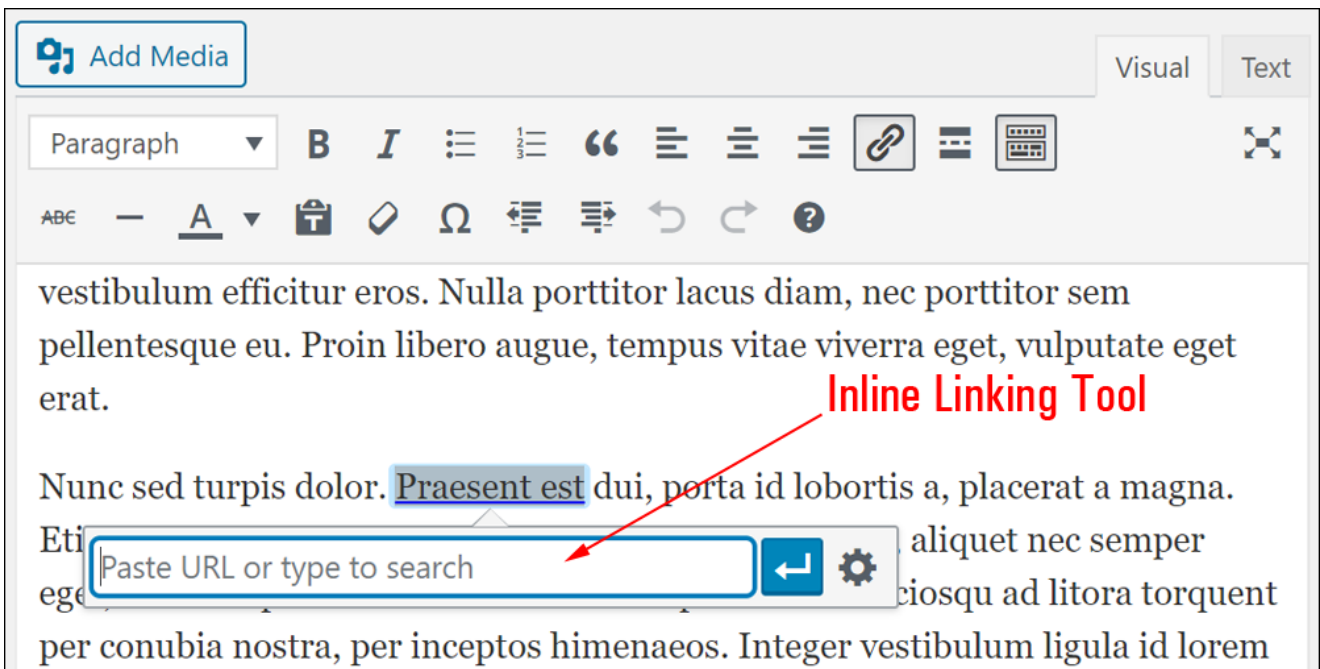


If you find yourself in the 'Text' tab of the WordPress content editor, click the 'link' menu button to access the link tool.



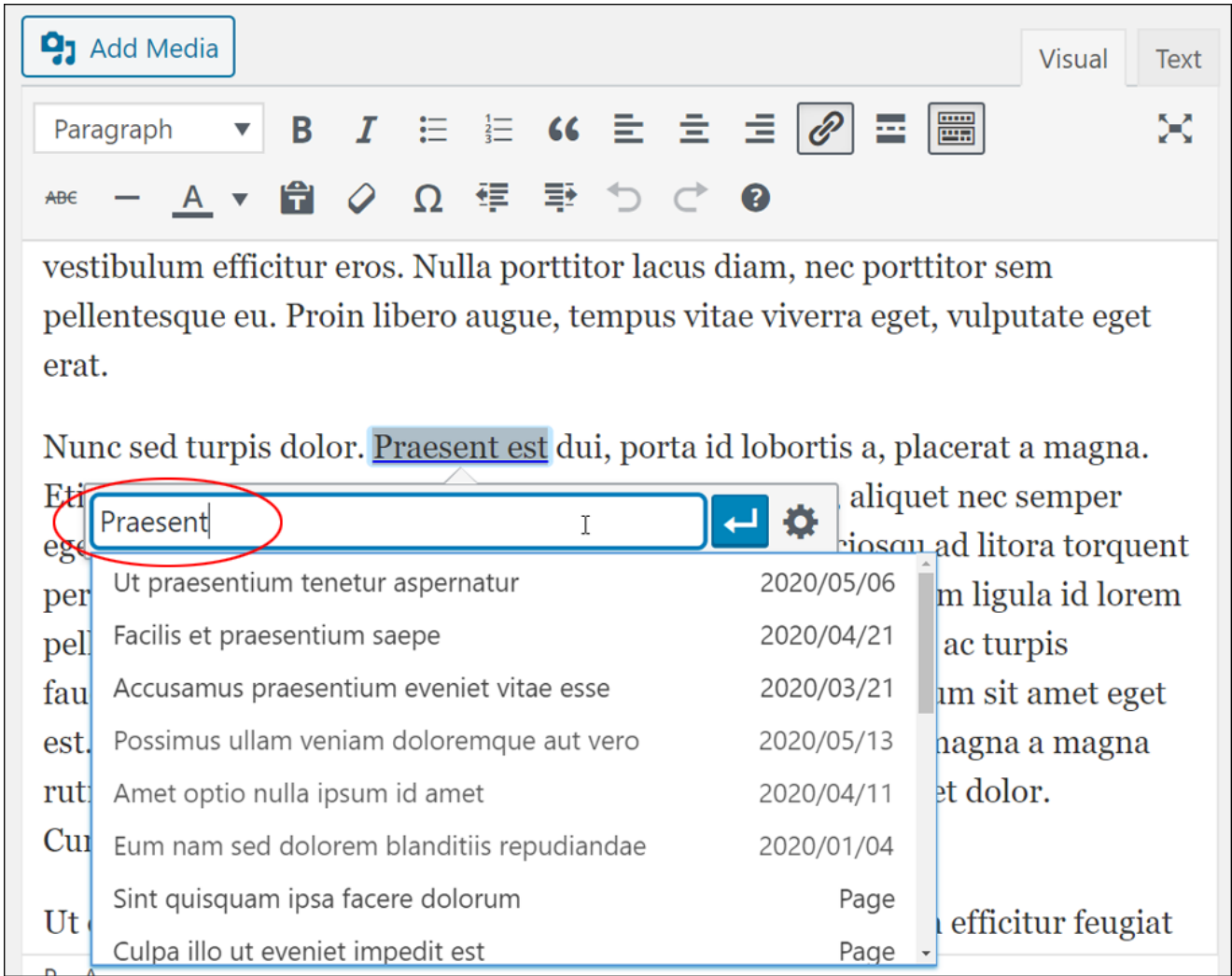
Text tab – link tool.

The Inline Linking tool will display below your selection.



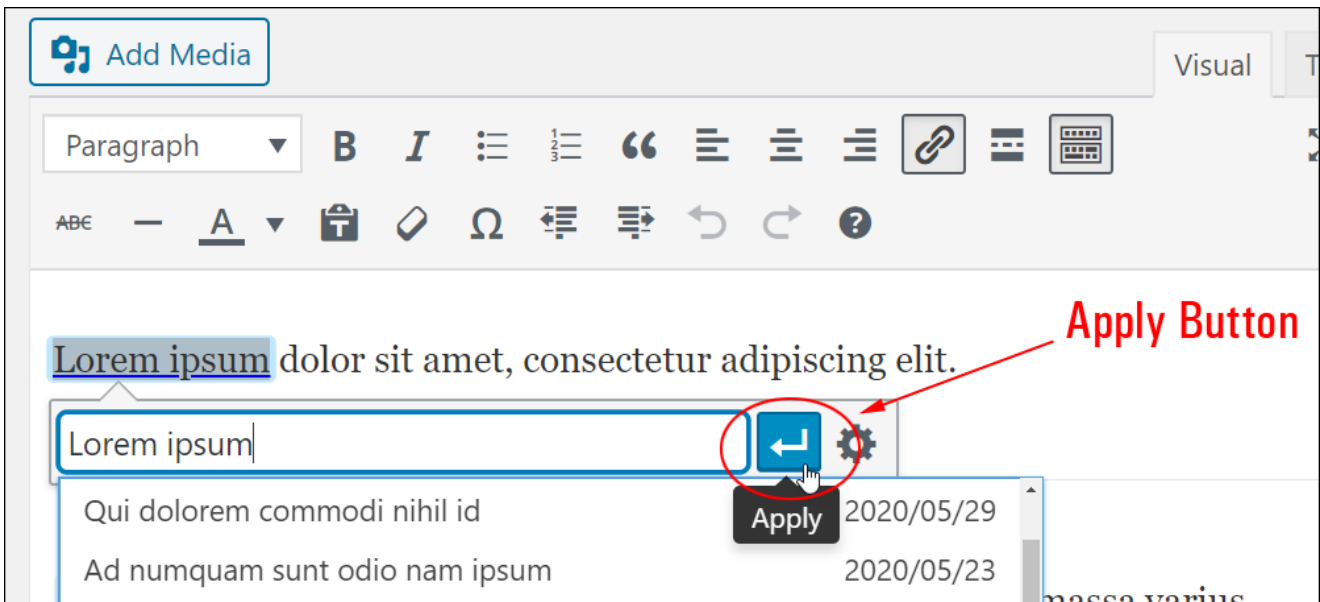
WordPress inline linking tool.

Paste in the URL of your target link or start typing a word or keyword phrase to bring up related content.



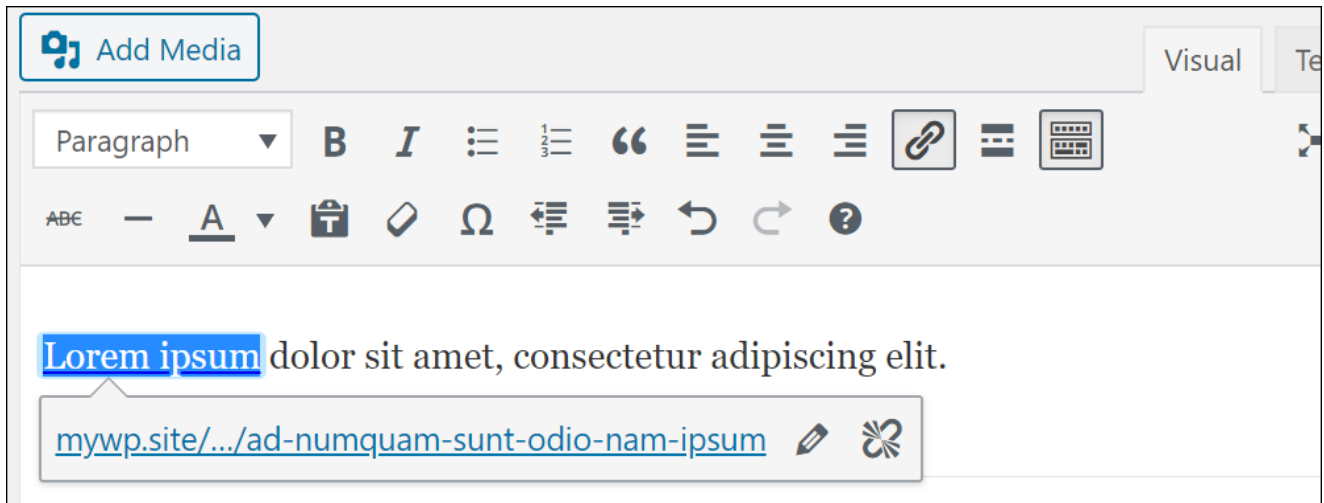
Type in a search term to find the content you can link to.

Click the 'Apply' button to create your link.



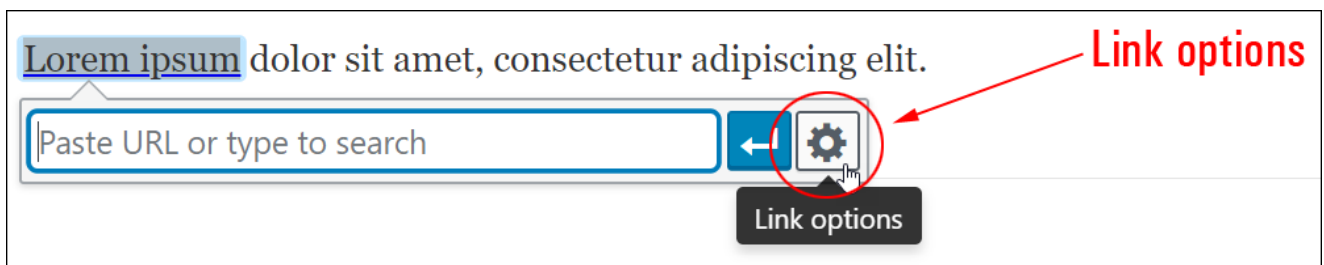
Click the Apply button in the linking tool.

Your content link will be created.



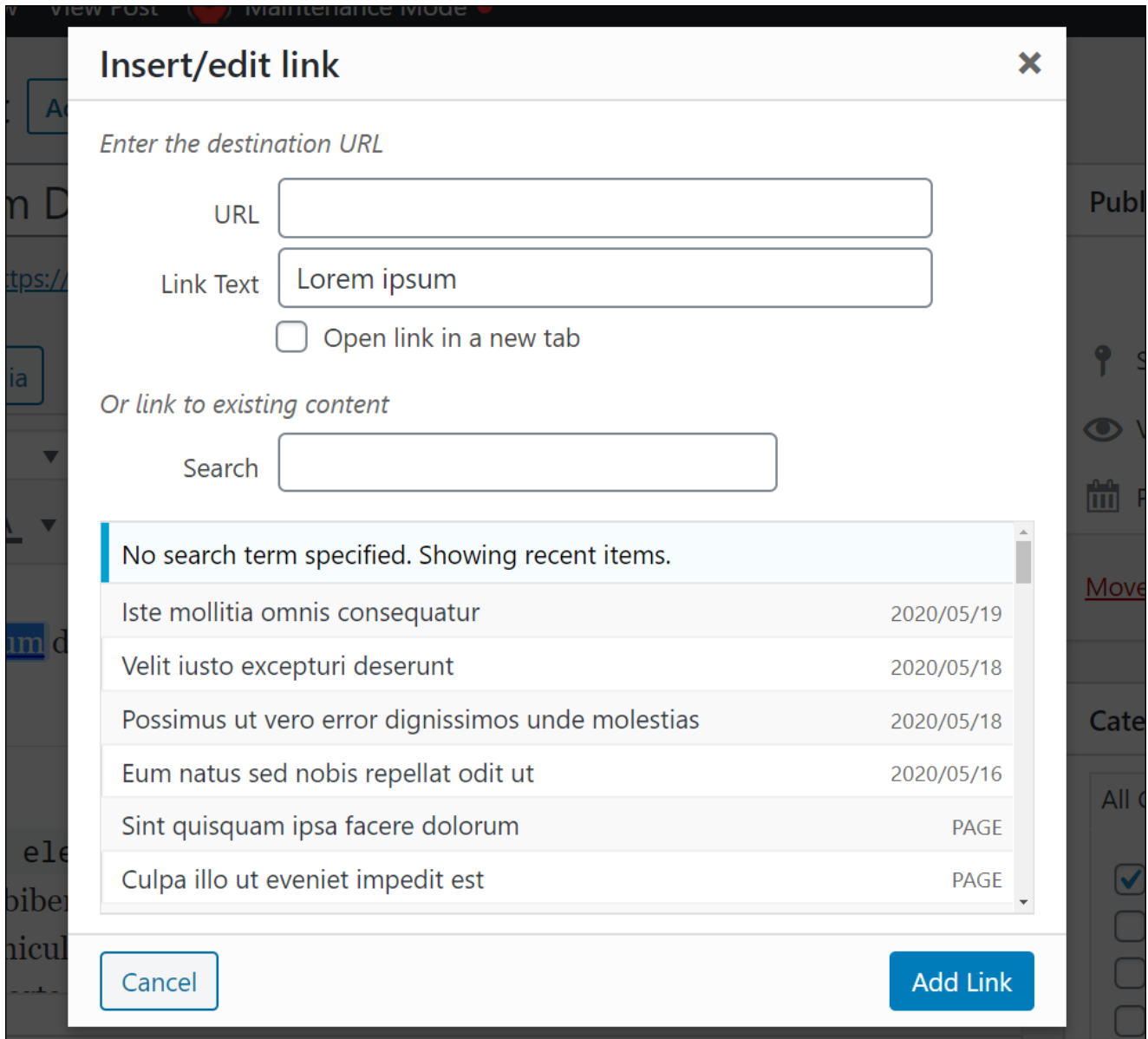
Your hyperlink has been created.

You can also use the advanced linking feature by clicking on the 'Link options' gear icon.



Click 'Link options' to bring up the advanced linking tool.

This brings up the *Insert/edit link* window.



Linking tool options.

The Insert/edit link tool is divided into two sections:

Enter the destination URL

Paste in the URL of your target destination, enter the *Link Text* (anchor text) you want to display in your link and tick the 'Open link in a new tab' checkbox to open the link in a new tab.

Insert/edit link ✕

Enter the destination URL

URL

Link Text

Open link in a new tab

Or link to existing content

Search

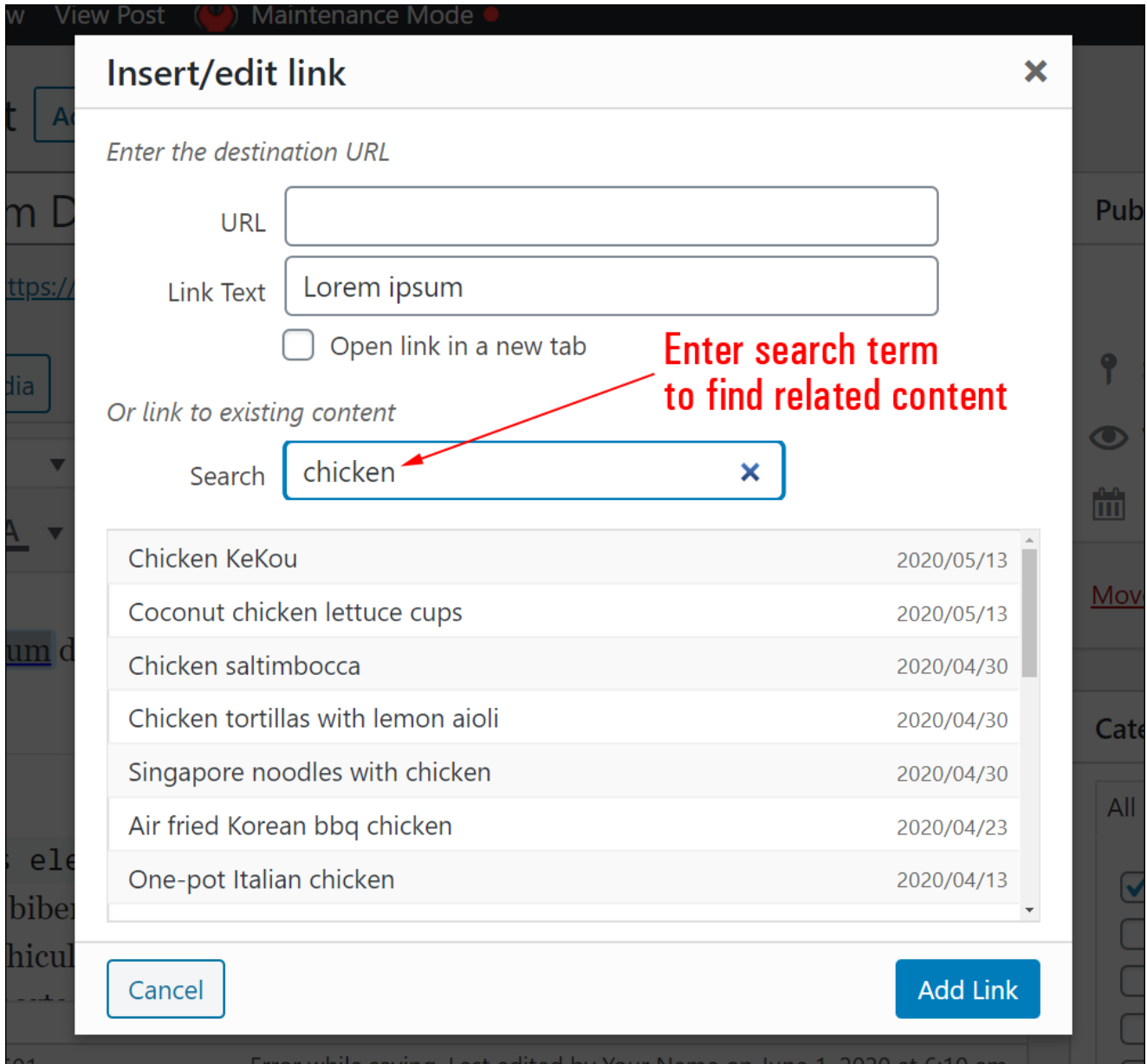
Insert/edit link tool.

Or link to existing content

This is the advanced linking feature that lets you insert internal links into your content.

Begin typing a word or keyword phrase you want to link to in the *Search* field.

WordPress will automatically search for related posts and pages containing these words.



Enter your search term to find related content.

Click on the title of the post or page you want to link to and the item's URL will automatically be inserted into the destination URL field.

Insert/edit link

Enter the destination URL

URL

Link Text

Open link in a new tab

Or link to existing content

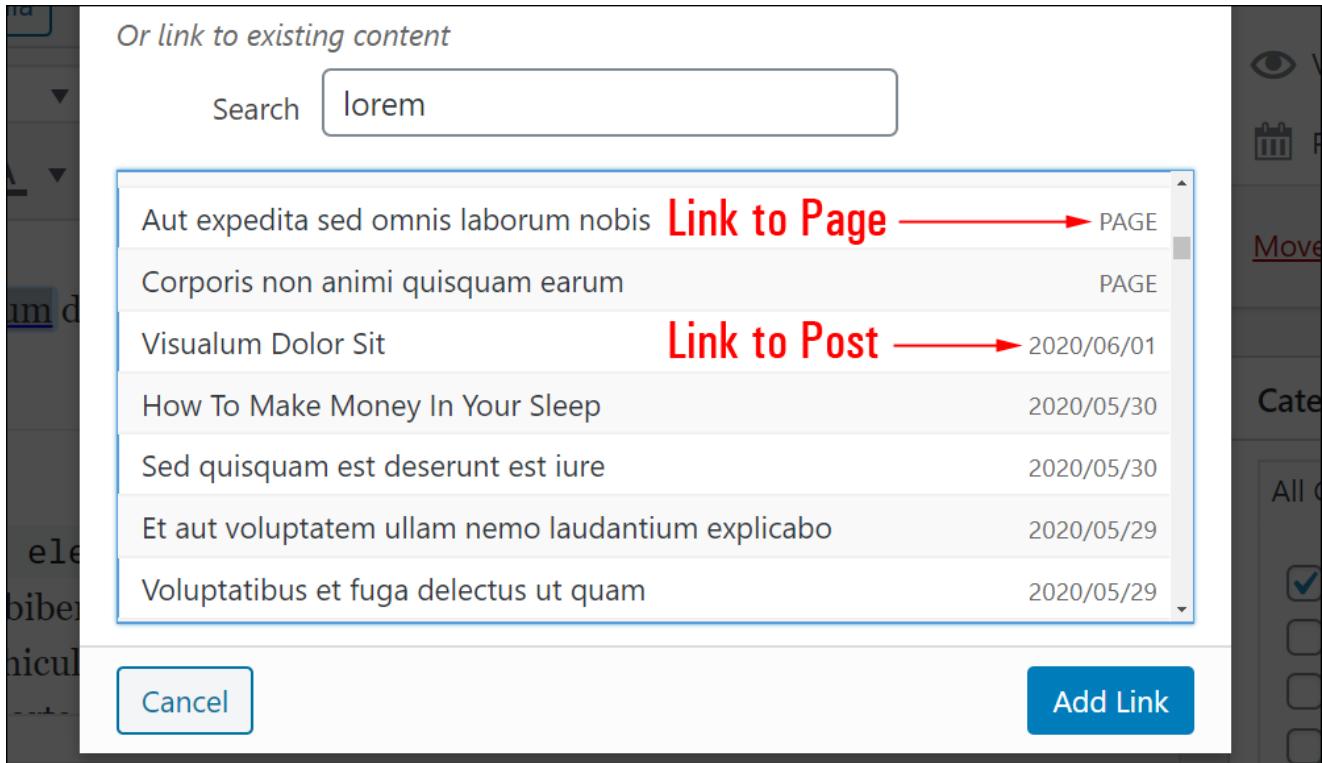
Search

Chicken KeKou	2020/05/13
Coconut chicken lettuce cups	2020/05/13
Chicken saltimbocca	2020/04/30
Chicken tortillas with lemon aioli	2020/04/30
Singapore noodles with chicken	2020/04/30
Air fried Korean bbq chicken	2020/04/23
One-pot Italian chicken	2020/04/13

Select item to add link details

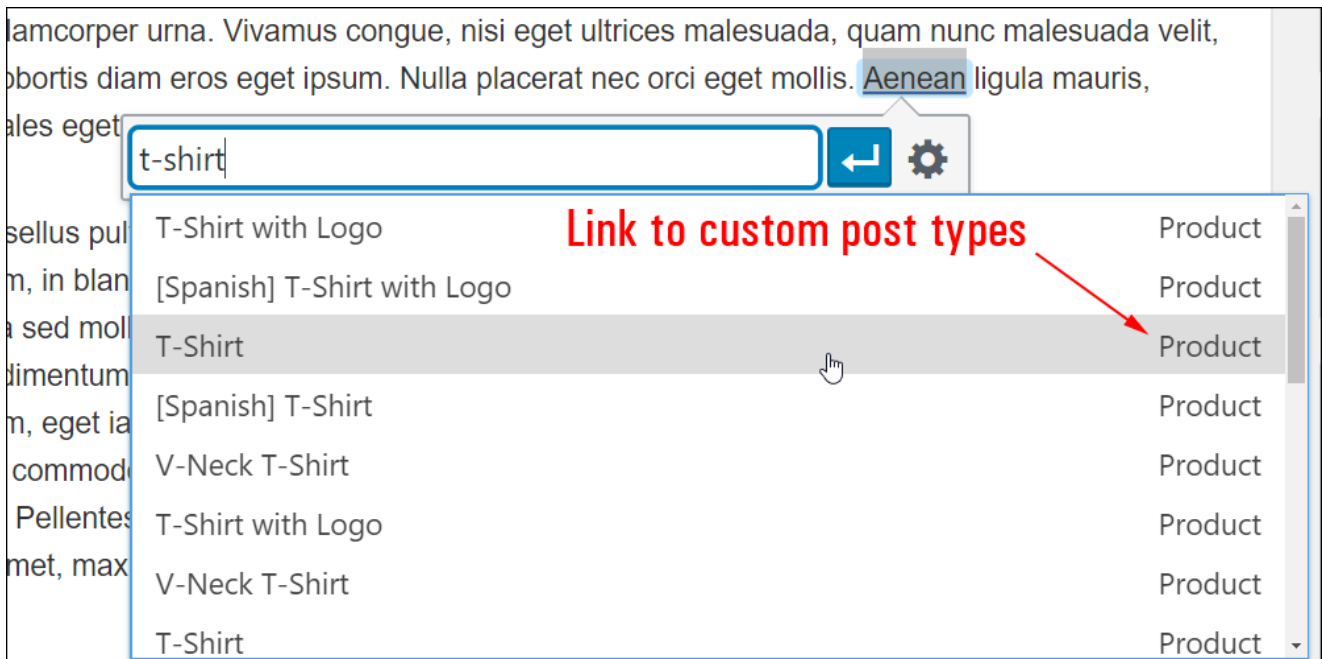
Select the post or page you would like to link to.

Note that the linking tool shows you which items are posts or pages.



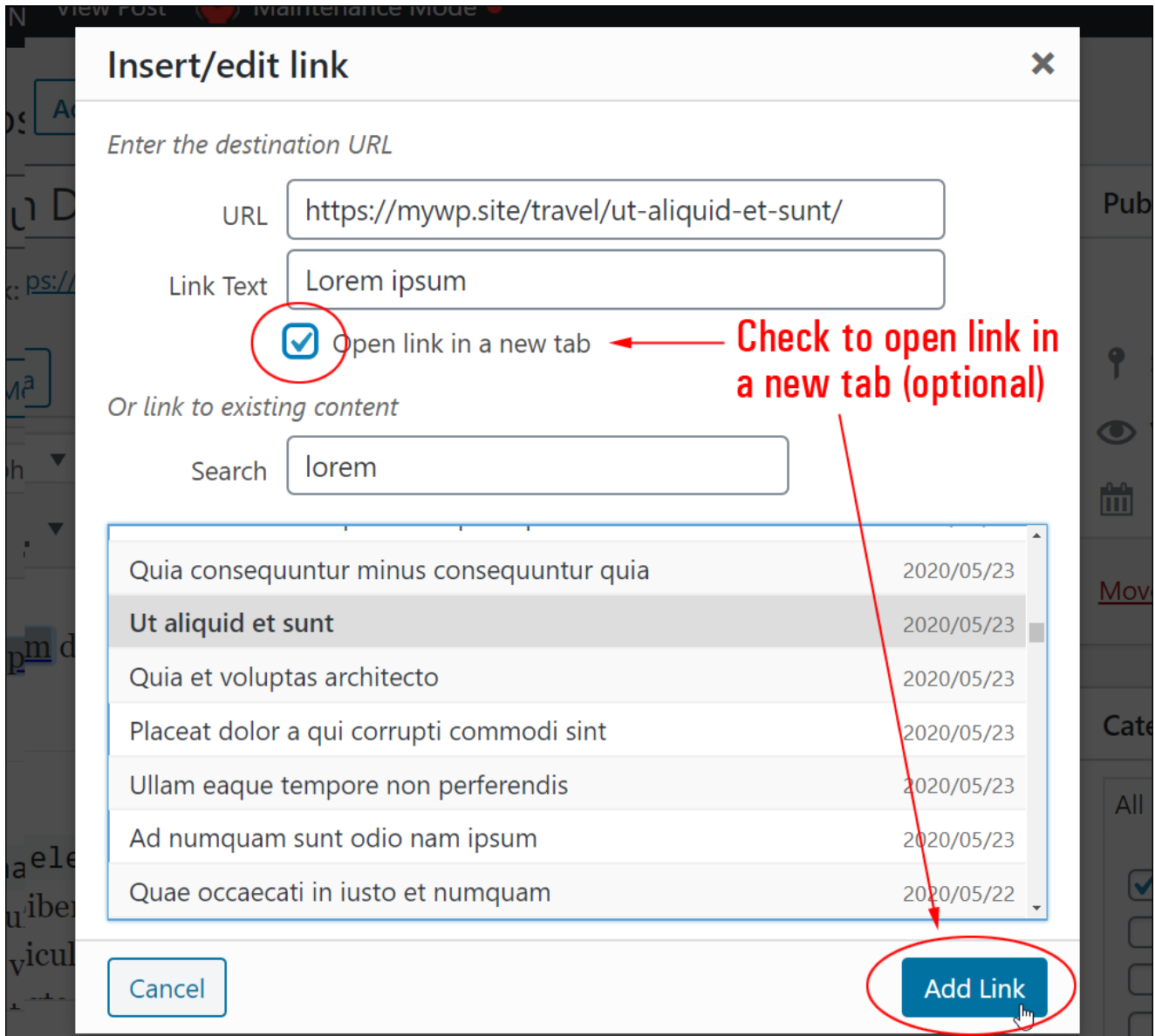
Link to posts or pages.

You are not just limited to posts or pages, however. You can also link to custom post types like products, testimonials, slides, videos, categories, portfolios, image galleries, etc.



Link to custom post types.

If you want your linked content to open in a new browser window, select the *Open link in a new window/tab* box and click the **Add Link** button.



Check the box to open your link in a new tab.

Note: You can use the linking tool to open links for internal and external links.


Congratulations...now you know how to create internal links to content in your posts, pages, or custom post types (e.g. products).

Visual Text

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Table Icon]

ABC - A [Text Icons] [Undo] [Redo] [Help]

[The Stanford Guinea Pig Personality Profile Test](#)



Is your guinea pig a warrior or an enabler? In this personality quiz, we'll help you identify 7 guinea pig profile types so you can bond better with your [cavia porcellus](#).

Internal content links.

WordPress Automatically Detects Broken Links

WordPress automatically detects any broken links you create (e.g. if you add a space in the link URL), allowing you to fix it before publishing.

The **guinea pig** or **domestic guinea pig** (*Cavia porcellus*), also known as **cavy** or **domestic cavy** (/ˈkɛrvi/), is a species of rodent belonging to the family Caviidae and the genus *Cavia*. Despite their common name, guinea pigs are not native to Guinea, nor are they closely biologically related to pigs, and the origin of the name is still unclear. They originated in the Andes of South America, and studies based on biochemistry and hybridization suggest they are domesticated descendants of a closely related species of cavy such as *C. tschudii*, and therefore do not exist naturally in the wild. They were originally domesticated as livestock, as a source of food, and continue to be.

[Click here to learn more about Guinea Pigs.](#)

Broken link detected.

[en.wikipedia.org/wiki/ Guinea_pig](https://en.wikipedia.org/wiki/Guinea_pig)  

WordPress warns you of broken links.

Click on the pencil icon to edit your link.

America, and studies based on biochemistry and hybridization suggest they are domesticated descendants of a closely related species of cavy such as *C. tschudii*, and therefore do not exist naturally in the wild. They were originally domesticated as livestock, as a source of food, and continue to be.

[Click here to learn more about Guinea Pigs.](#)

[en.wikipedia.org/wiki/ Guinea_pig](https://en.wikipedia.org/wiki/Guinea_pig)  

Edit your link



Edit

Edit your link.

Edit your link and click on the Apply button to fix your broken link.

tschudii, and therefore do not exist naturally in the wild. They were originally domesticated as livestock, as a source of food, and continue to be.

[Click here to learn more about Guinea Pigs.](#)

[https://en.wikipedia.org/wiki/ Guinea_pig](https://en.wikipedia.org/wiki/Guinea_pig)  

Edit and fix your broken link before publishing.



WordPress can automatically detect if you type in a broken link, but it can't detect whether a correctly entered link leads to a 'not found' page error or a destination page that can't be accessed (e.g. server down or website deleted).

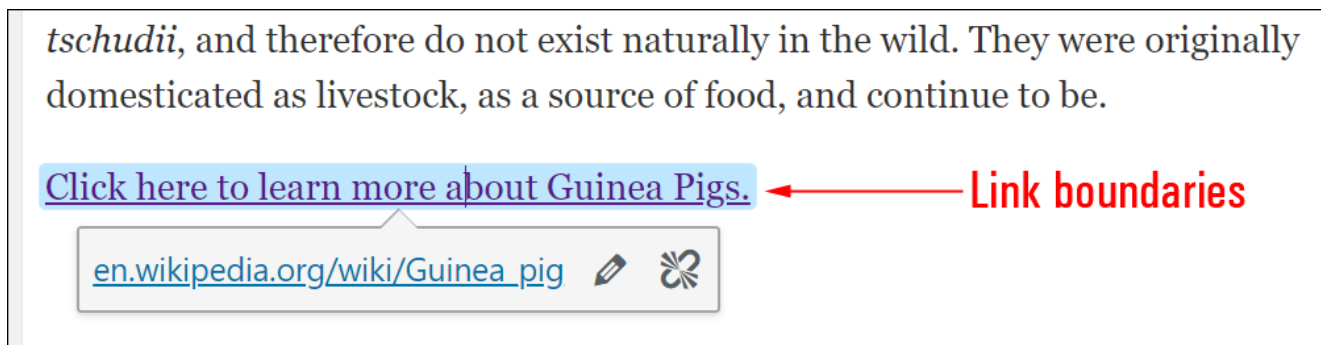
Link Boundaries

WordPress also has a *Link Boundaries* feature designed to fix a common issue that many users experience when trying to update a link or the text around a link and can't seem to edit it correctly.

These include:

- Editing text after the link and finding that the new text also ends up linked,
- Editing text in the link but finding that text ends up outside of the link.

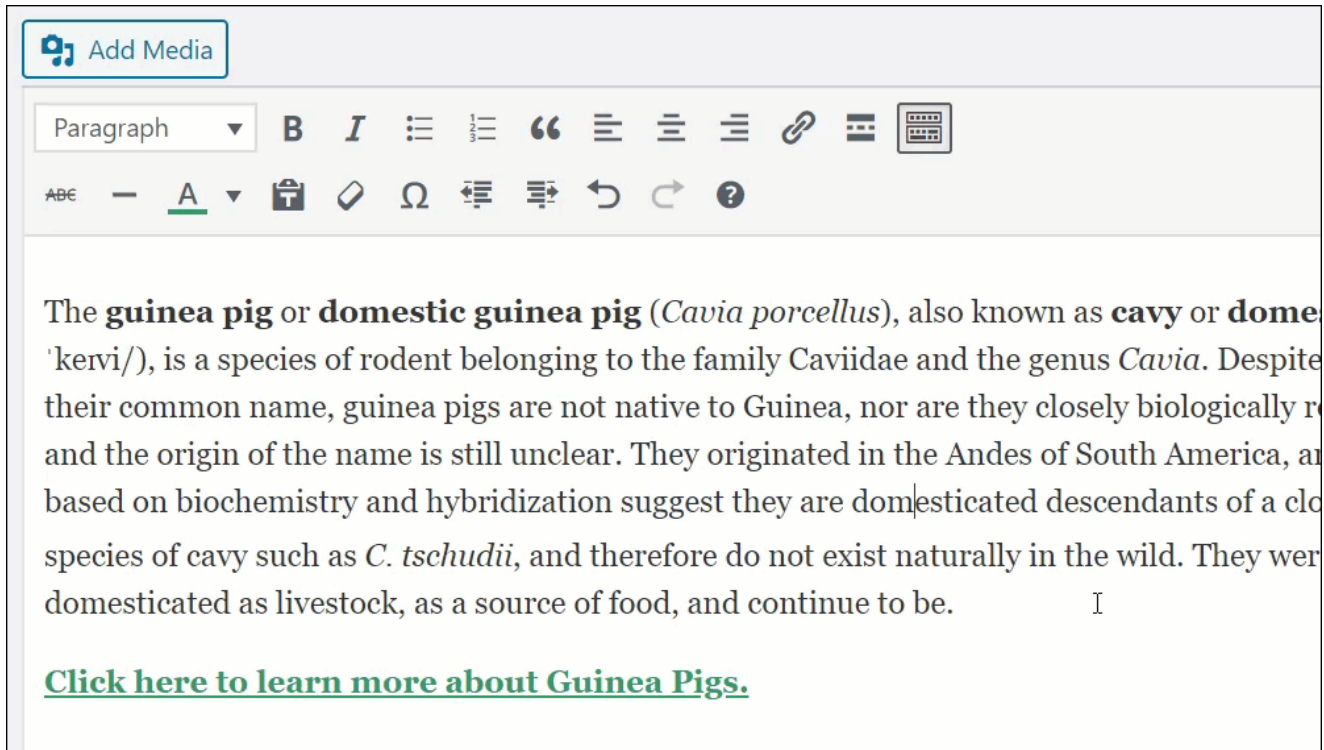
Link boundaries create a 'shield' around the link to help streamline the link editing process.



Link boundaries.

Internal Link Options

If you want, you can also format your internal links (e.g. make the link bold, italicized, change the link color, etc. using the format buttons in your WordPress content editor).



WordPress lets you format your links.

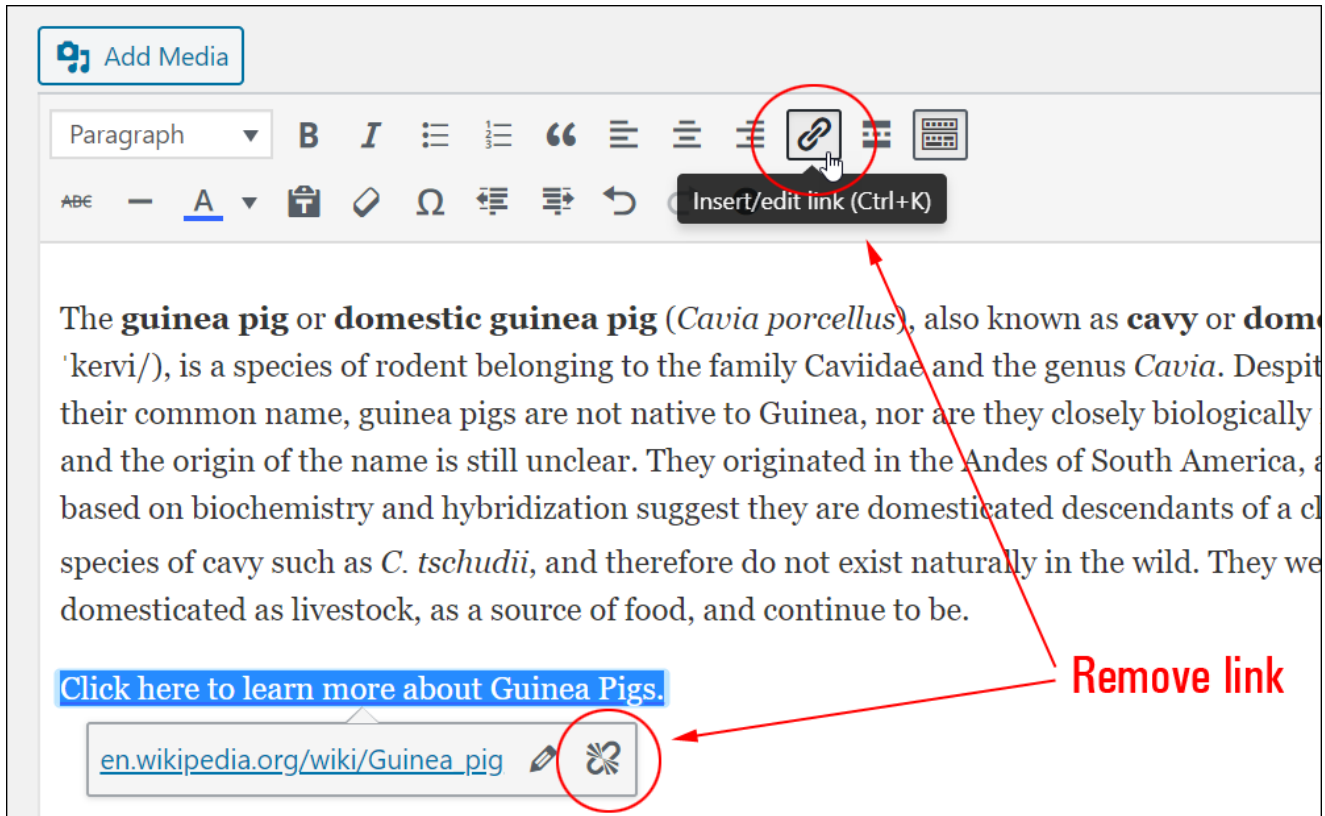
How To Remove Links

To remove a link from your content, click anywhere on the link and then click the 'Remove link' button.



Click on the remove link tool.

You can also remove a link by selecting the link and clicking on the Remove Link menu button.



Remove your link.

Your hyperlink will be deleted.

Internal Linking Using Plugins & Themes

In this tutorial, we have focused on creating links to content in WordPress manually using the inline linking tool.

You can also use plugins and themes to enhance and automate website navigation with content linking functionality like:

- Breadcrumb links.
- Related posts.
- Footer and sidebar widgets



Breadcrumbs provide additional linking functionality in WordPress.

Congratulations! Now you know how to easily link content in your posts and pages using the WordPress linking tool.



Link content in WordPress.

Updated: April 8th, 2023