

Auditing internal linking and crawl traps in Drupal with **Entity Mesh**

Understand a Drupal site's link structure the way a crawler does, and turn broken links, redirects, and dead ends into a fixable list →

Every link is a navigation intention

Internal linking is not only UX. It is also part of **technical SEO**.

If you want a user to buy a product, you don't send them from a landing page to the contact form. You send them to the product. Entity Mesh maps where each page actually links, so the gap between the intended path and the real one becomes something you can see and fix.

The categories that cost you SEO

- **Broken and access-denied links:** 404s and 403s waste finite crawl budget and strand users on a page they cannot leave.
- **Redirected links:** each extra hop slows LCP and can trap crawlers.
- **Pages with no links:** dead ends that hold crawl flow and pass no internal authority.
- **Iframe targets:** inventory every embed and its domain, spot third-party sources that dilute organic visibility and raise GDPR questions.
- **HTTP links:** flagged as **not secure** and stripped of the referer.

Every link problem, counted in one view

Entity Mesh Overview

OverviewGraphTableDomains

Case	Count	Description	Details
Broken links	825	404 responses cause crawlers to de-index affected pages over time and signal poor user experience to search and local discovery algorithms.	View
Access denied links	685	403 responses waste crawl budget and expose broken information architecture, disrupting the natural flow of crawl equity across the site.	View
Redirected links	924	Redirect chains add avoidable latency that degrades Core Web Vitals (LCP) and reduces crawl budget efficiency.	View
Invalid URLs	326	Malformed URLs cannot be parsed by browsers or followed by crawlers, creating gaps in site coverage and breaking tracking parameter execution.	View
Invalid telephone numbers	34	Malformed tel: URLs fail to activate native dialers on mobile, breaking click-to-call conversion paths.	View
Iframe targets	48	Iframe content is attributed to the source domain rather than the embedding page, reducing organic visibility and risking clickjacking and poor INP scores.	View
HTTP links	495	Modern browser privacy controls strip referrer data on HTTP downgrades, compromising downstream analytics tracking.	View
Pages with no links	398	Orphan and dead-end pages with no outgoing links trap crawl flow and pass no internal link equity, weakening topical authority and discoverability.	View
Menu relationships	34	Parent → child page reachability recorded from the analyzed menus. Informational: these rows describe how pages are linked through menus, not a problem to fix.	View

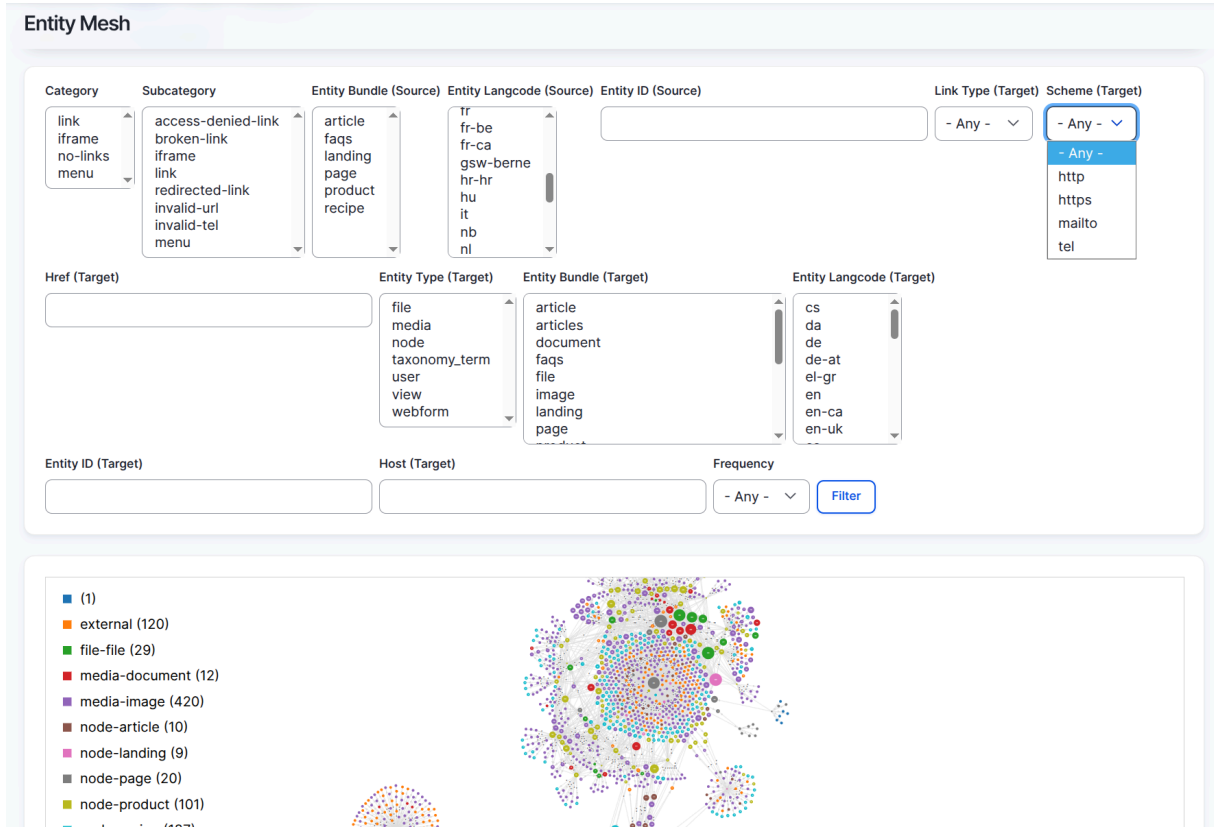
ONE PLACE TO START

Entity Mesh maps **the entire site** and groups every link issue into categories, each with a count of affected links.

Seeing the site the way a crawler does

- Entity Mesh analyzes the **rendered** entity, not raw fields, so it catches links inside CKEditor, blocks, and paragraphs.
- Rendering uses a configurable account, anonymous by default, with the real site theme. That is exactly what a session-less crawler sees.
- **Kept in sync:** the picture refreshes as content changes, on save or on the next cron run depending on size and mode.
- **Accurate behavior:** it reads the server-rendered DOM and does **not execute** client-side JavaScript.

The graph shows how content connects



READ THE PATTERNS

Several **satellite** pages pointing to one central node tell search engines that node carries **more weight**.

A links view you can filter and export

Filter by category, entity type, language, and scheme, then **export to CSV** to work the audit outside Drupal. Targets can be internal nodes, external pages, phones, emails, or iframes.

Category

link
iframe
no-links
menu

Subcategory

access-denied-link
broken-link
iframe
link
redirected-link
invalid-url
invalid-tel
menu

Entity Bundle (Source)

article
page
recipe

Entity Langcode (Source)

en
es

Entity ID (Source)

Link Type (Target)

- Any -

Scheme (Target)

- Any -

Href (Target)

Host (Target)

Frequency

- Any -

Filter

Type	Category	Subcategory	Entity Type (Source)	Entity Bundle (Source)	Entity ID (Source)	Entity Langcode (Source)	Frequency	Link Type (Target)	Href (Target)	Scheme (Target)
entity_render	link	link	node	article	24	en	1	internal	https://entity-mesh.ddev.site/sites/default/files/2026-07/frequency_graph.png	https
entity_render	link	link	node	page	22	en	1	internal	https://entity-mesh.ddev.site/sites/default/files/oatmeal-fruit-syrup-topping.jpg	https
entity_render	link	link	node	page	20	en	1	internal	https://entity-mesh.ddev.site/en/node/22	https
entity_render	link	link	node	page	19	es	1	internal	https://entity-mesh.ddev.site/sites/default/files/minisite/index.html	https
entity_render	link	link	node	page	19	es	1	external	https://www.drupal.org/docs/umami-drupal-demonstration-installation-profile	https
entity_render	link	link	node	page	19	en	1	external	https://www.drupal.org/docs/umami-drupal-demonstration-installation-profile	https

One audit across every language

Entity Mesh renders each translation separately and stores the language of both the **source and target** of every link.

That surfaces links pointing to a **translation that does not exist**, and gaps between language versions of the same content.

A warning before you break a link

When old content is unpublished or deleted, the links pointing to it break silently, and finding them again is hard.

Entity Mesh adds a notice on each node or media **delete form**, showing how many pages link to it.

Fix the references **first**, then remove the content.

Are you sure you want to delete the content item *Healthy habits*?

Delete

≡

This action cannot be undone.

Warning: "Healthy habits" is linked from other content items 31 times. Deleting it may result in broken references that should be updated. [Check the list of related content here](#)

Delete all translations

Cancel

Part of a Metadrop audit toolkit

Entity Mesh covers internal linking and content architecture across the **entire site**. It is one of several Metadrop audit tools, many published open on drupal.org, and each one answers a different question. Some examples:

- **Redirect Audit**: surfaces redirect chains, loops, and stale rules that leak crawl budget.
- **Content First**: the submodule of `content_first`, Content First Audit: checks heading structure, alt text, and invalid markup on every rendered page, so content stays semantically sound for crawlers and screen readers.
- **Xray Audit**: inventories content types, fields, entities, displays, and the modules and views behind them, to show how a site is actually built.

From scattered links to a list of fixes

Run across an entire site, Entity Mesh turns thousands of scattered links and page signals into one aggregated picture: what connects, where crawl budget leaks, and which links break between languages.

From that picture comes a report that points to **specific pages and specific fixes**.



Want to know how your Drupal site really links together?

At **Metadrop** we run technical SEO audits that turn
your site's link structure into concrete fixes.

Follow us for more on Drupal and technical SEO.



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