Internal link audits

I standardized how the team audits in-content links

The problem: In-content anchors were weak or generic. The audit ensures internal link counts are not inflated because nav, footer, and menu links are counted as links.

- Screaming Frog inlinks export, regex-filtered so only in-content editorial links count (boilerplate nav / footer / CTA / menu stripped out).
- Flag generic (“click here”) and branded-only anchors; recommend primary / secondary anchor language instead of hard counts.
- Verify every source page is live (200 + in the sitemap) before recommending it, with full URLs not slugs.
- **Deliverable: A 3-tab .xlsx: anchor fixes, redirect inlinks, and links to add.**