

What You'll Learn:

- How to add internal, external and affiliate links to content with ChatGPT
- How to prompt ChatGPT to edit existing content to create link opportunities

Tips:

- 'Hypertext markdown' is the term you need to use for it to actually link the text

- You can train it on what good internal links are with this prompt:

'Given the following text from a blog post and a list of potential internal links from the same website, insert each link into the text in a way that makes sense contextually. Ensure that:

The hyperlink text flows naturally within the content and maintains the original meaning and tone of the blog post.

Avoid generic call-to-actions such as 'read more,' 'click here,' or 'check this out.'

The link should provide value to the reader by directing them to a relevant topic discussed in the blog post, enhancing their understanding or offering additional depth.'

(Note: I asked ChatGPT to write this prompt and then we edited it together. It can help you tell it what to do!)

- If you did want ChatGPT to mark things as 'no follow', you have to convert the post to HTML for it and then have it add the no follow element.

Here is a prompt to do this:

'Given the following paragraph with markdown links, convert the paragraph into HTML. Ensure all links are formatted with the rel='nofollow' attribute.'

- This works best with a parameters for it to search for, such as any mention of 'Google' link to google.com. It can glitch when you just ask it to add links whilly nilly, so be prepared to converse with it to find the right balance.

Action Steps:

- Take an older post without internal links/external links/affiliate links and put it into ChatGPT, then ask it to add them for you
- Add the links, and voila!
- Use this on newsletters, social posts, and other things you create with ChatGPT, too