SCHALL AI

Schall AI Internal Links

User guide

> Internal links that read naturally: AI suggestions with an editorial quality review, durable decisions and a clear overview of your link graph. This guide describes version 3.9 for everyday work in WordPress.

Version 3.9 · November 2026

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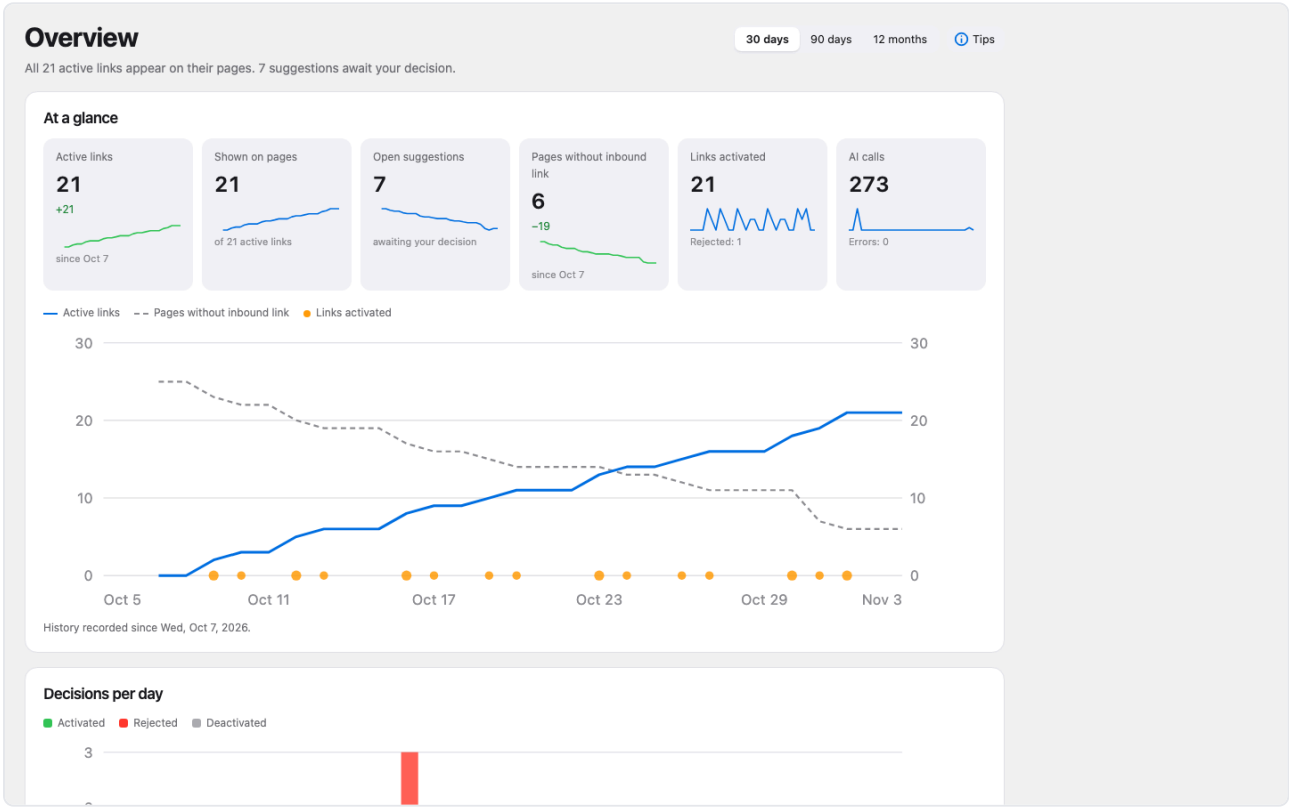
1. What AI Internal Links does

Schall AI Internal Links finds internal links between your posts and pages. It rates which pages belong together, picks a natural phrase from your own text as the anchor and has every suggestion reviewed a second time before you see it. You decide: schedule the link, activate it now or reject it.

Links are added when a page is displayed. The text stored in WordPress stays exactly as you wrote it; if you deactivate the plugin, its links disappear from the pages and return when you activate it again.

Three principles run through the whole plugin:

- **Nothing goes live without you.** Automatic approval is off after installation, after a settings import and after a strategy preset. You switch it on only when you trust the suggestions.
- **Decisions last.** A rejected source-target pair stays closed until you allow it again. A new link search does not bring it back.
- **What you see is measured.** A daily link check reads your pages the way visitors get them and reports which active links really appear.



2. Requirements

- WordPress 6.9 or later and PHP 8.1 or later.
- MySQL 8.0 or MariaDB 10.11 or later.
- The PHP extension DOM; Sodium or OpenSSL for encrypted credentials.
- A working WordPress cron for the background work.
- An AI provider: a local model on your own hardware or an account with a cloud provider.

WordPress Multisite is not supported officially. Activate the plugin on each site that should use it; a network-wide activation is refused with a message.

3. Installation, updates and editions

Installing

1. Open **Plugins › Add Plugin › Upload Plugin** and choose the ZIP file.
2. Activate the plugin. The menu **AI Internal Links** appears in the admin menu.
3. Open **AI Internal Links › Setup** and follow the four steps.

Updating

Install an update over the existing version, either through the update notice in WordPress or by uploading the new ZIP and choosing **Replace current with uploaded**. **Do not delete plugin data before or after an update.** Settings, analyses, suggestions, decisions, active links and language anchors are kept; queued runs keep the settings they started with.

Editions

- **Light** (free): every feature for up to 20 content items you choose, without time limit. Choose them under **Content** with the bulk action **Add to Light workspace**.
- **Premium**: all content, with updates and support for the licensed period. After the period the installed version keeps working; only updates and support end. A license key turns a Light installation into Premium; your data stays.
- **Full edition – grandfathered**: installations from before the license model keep the full version.

Active links are never removed because of the license state. A license only decides which new work may start.

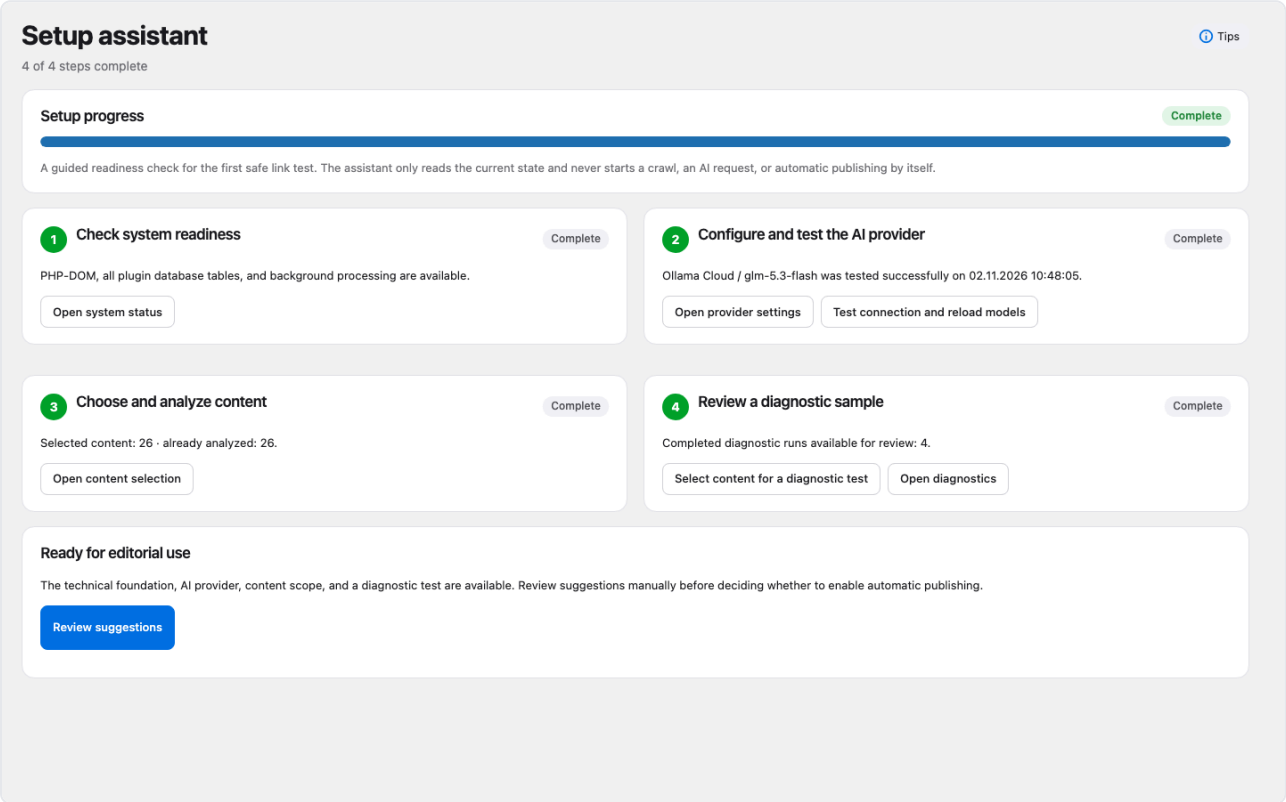
Entering the license key

Open **Settings › Schall AI › Internal Links › License**, enter the key and choose **Activate license**. The key is sent once to the Schall license service and never stored in WordPress; only an encrypted token bound to this installation is kept. After your purchase the key is in the Schall customer area at konto.schall-ai.de. In Light, the overview offers **Buy a license** and **Enter license key**.

4. First setup

The setup assistant under **AI Internal Links › Setup** shows four steps with their current state. It only reads; it starts no crawl, AI request or publication by itself.

1. **Check system readiness**: database tables, background processing and the PHP extensions.
2. **Configure and test the AI provider**: choose a provider and a model and test the connection.
3. **Choose and analyze content**: decide which content takes part and let the plugin analyze it.
4. **Review a diagnostic sample**: test the link search for a few pages and look at the suggestions.



Start small. A diagnostic test of five to ten typical pages shows quickly whether provider, model and settings fit your website.

5. AI providers and models

The plugin works with one provider and one model at a time. Choose them under **Settings › Schall AI › Internal Links › AI provider**.

- **Local model**: Ollama on your own server, or another local runtime such as LM Studio or MLX. All text stays on your own hardware.
- **Cloud provider**: Ollama Cloud, OpenAI, Anthropic or DeepSeek. You need a key; the provider receives titles and text passages under its own terms.

API keys are stored encrypted. An empty key field keeps the stored key.

In WordPress, `localhost` means the web server, not your computer. A model running on another machine needs a network address that the web server can reach, ideally behind a protected endpoint.

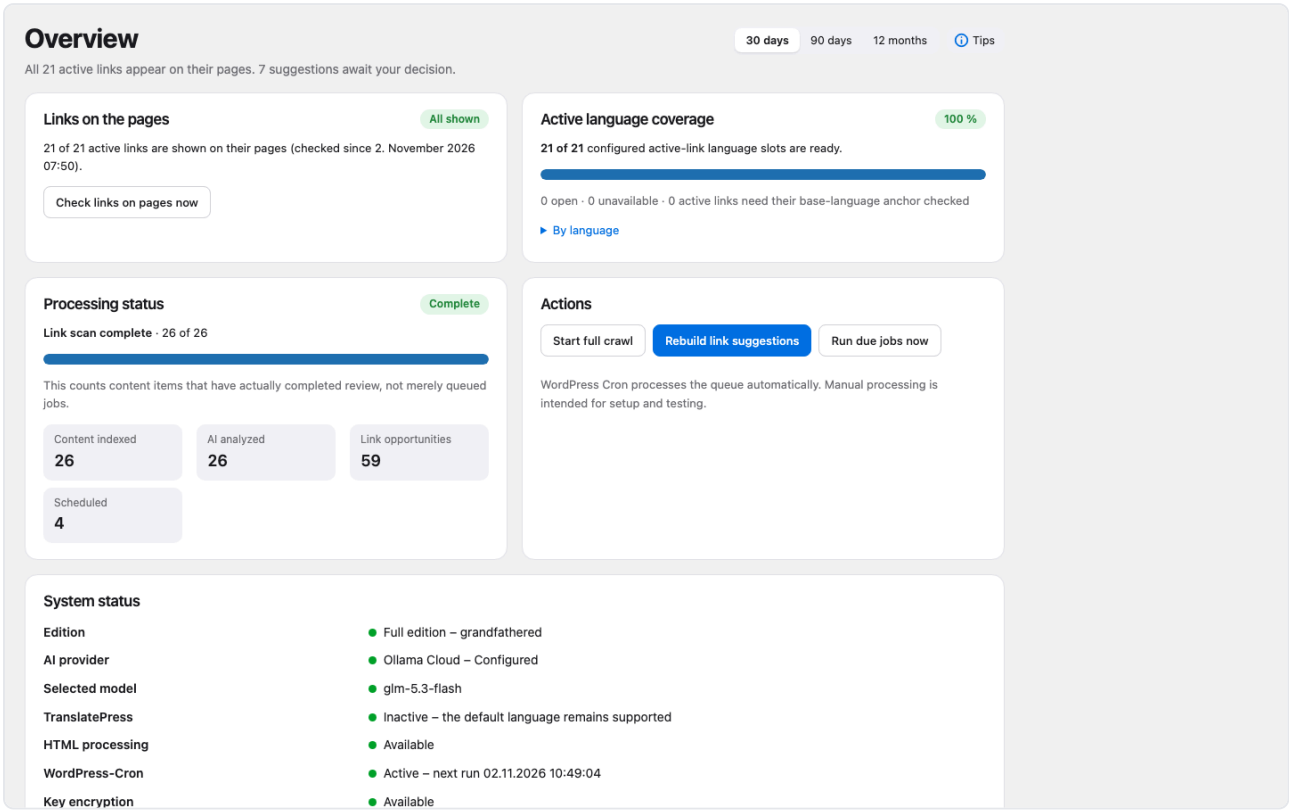
Once an hour the plugin checks whether the chosen model is still offered. A model counts as removed only after two matching catalog results; network errors never switch the model. A fallback model is used only in automatic mode, and only after it passed a structured test without website content. Queued runs are never rewritten.

If a model answer fails — cut off, invalid JSON or empty — the job does not simply end. Under **When a model answer fails** the automatic recovery is on by default: the same model tries once more with a remedy (a longer answer, smaller portions, a strict schema), then up to two other suitable models: your selected model, its verified replacement and the other local models. At the end every job is done or shows its reason in the queue. Cloud models step in only when you switch on **Cloud replacement** and choose them; your selected model always makes the first attempt.

The plugin measures how well each model handles each task. Replacement models are ordered by their quality for the failed task, and a model measured as unsuitable for it does not step in there. **Quality of the selected model** under **Only in Internal Links** shows the quality index of your model per task and warns when it is unsuitable for one; your model stays binding.

6. The overview

AI Internal Links › **Overview** shows the state of your link graph. The sentence below the title sums it up; it is computed from the same figures as the tiles, not written by an AI.



- **Period**: at the top right, choose 30 days, 90 days or 12 months. Tiles and charts follow the choice.
- **Tiles**: active links, links shown on pages, open suggestions, pages without inbound link, activated links and AI calls, each with its change and a small trend line.
- **Link graph**: active links and pages without inbound link over time, with activations as dots. Move the mouse over a chart to read the values of a day.
- **Decisions per day**: activated, rejected and deactivated links as stacked bars.

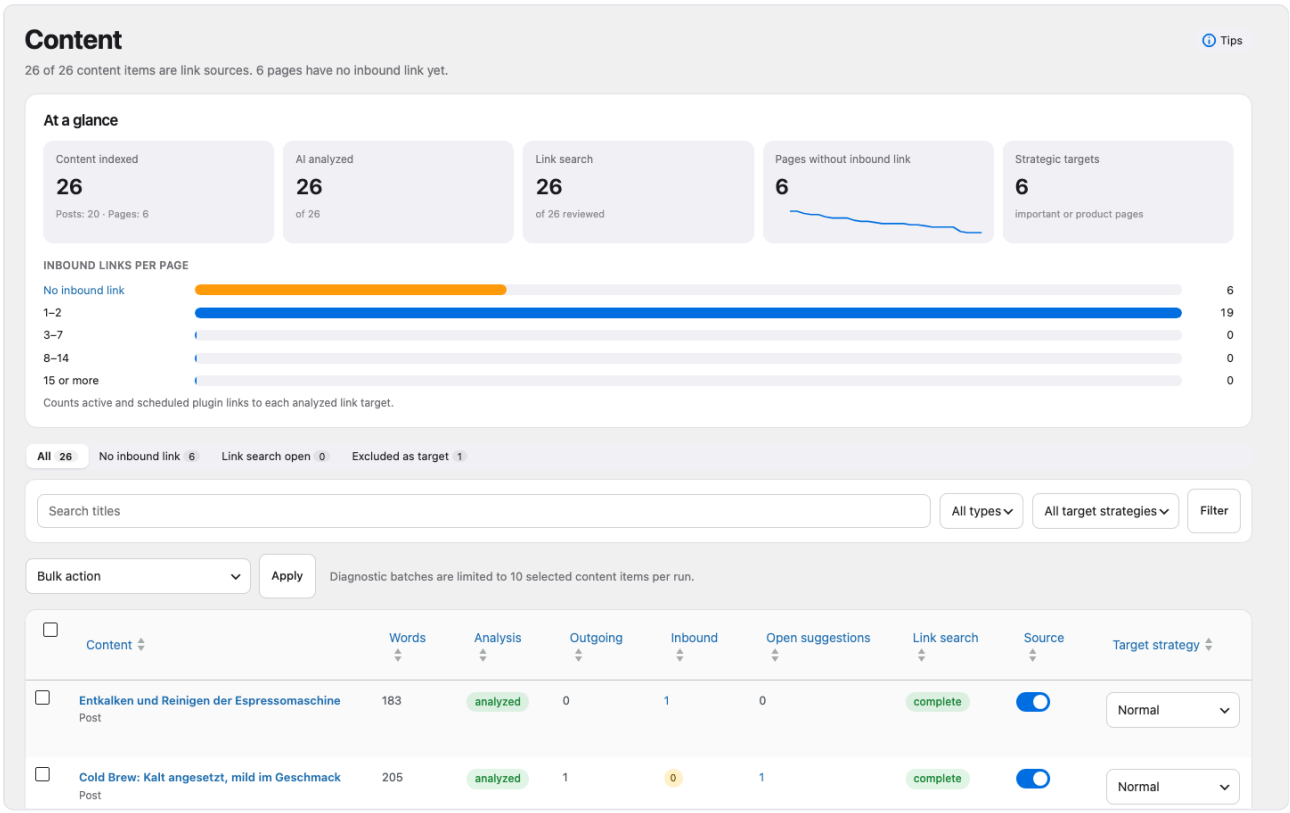
The link check

Once a day the plugin reads every page with active links or open suggestions the way visitors get it and checks which links really appear. The card **Links on the pages** shows the result and the reasons for links that are not shown. **Check links on pages now** starts the check at once.

A link is usually not shown because its anchor text is no longer in the page after an edit, or because the page already holds as many links to that target as allowed. Post lists inside the content, such as latest-posts blocks or grids of other posts, do not count toward that limit. A link activated a moment ago is listed as not checked yet until the next check.

7. Content

AI Internal Links › Content lists every post and page the plugin knows.



- **Views**: all content, **No inbound link**, **Link search open** and **Excluded as target**, each with its count.
- **Inbound links per page**: a bar chart of how many analyzed targets receive no, a few or many plug-in links.
- **Search and sorting**: search titles, filter by type or target strategy, and sort by any column heading.

Target strategy

Each page has a target strategy: **Normal**, **Important** or **Product / Service**. Important and product pages get priority as link targets; relevance and the quality review still apply. **Exclude as link target** takes a page out of the targets; active and scheduled links to it are paused, not deleted.

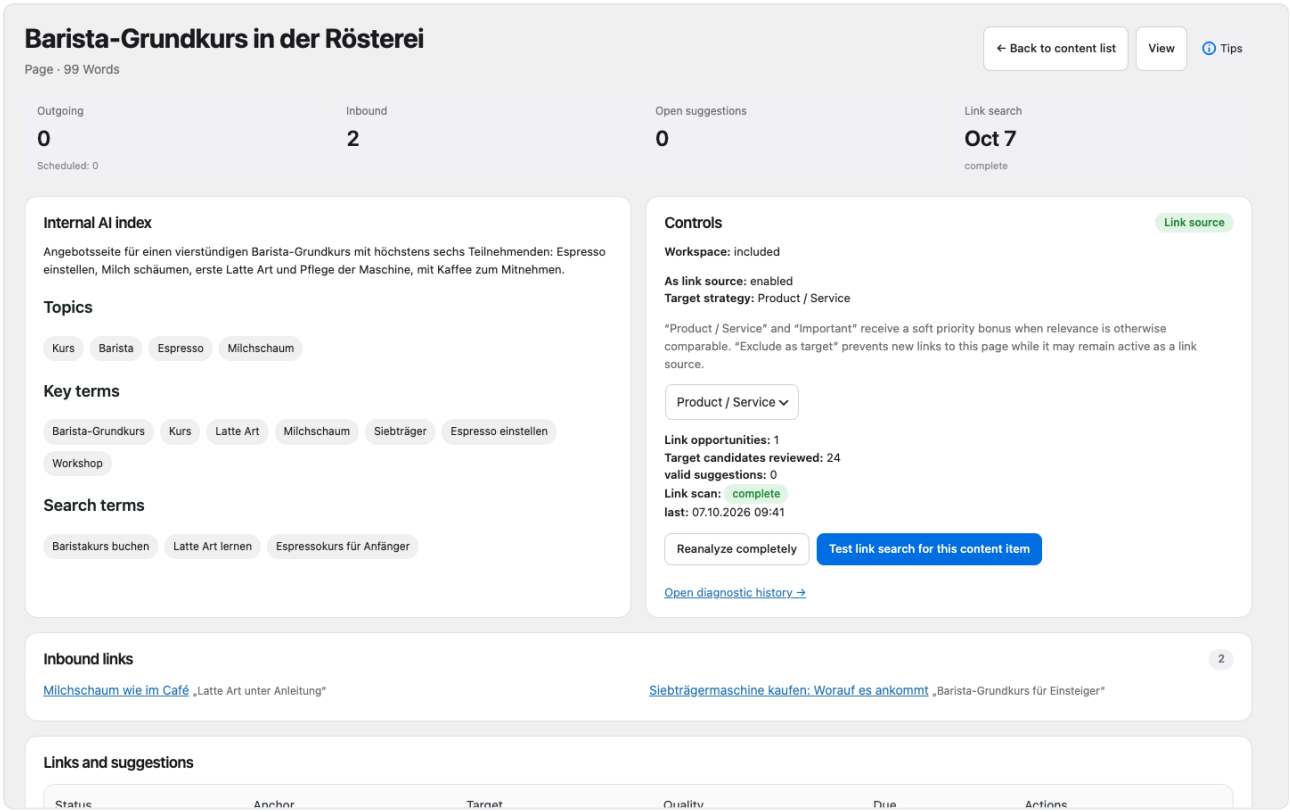
Bulk actions

Tick several items and choose a bulk action: a diagnostic test for up to 10 items, a target strategy, excluding them as link targets or, in Light, adding them to or removing them from the workspace.

One content item

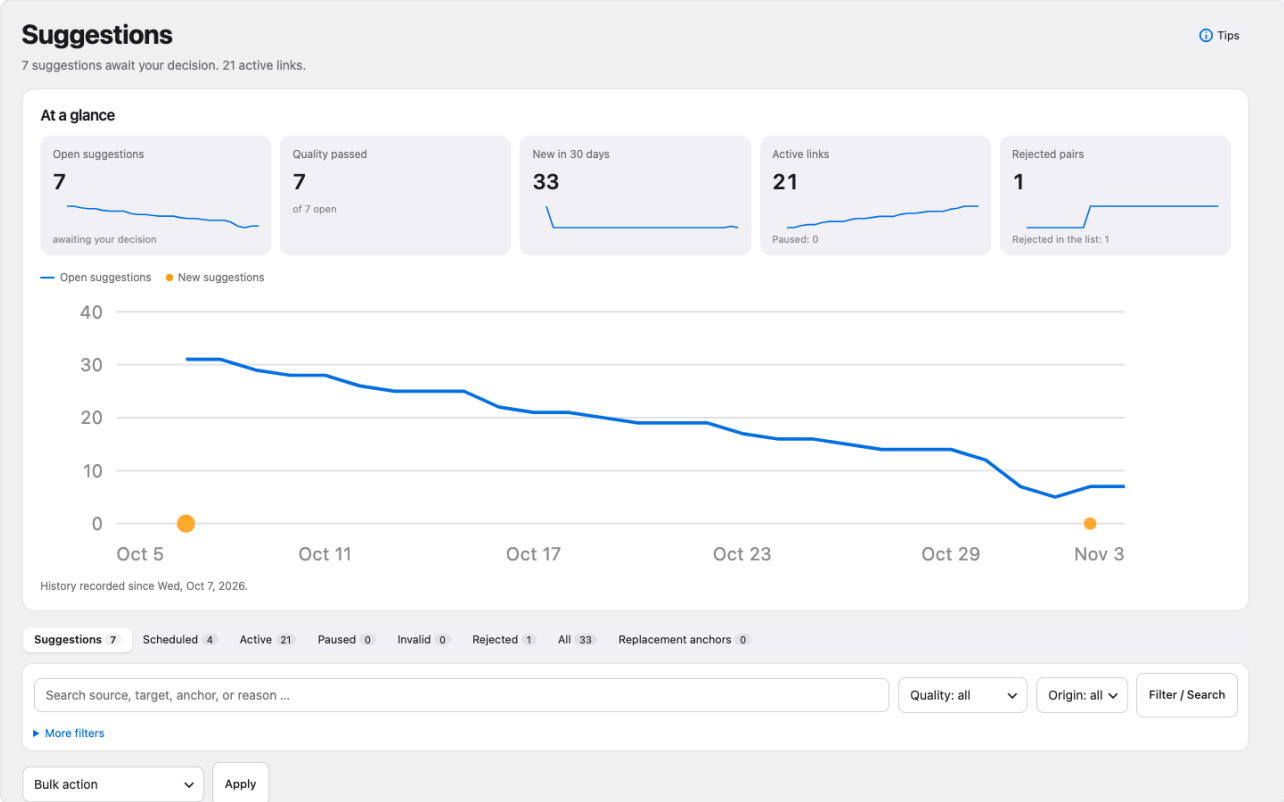
A click on a title opens the detail view: outgoing and inbound links, open suggestions, the last link search, the internal AI index with topics and search terms, and the controls. **Inbound links** lists up to 200 pages that link to this one. **Reanalyze completely** rebuilds the index after larger changes; **Test**

link search for this content item starts a diagnostic run for this page alone.



8. Suggestions and decisions

AI Internal Links › Suggestions collects what the link search proposes. Without a filter the list opens with the open suggestions.



How a suggestion comes about

The link search compares each page with possible targets, picks an anchor from the source text and sends the best candidates to a second AI review. It rates semantics, anchor, context and reader value. Only candidates that reach the quality level set under **Editorial quality** become suggestions.

The link search remembers how each target was rated for a page. A weak pair, or one without a usable anchor, rests for 90 days as long as both pages and the model stay the same, so new runs try other targets first.

Your decision

- **Schedule**: the link enters the staggered publication and goes live within the active hours.
- **Activate now**: the link appears on the page at once.
- **Reject**: the source-target pair receives no new suggestions until you allow it again. Links that already stand on it are not changed.
- **Delete and exclude target**: removes the entry and its active link; the pair is no longer sent to AI, fallback, selection or translation processing.
- **Deactivate**: takes an active link off the page and keeps its history.

Rejected and deleted pairs are listed under **Excluded source-target pairs**, where you can allow them again. Allowing a pair only removes its marker; it restores nothing.

Editors

Editors – everyone who may edit the posts of others – see **AI Internal Links › Suggestions** too, without its buttons. From the list they open the post itself, and the box of their post offers **Show suggestions**. Under Dashboard › Schall AI they find the editorial Cockpit with the figures of Internal Links and the jobs of their own posts. Approving, rejecting, the settings and all other pages of Internal Links stay with administrators.

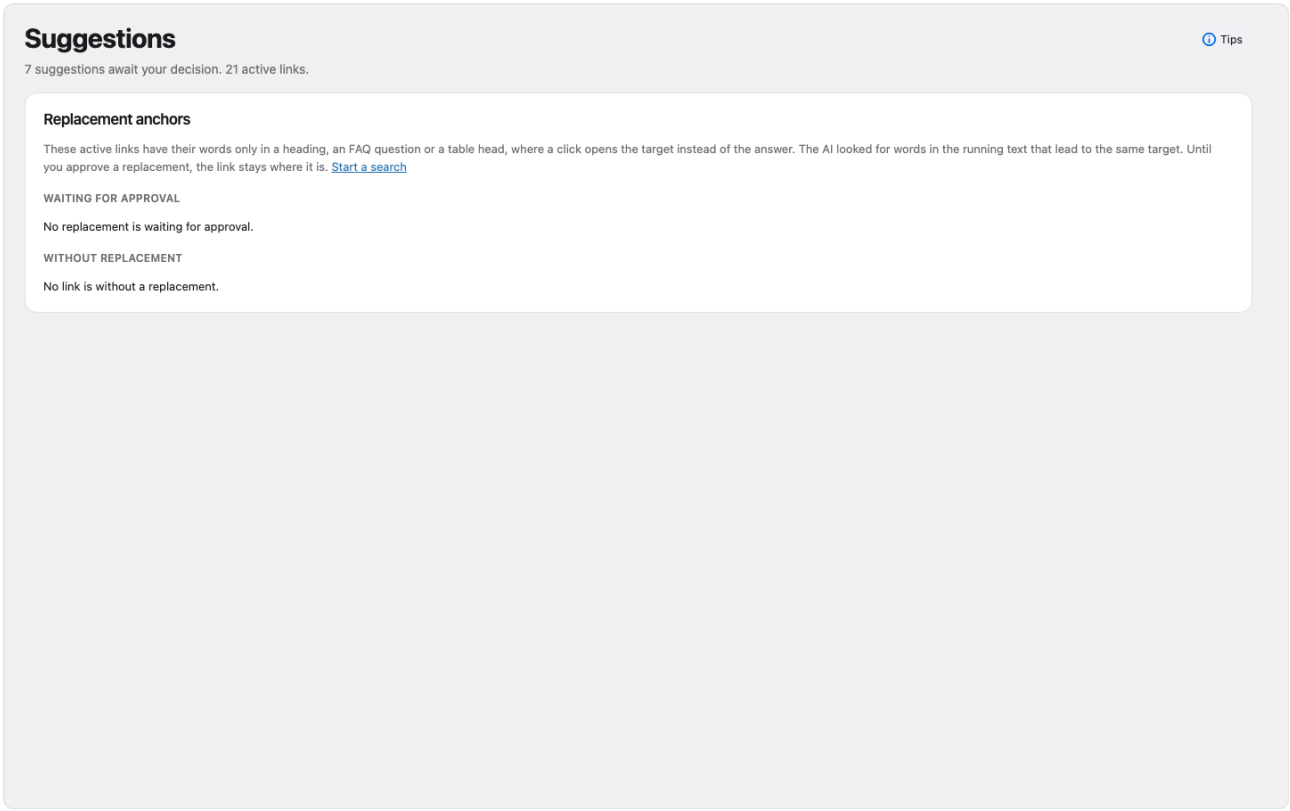
Statuses and filters

The segments at the top switch between open, scheduled, active, paused, invalid, rejected and all suggestions. A suggestion becomes invalid when the daily link check finds that it cannot be placed, for example because its anchor text is gone. **More filters** adds quality, origin, target ID and the request ID of the SEO Suite. The card **Reassess or clean up suggestions** below the list holds the maintenance actions.

Replacement anchors

The segment **Replacement anchors** lists active links whose words stand only in a heading, an FAQ question or a table head, with the new words the AI found for them in the running text. **Replace** moves the link to the new words; it keeps its target and history, and **Replace all** does so for every proposal.

Dismiss keeps the old anchor and leaves the pair open. Under **Without replacement** are the links for which the running text has no fitting words: they stay where they are, **Search again** starts a new search and **Remove link** deactivates the link.



9. Multilingual websites

With TranslatePress, the default language is part of every suggestion. Anchors for the other languages are found only once a link is active, not for suggestions or scheduled links. Each language gets its own anchor from the translated text and the localized address of the target.

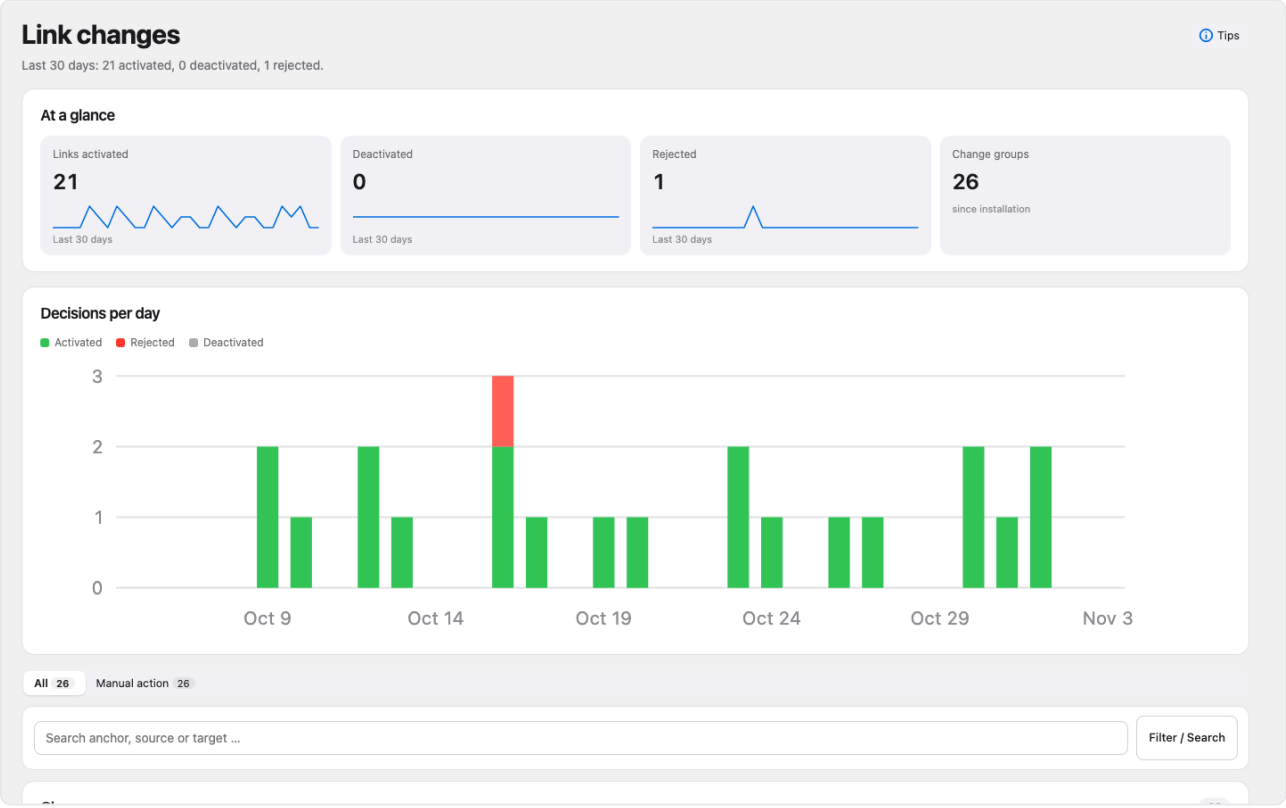
The card **Active language coverage** on the overview shows how many language slots are ready, open or unavailable. **Retry missing language anchors of active links** opens only unresolved anchors again; finished languages stay.

When a link gets a replacement anchor, every language keeps its former anchor until the new words are found in its translation; where they cannot be found, the former anchor stays.

Without AI, Internal Links recognises function words, generic anchors, question words and auxiliary verbs in all eleven languages of the plugin, always in the language of your content. German and English content keeps the word lists it had before.

10. Link changes and rollback

AI Internal Links › Link changes records every activation, deactivation and rejection. The automatic selections of one run, or one bulk action of an editor, form a change group.



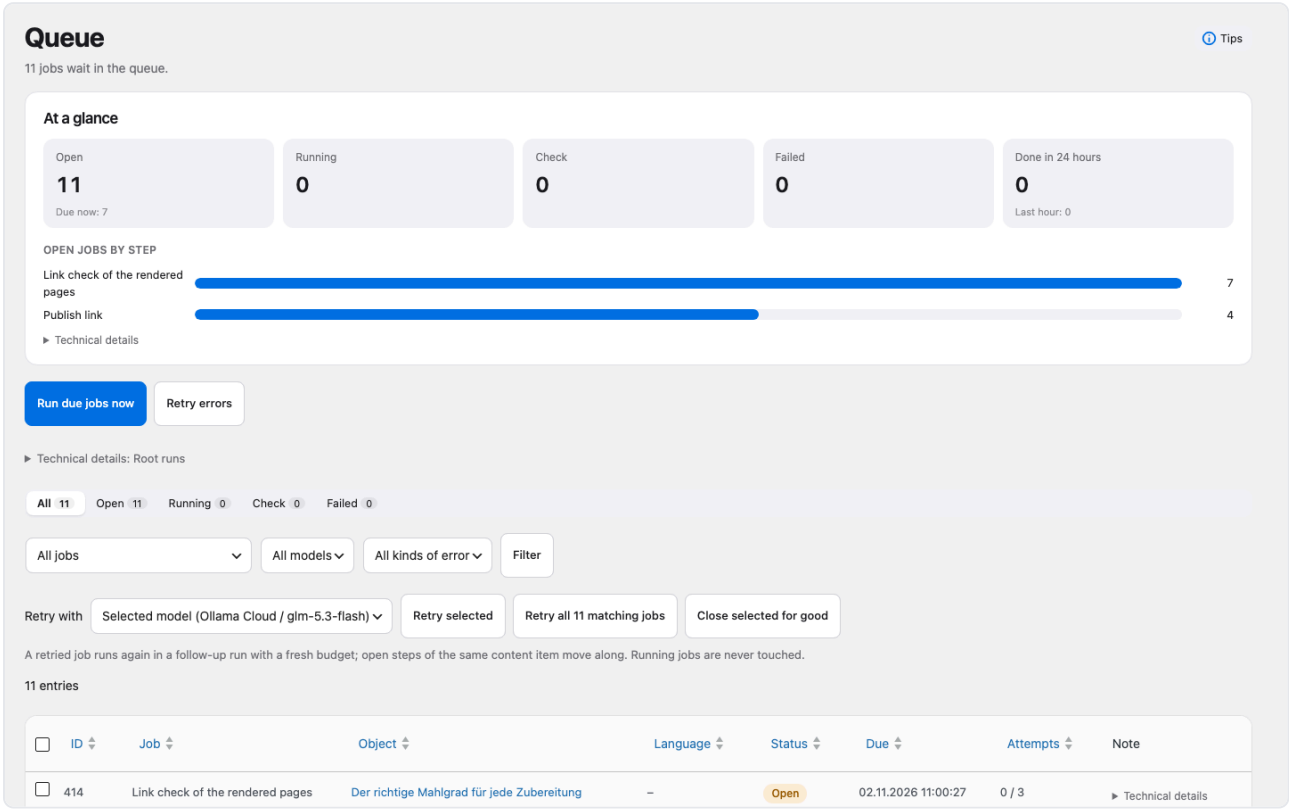
- **Origin**: manual action, strategy, rollback or upgrade import, each with its count.
- **Search**: anchors, group keys and the titles of source and target pages.
- **Roll back**: deactivates the links of a group that are still active or scheduled. Content, analyses and suggestions stay; the rollback appears as a new group. A replaced anchor gets its former words back; its link stays active.

Imported links document the state before the history existed and cannot be rolled back as a group.

11. Queue, API usage and diagnostics

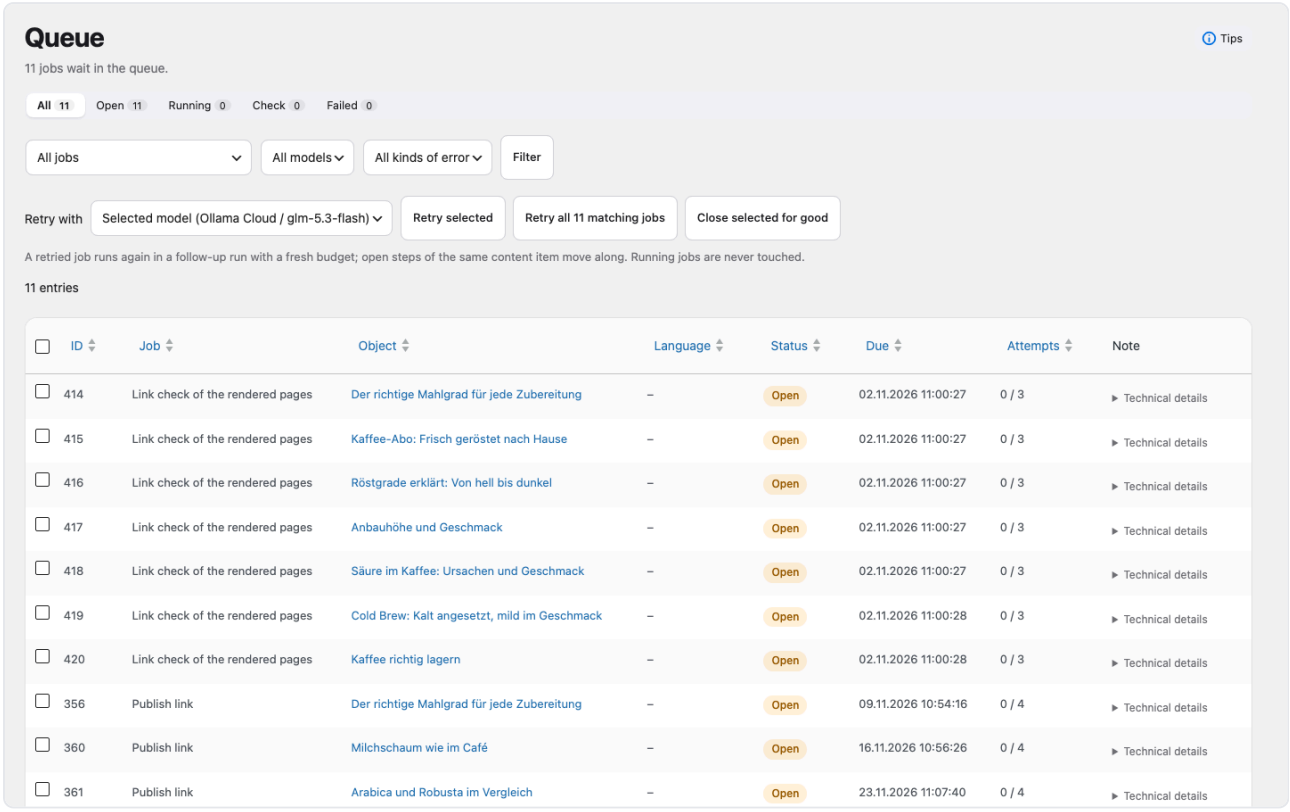
Queue

The background work runs through a queue: crawling, analysis, link search, review and language anchors. WordPress cron works through it every minute. **Run due jobs now** starts a run at once and is meant for setup and tests.



A failed job ends with its reason or, with the automatic recovery, runs again with a remedy or another model. To retry jobs yourself, filter the queue by job, model or kind of error, select rows or all matching jobs, choose the model under **Retry with** and click **Retry selected**; **Close selected for good** ends

jobs that should not run again. A run bundles the jobs of one trigger with its budget of provider calls; a retried job runs in a follow-up run with a fresh budget, and a run replaced by a newer one is marked as superseded.



Every ten minutes the queue watchdog ends runs with nothing left to do, continues link searches and language anchors that stopped without a job and ends waits that can no longer end. Progress bars count content items whose link search ended with an error as finished and show them as a red share, so no bar stays stuck. If the Local Connector is briefly not available, for example while a Schall AI plugin is being updated, its jobs wait and try again every 15 minutes without using up an attempt; only when it stays unavailable for over an hour do they stop with **Check**. The Queue page shows when this happened. If two link searches of one content item overlap – for example the re-check after a linked page was edited while an earlier search still waits for its reviews – the newer one waits for the earlier one and then goes on; the content item counts as finished only when the newer search is done too.

Jobs without an AI call — link checks, publishing scheduled links and stage steps — never wait behind AI jobs: every worker run first does up to 20 of them, then the AI jobs.

A worker run takes as many AI jobs as fit into its time: after each one it measures how long the answer took and takes another only if one more of that length still fits. With an external cron (WordPress cron switched off) a scheduled run may take 50 seconds instead of 14; only one run at a time works on AI jobs.

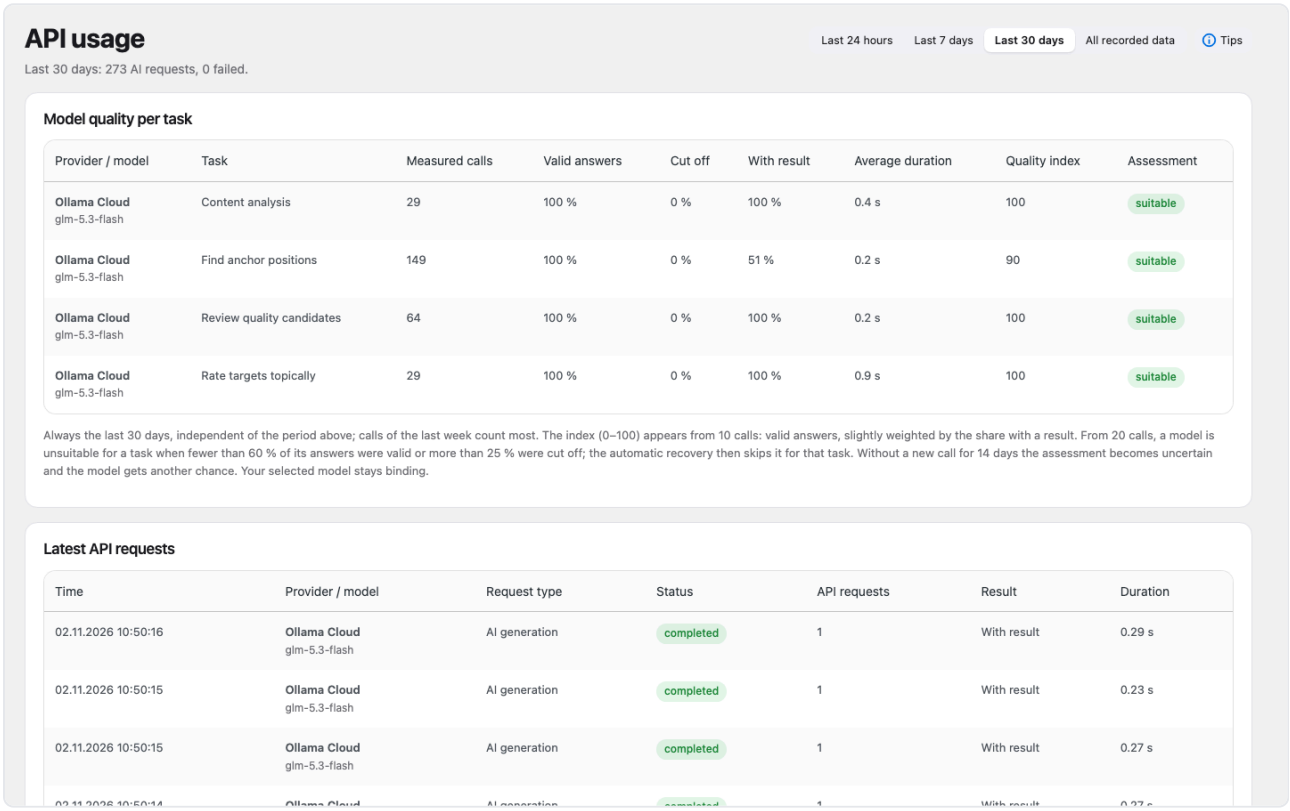
The jobs of Internal Links also appear under **Settings › Schall AI › Activity › Queue** next to those of the other Schall AI plugins, with the same states as on this page: **Open**, **Running**, **Waiting**, **Check** and **Failed**. A link search of a post is one job with its five stages as steps. Administrators can **Try again**,

Cancel and **Prioritize** there; a scheduled publication keeps its date. The **Cockpit** under **Settings › Schall AI** shows active links and open suggestions and, under **Needs you**, how many link suggestions wait for your decision.

API usage

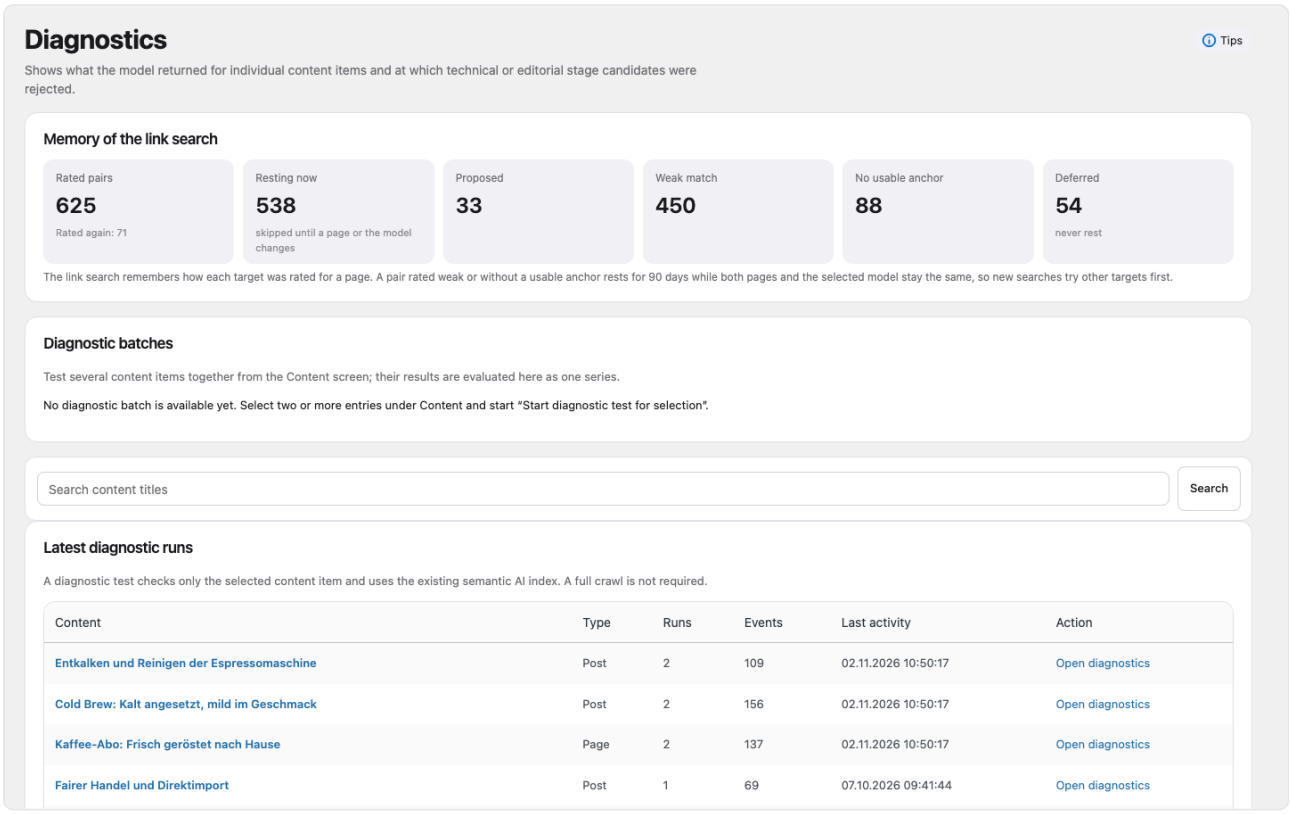
AI Internal Links › API usage shows the AI requests per period with failures, tokens and duration. Recorded are time, request type, status, duration and, where the provider reports them, tokens. Prompts, texts, answers, endpoints and credentials are never recorded; exact costs stay in your provider account.

The table **Model quality per task** shows for the last 30 days, per provider, model and task, how many answers were valid, cut off or brought a result, and their average duration; calls of the last week count most. From 10 calls it shows a quality index from 0 to 100. From 20 calls a model counts as unsuitable for a task when fewer than 60 % of its answers were valid or more than 25 % were cut off; without a new call for 14 days the assessment becomes uncertain and the model gets another chance.



Diagnostics

A diagnostic test checks one content item with its existing AI index; no full crawl is needed and nothing is published. Several items tested together form a series that **AI Internal Links › Diagnostics** evaluates as a whole. The card **Memory of the link search** shows rated pairs, resting pairs and weak matches.



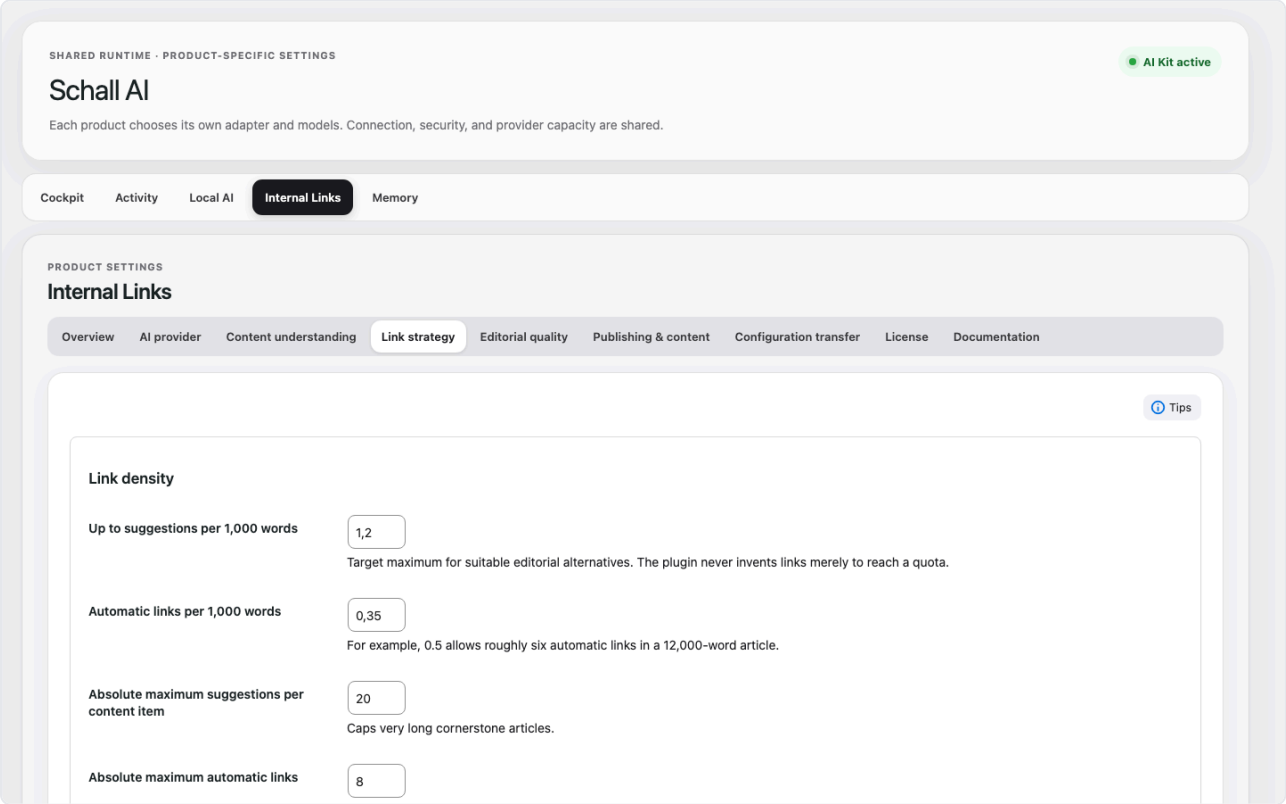
Download diagnostic file (.md) creates a report for support. It contains pipeline totals, ratings, contexts and events, but no API keys or other secrets.

12. Settings

All settings are under **Settings › Schall AI › Internal Links**. Settings apply to new work; active links stay, and queued runs keep the settings they started with.

Link strategy

How many links the plugin proposes and sets: suggestions and automatic links per 1,000 words, absolute maximums per content item, the maximum number of links from one page to the same target and the minimum relevance. The strategy presets fill these values for an editorial magazine, a company website or a shop; automatic publishing stays off.



Editorial quality

The second quality pass, the quality level each part of the review must reach, the anchor length in words and whether anchors in lists and tables are allowed. The local safety fallback uses literal matches from your text when the model returns nothing usable. “Links in headings and questions” decides whether links may stand in headings (H1–H6), in the questions of expandable FAQ blocks and in table heads. Switched off, an existing link moves to the same words in the text below; “Check the effect” shows beforehand what would change. **Replacement anchors** counts the links whose words stand only there, and **Search replacement anchors** lets the AI find new words for them in the running text; each replacement waits for your approval under **Suggestions** unless you tick the automatic replacement.

Publishing & content

Automatic approval puts the best-rated links into the publishing queue without asking. **Publish gradually** spreads new links over time: at most the set number per period, only within the active hours. Here you also choose the content types and whether all plugin data is deleted on uninstall.

Content understanding

An optional editorial comparison: the plugin condenses original passages into profiles, checks them against the source and compares the result with the regular link search. It publishes no links and is off after an update. Budgets limit its AI calls.

Configuration transfer

Download settings (.json) exports the portable settings without credentials, endpoints, content or links. An import replaces the portable settings and switches automatic publishing off.

Documentation

This tab shows this guide as a PDF. Choose the language, read it in the frame, open it in a new tab or download it.

13. Privacy, data and uninstalling

The plugin stores no data about visitors, sets no cookies and adds nothing to your pages that identifies a person.

- **AI provider**: titles and text passages of published content are sent to the provider you choose. With a local model nothing leaves your infrastructure.
- **License service**: for license checks and updates, the website address, an installation ID, the plugin version and, once, the license key are sent to licenses.markus-schall.de.
- **Documentation**: the Documentation tab loads this guide from schall-ai.de through your web server; no personal data is sent.
- **Editorial history**: the WordPress user ID of the editor behind a link change is stored. **Tools › Export Personal Data** and **Tools › Erase Personal Data** include these entries; erasing keeps the history without the user reference.

When you uninstall the plugin, its scheduled tasks are always removed. **Tables, settings and history are deleted only** if **delete all plugin data when uninstalling** is ticked under **Publishing & content**.

14. Troubleshooting and support

An active link does not appear

Open the overview and look at **Links on the pages**. If the anchor text was edited, the link cannot be placed; the link check marks it and the next link search looks for a new anchor. If you use a page cache, a new link appears once the cached page is renewed.

No suggestions arrive

Check the AI provider under **Settings**, the queue for failed jobs and, in Light, whether the content is in the workspace. A page that is switched off as link source creates no suggestions, and a page excluded as target receives none.

Many failed AI requests

Look at **API usage** and at the notes in the queue. Frequent failures usually point to a model that is overloaded, too small for structured answers or no longer offered. In the queue you can retry the failed jobs with another model under **Retry with**.

The license needs to be activated again

If the security keys in `wp-config.php` were renewed, the stored token can no longer be decrypted. The license tab says so; enter the key once more. Active links are not affected.

Background work does not start

If `DISABLE_WP_CRON` is set, a real server cron must call `wp-cron.php` regularly. Under **System status** the overview shows the state of WordPress cron and the last run of the **Queue worker**.

Support

Product page, prices and changelog: https://schall-ai.de/en/plugins/internal-links/. Your license key, downloads and invoices: https://konto.schall-ai.de/. For support, attach the diagnostic file of a run. **Never send API keys**, passwords or license keys.

15. Tips and tricks

Every screen of AI Internal Links has a **Tips** button at the top right. It opens a panel with the questions people ask on that screen, and **Show** leads to the place on the page. This chapter prints all tips, screen by screen.

Everywhere in AI Internal Links

What works the same on every screen.

What does the sentence below the title say?
It sums up the situation of the screen in one sentence, computed from the same figures as the tiles below — not written by an AI.

What does the small number in a tile mean?
The change since the first recorded day of the selected period. Green means better, red worse; for pages without inbound link, fewer is better.

How do I read a chart exactly?
Move the mouse over the chart: the values of that day, week or month appear next to it. Every chart also has a table for screen readers.

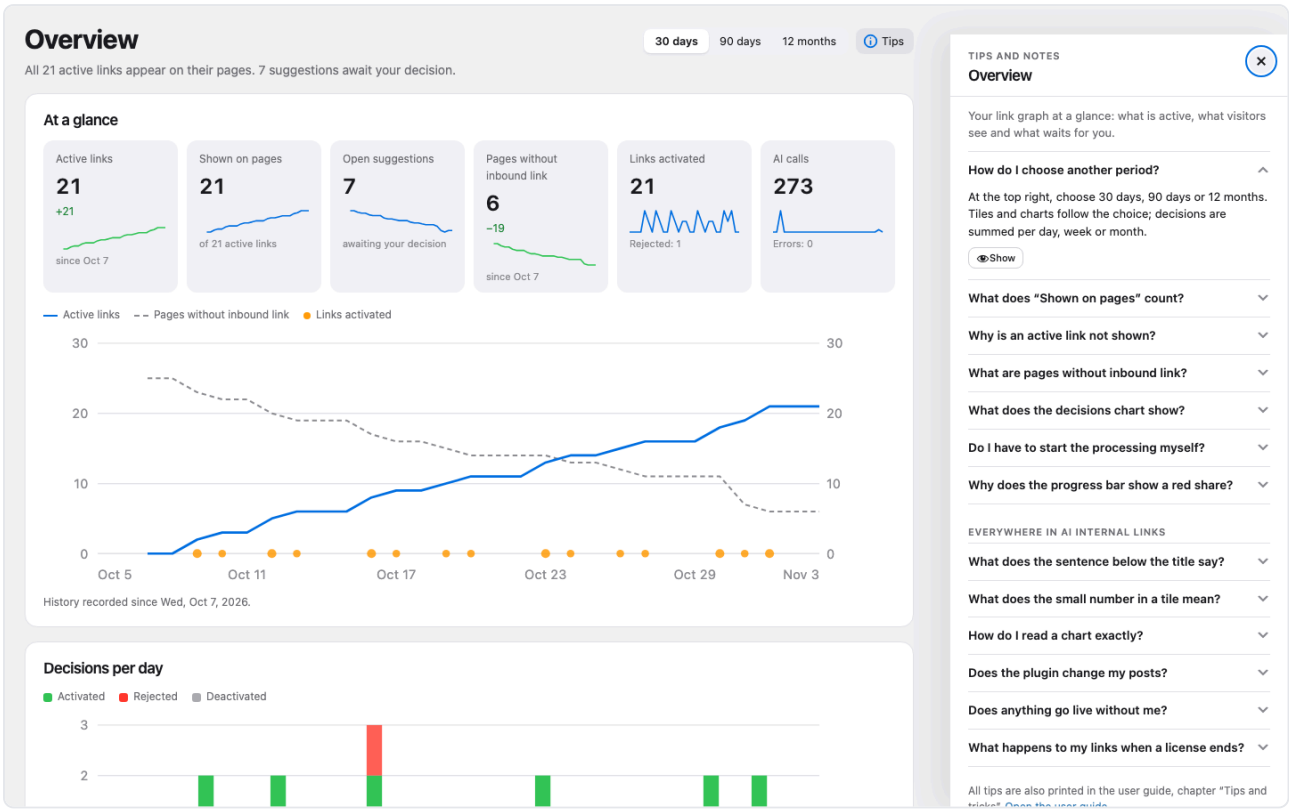
Does the plugin change my posts?
No. Links are added when a page is displayed; the text in the database stays as you wrote it. If you deactivate the plugin, its links disappear from the pages and return when you activate it again.

Does anything go live without me?
Only if you switch on automatic approval under Settings › Publishing & content; it is off by default. Otherwise every link waits for your decision: schedule, activate now or reject.

What happens to my links when a license ends?
They stay. Active links are never removed because of the license state. After the licensed period the installed version keeps working; only updates and support end.

Overview

Your link graph at a glance: what is active, what visitors see and what waits for you.



How do I choose another period?

At the top right, choose 30 days, 90 days or 12 months. Tiles and charts follow the choice; decisions are summed per day, week or month.

What does “Shown on pages” count?

The active links the link check found in the pages as visitors get them. A link activated a moment ago counts as not checked yet until the next check.

Why is an active link not shown?

Usually its anchor text is no longer in the page because the text was edited, or the page already holds as many links to that target as allowed. The card “Links on the pages” names the reasons; “Check links on pages now” checks at once instead of with the daily check.

What are pages without inbound link?

Analyzed pages that no plugin link points to yet. The fewer, the better; under Content the view “No inbound link” lists them.

What does the decisions chart show?

How many links were activated, rejected or deactivated per day, week or month — by you or by automatic approval.

Do I have to start the processing myself?

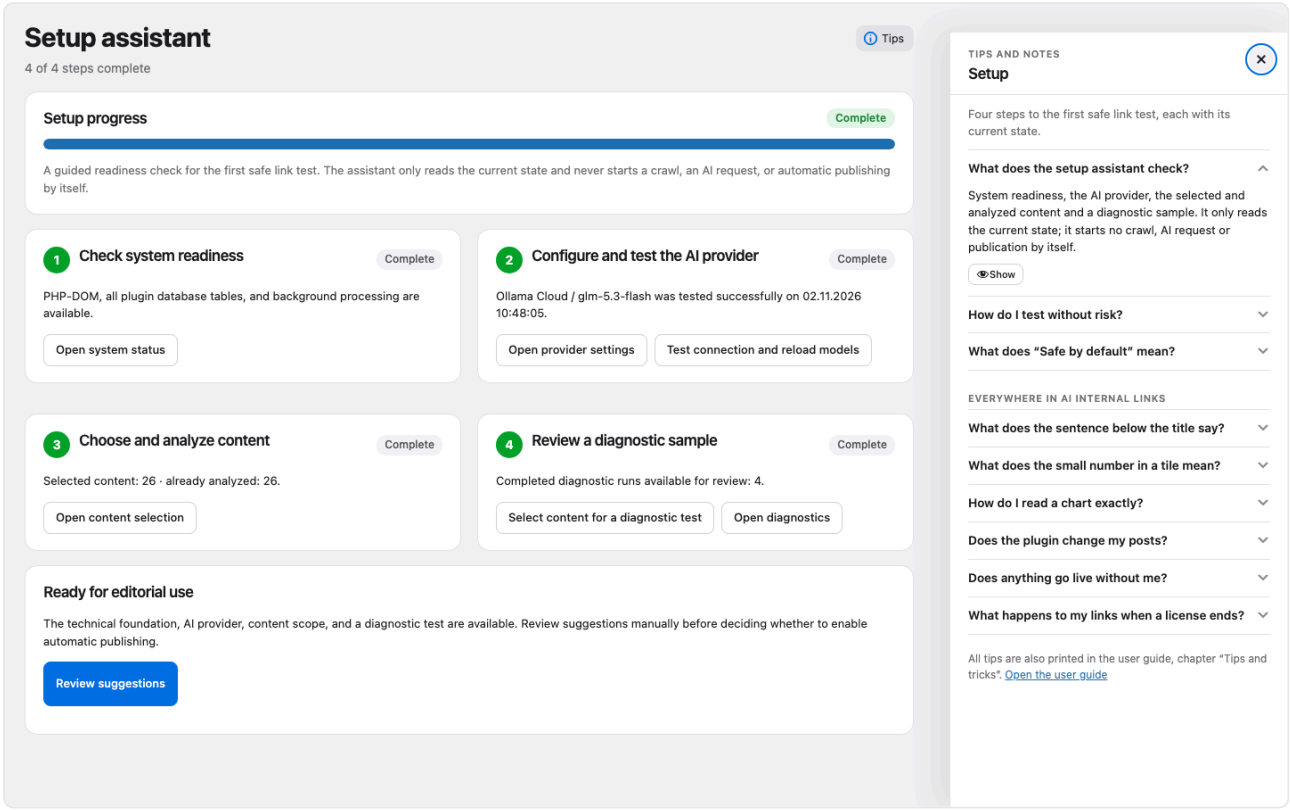
No. WordPress cron works through the queue every minute. “Run due jobs now” is meant for setup and tests.

Why does the progress bar show a red share?

Content items whose link search ended with an error count as finished, so the bar never stops short. The red share names them; “Show” lists them with their reason under Content.

Setup

Four steps to the first safe link test, each with its current state.



What does the setup assistant check?

System readiness, the AI provider, the selected and analyzed content and a diagnostic sample. It only reads the current state; it starts no crawl, AI request or publication by itself.

How do I test without risk?

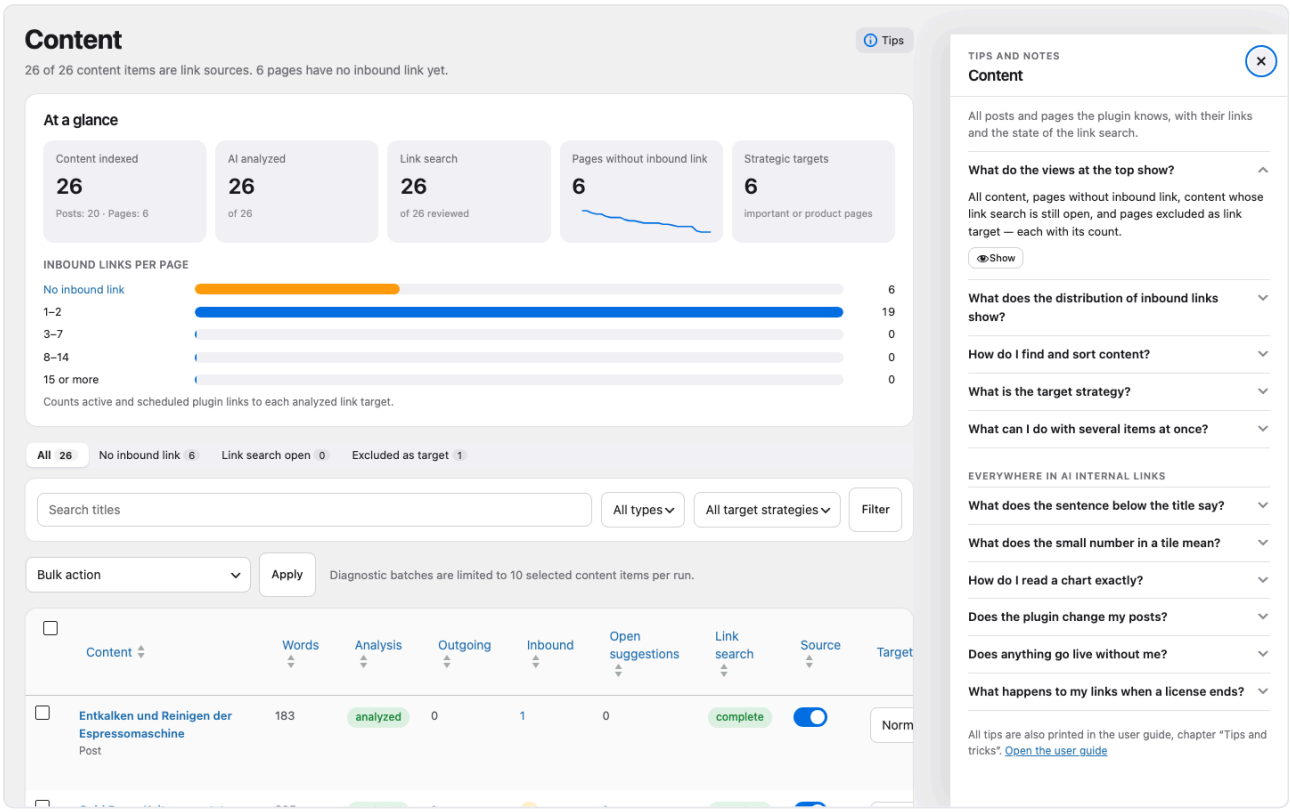
Start a diagnostic test for a few content items under Content. It creates suggestions for you to review; nothing goes live until you decide.

What does “Safe by default” mean?

Automatic approval is off, so no link is published without your decision. Review the first suggestions yourself before you switch it on.

Content

All posts and pages the plugin knows, with their links and the state of the link search.



What do the views at the top show?
All content, pages without inbound link, content whose link search is still open, and pages excluded as link target — each with its count.

What does the distribution of inbound links show?
How many analyzed link targets receive no, a few or many active and scheduled plugin links. A click on “No inbound link” lists those pages.

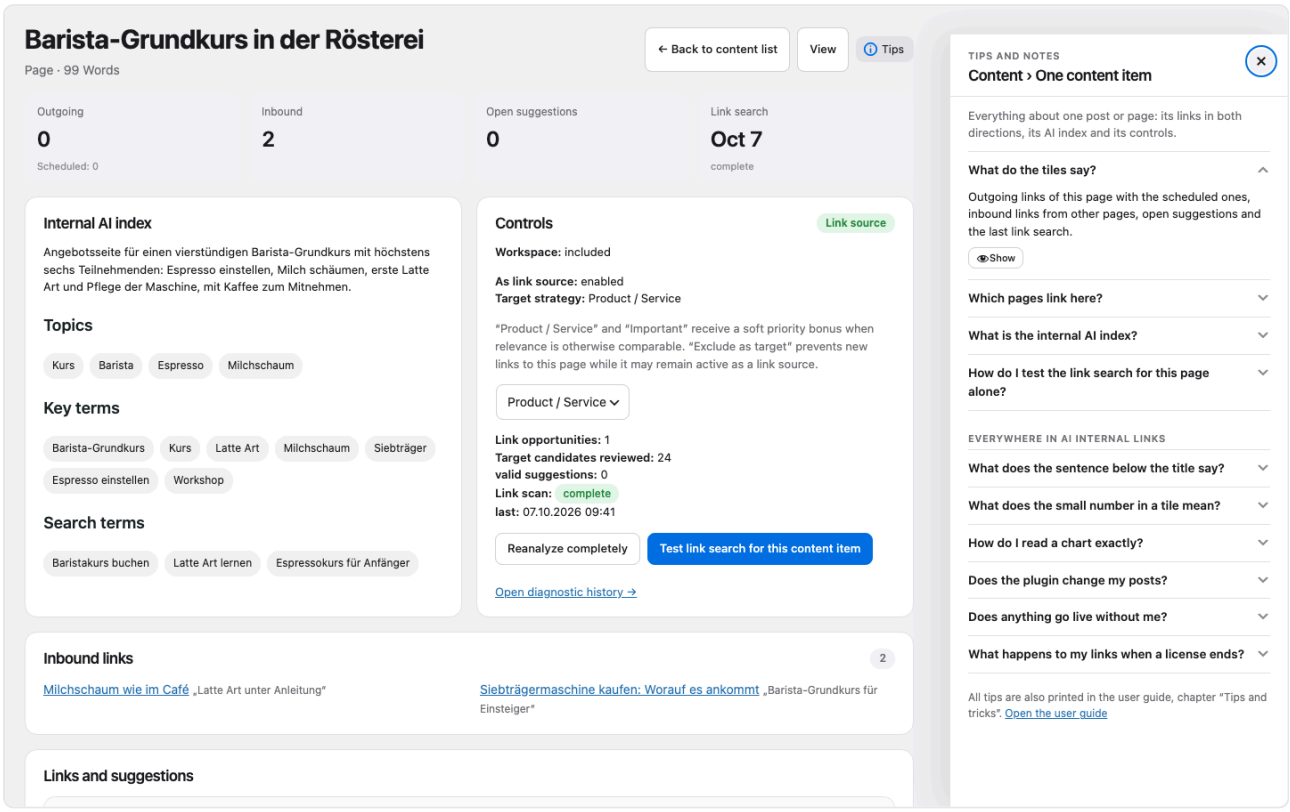
How do I find and sort content?
Search titles in the search bar and filter by type or target strategy. A click on a column heading sorts by it, a second click reverses the order.

What is the target strategy?
It says how a page is treated as link target: normal, important or product / service; important and product pages get priority. A page excluded as target receives no new links, and links to it are paused, not deleted.

What can I do with several items at once?
Tick them and choose a bulk action, for example a diagnostic test of up to 10 items or excluding them as link targets.

Content › One content item

Everything about one post or page: its links in both directions, its AI index and its controls.



What do the tiles say?

Outgoing links of this page with the scheduled ones, inbound links from other pages, open suggestions and the last link search.

Which pages link here?

The card “Inbound links” lists up to 200 pages that link to this one, each with its anchor text.

What is the internal AI index?

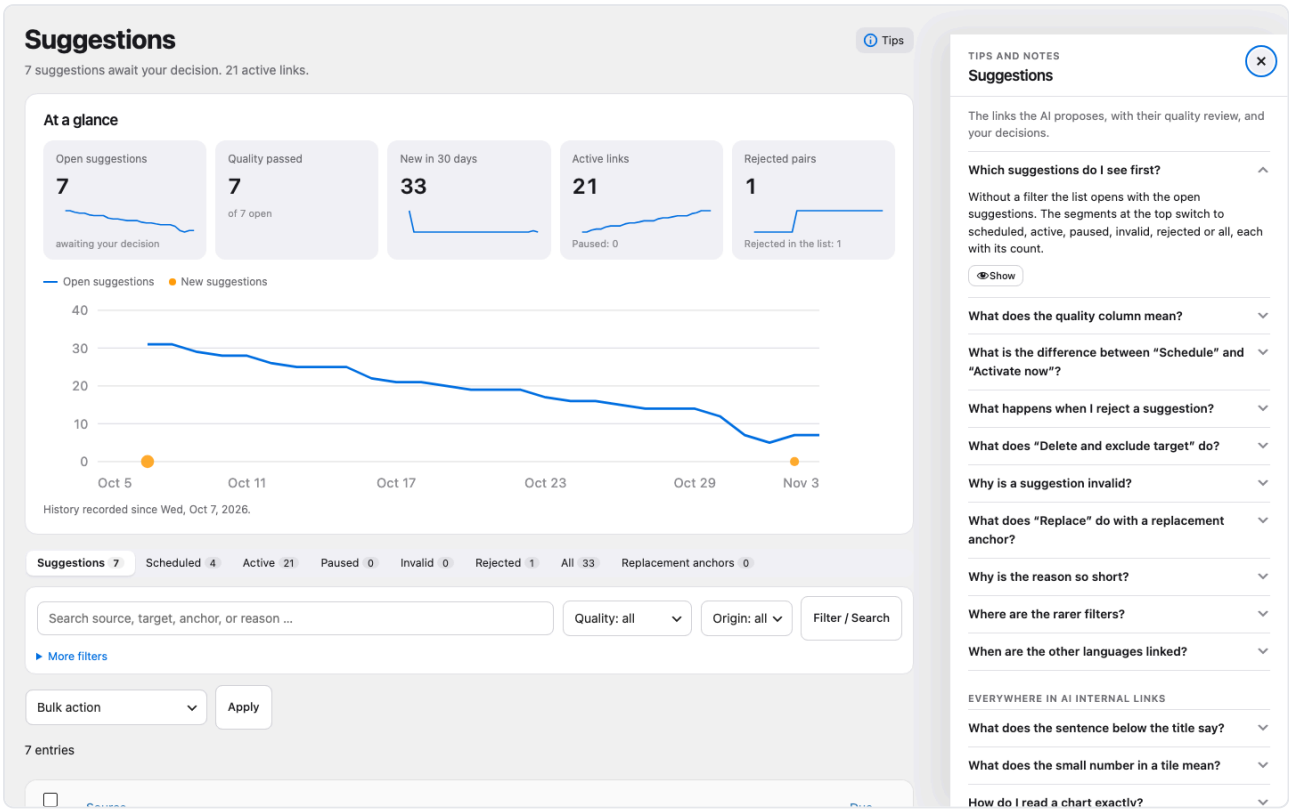
Topics, key terms and search terms the AI took from this content. The link search uses them to find fitting targets; “Reanalyze completely” rebuilds them after larger changes.

How do I test the link search for this page alone?

“Test link search for this content item” starts a diagnostic run for this page with its existing index. The result appears under Diagnostics; nothing goes live by itself.

Suggestions

The links the AI proposes, with their quality review, and your decisions.



Which suggestions do I see first?

Without a filter the list opens with the open suggestions. The segments at the top switch to scheduled, active, paused, invalid, rejected or all, each with its count.

What does the quality column mean?

A second AI review rates every suggestion for semantics, anchor, context and reader value. The minimum each part must reach is set under Settings › Editorial quality.

What is the difference between “Schedule” and “Activate now”?

“Schedule” hands the link to the staggered publication, which spreads new links over the active hours set under Settings › Publishing & content. “Activate now” puts it on the page at once.

What happens when I reject a suggestion?

The source-target pair stays closed: it receives no new suggestions until you allow it again under “Excluded source-target pairs”. Links that already stand on it are not changed.

What does “Delete and exclude target” do?

It removes the entry and its active link, and the pair is no longer sent to AI, fallback, selection or translation processing. It, too, can be allowed again under “Excluded source-target pairs”.

Why is a suggestion invalid?

The daily link check found that it cannot be placed, for example because its anchor text is no longer in the page or the target is gone. “Remove invalid suggestions” under maintenance clears them.

What does “Replace” do with a replacement anchor?

The link moves to the new words in the running text and keeps its target and history. Translations keep their former words until the new ones are found. “Roll back” under Link changes restores the former anchor.

Why is the reason so short?

The list shows the first sentence of the AI reason; a click on it unfolds the rest.

Where are the rarer filters?

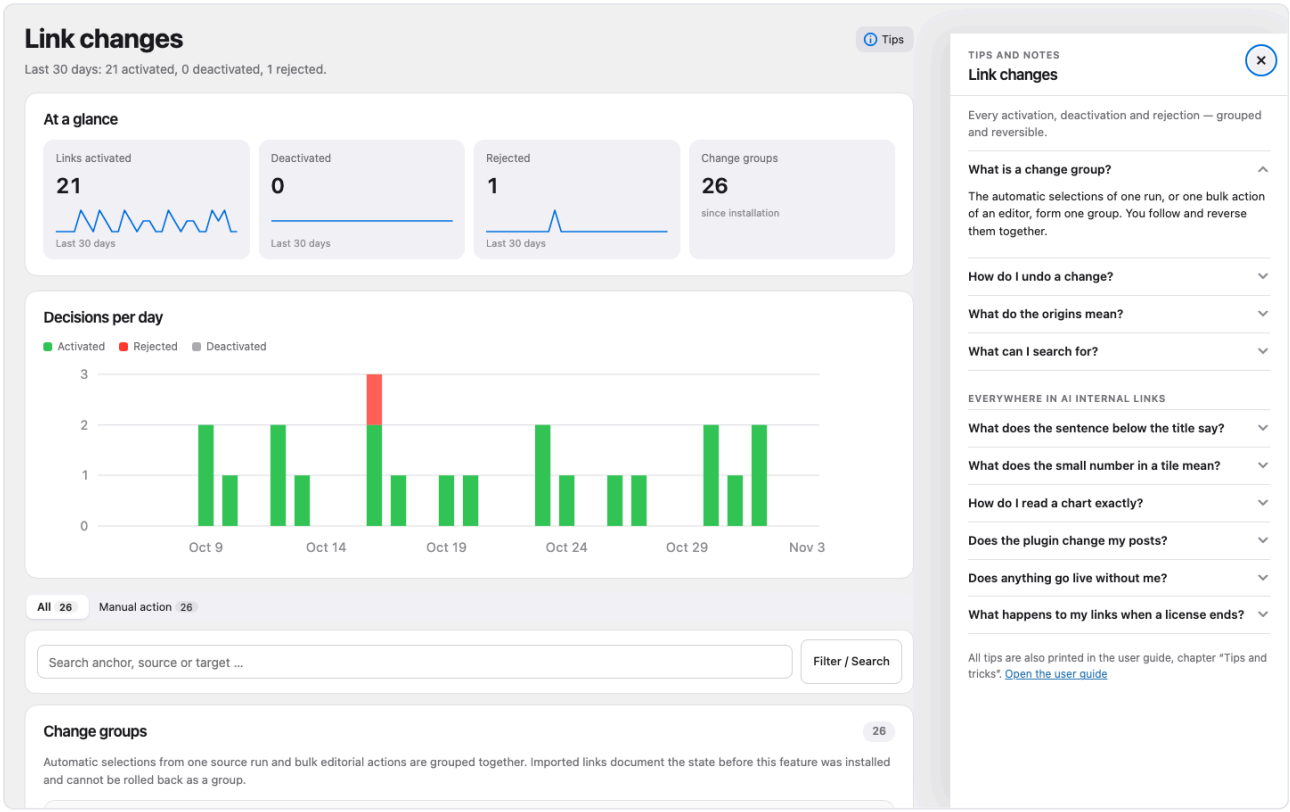
Under “More filters”: quality, origin, target ID and the request ID of the SEO Suite.

When are the other languages linked?

With TranslatePress, the default language is part of every suggestion. Anchors for the other languages are found only once a link is active, not for suggestions or scheduled links.

Link changes

Every activation, deactivation and rejection — grouped and reversible.



What is a change group?

The automatic selections of one run, or one bulk action of an editor, form one group. You follow and reverse them together.

How do I undo a change?

“Roll back” deactivates the links of the group that are still active or scheduled; a replaced anchor gets its former words back. Content, analyses and suggestions stay; the rollback itself appears as a new group.

What do the origins mean?

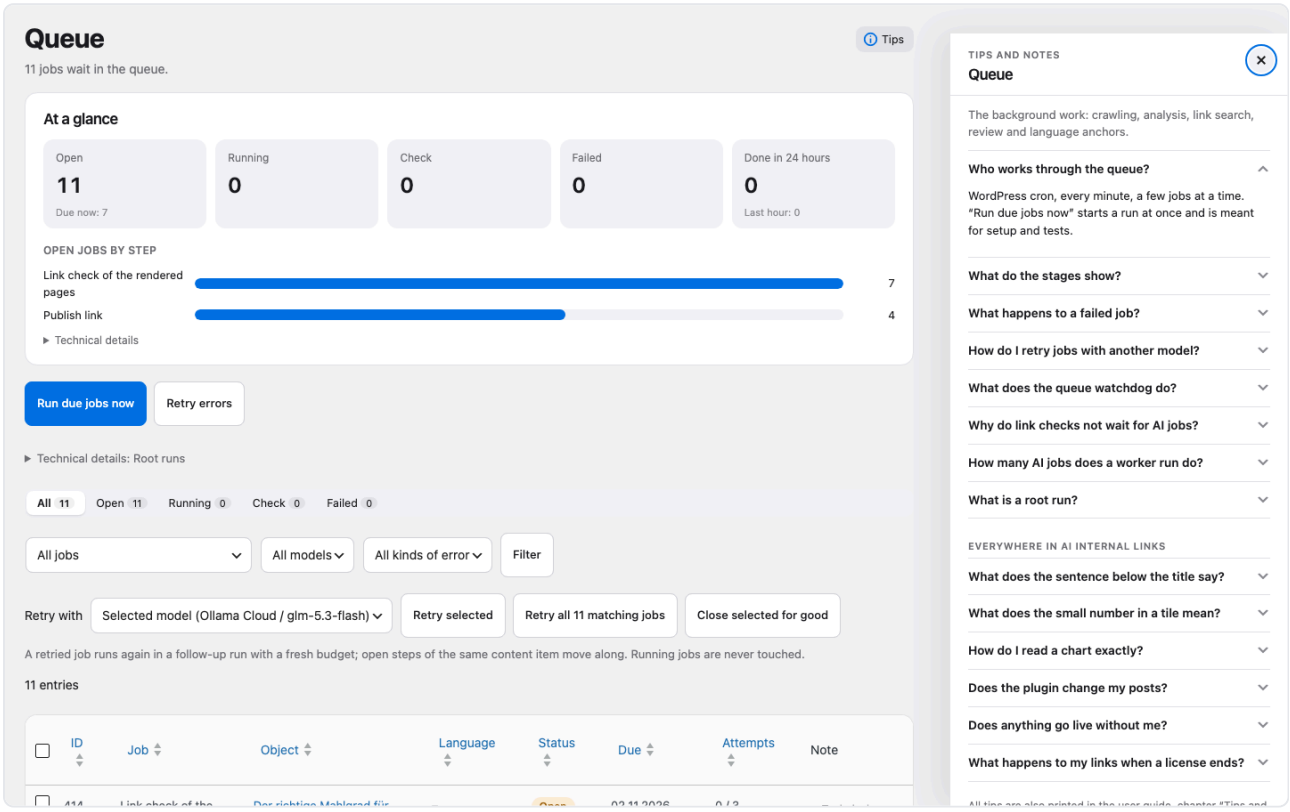
Manual action, strategy, rollback and upgrade import say where a change came from. Imported links document the state before the history existed and cannot be rolled back as a group.

What can I search for?

Anchors, group keys and the titles of source and target pages.

Queue

The background work: crawling, analysis, link search, review and language anchors.



Who works through the queue?

WordPress cron, every minute, a few jobs at a time. "Run due jobs now" starts a run at once and is meant for setup and tests.

What do the stages show?

Where the jobs of the link search stand, from scoring and anchors to review and finalizing.

What happens to a failed job?

With the automatic recovery the same model tries once more with a remedy, then up to two other suitable models; at the end the job is done or shows its reason. The note in each row names provider, model, trigger and the recovery step.

How do I retry jobs with another model?

Filter by job, model or kind of error, select rows or take all matching jobs, choose the model under "Retry with" and retry. Each run gets a follow-up run with a fresh budget; "Close selected for good" ends jobs that should not run again.

What does the queue watchdog do?

Every ten minutes it ends runs with nothing left to do, continues link searches and language anchors that stopped without a job and ends waits that can no longer end. The note above shows its last action.

Why do link checks not wait for AI jobs?

Every worker run first does up to 20 due jobs without an AI call – link checks, publishing scheduled links, stage steps – and only then the AI jobs. A long AI queue never holds them up.

How many AI jobs does a worker run do?

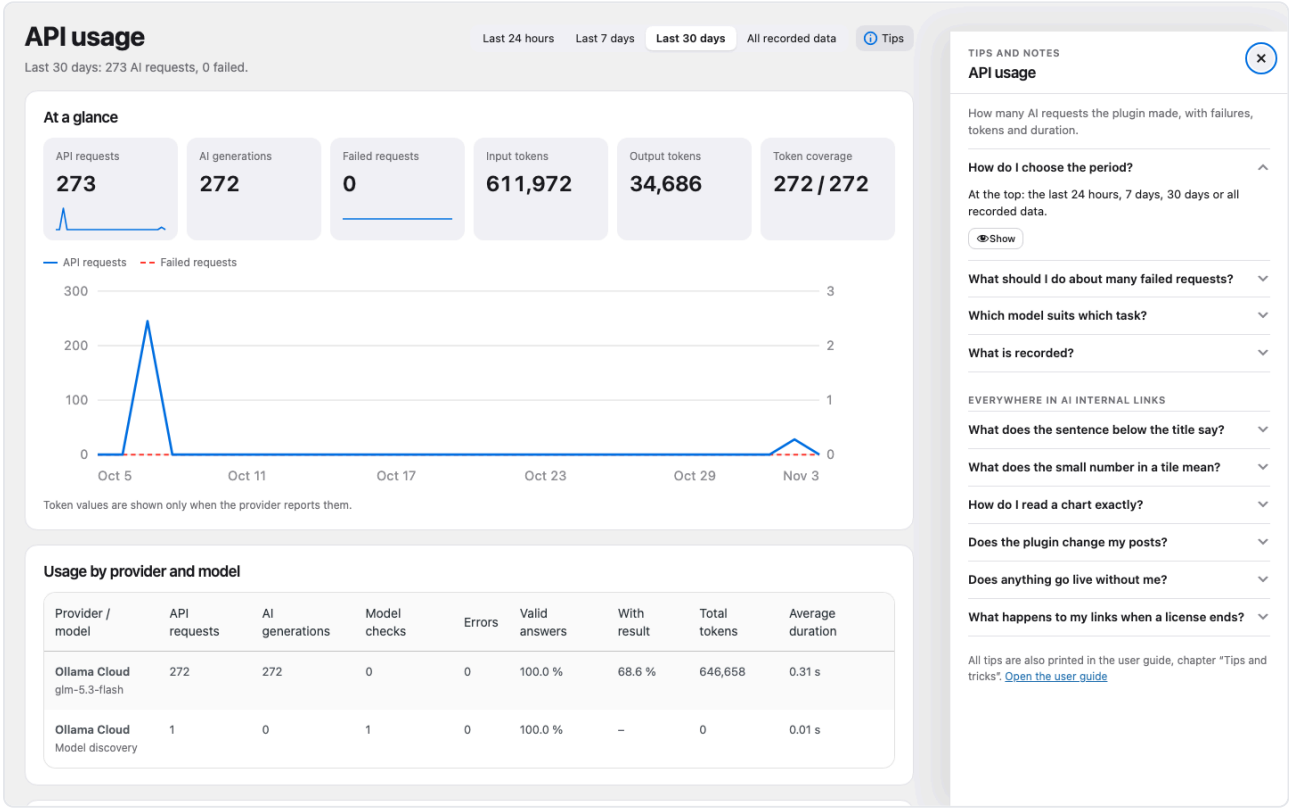
As many as fit into its time: after each AI job the run measures how long the answer took and takes another only if one more of that length still fits. Short answers allow several per run, a long answer ends it. With an external cron (WordPress cron switched off) a scheduled run may take 50 seconds instead of 14. Only one run at a time works on AI jobs; a run that starts meanwhile does the jobs without an AI call.

What is a root run?

A run bundles the jobs of one trigger, for example the link search for one page, with its budget of provider calls. A run replaced by a newer one is marked as superseded.

API usage

How many AI requests the plugin made, with failures, tokens and duration.



How do I choose the period?

At the top: the last 24 hours, 7 days, 30 days or all recorded data.

What should I do about many failed requests?

Check provider and model under Settings › AI provider. Failed jobs are retried; a fallback model is used only in automatic mode and only after it passed a test.

Which model suits which task?

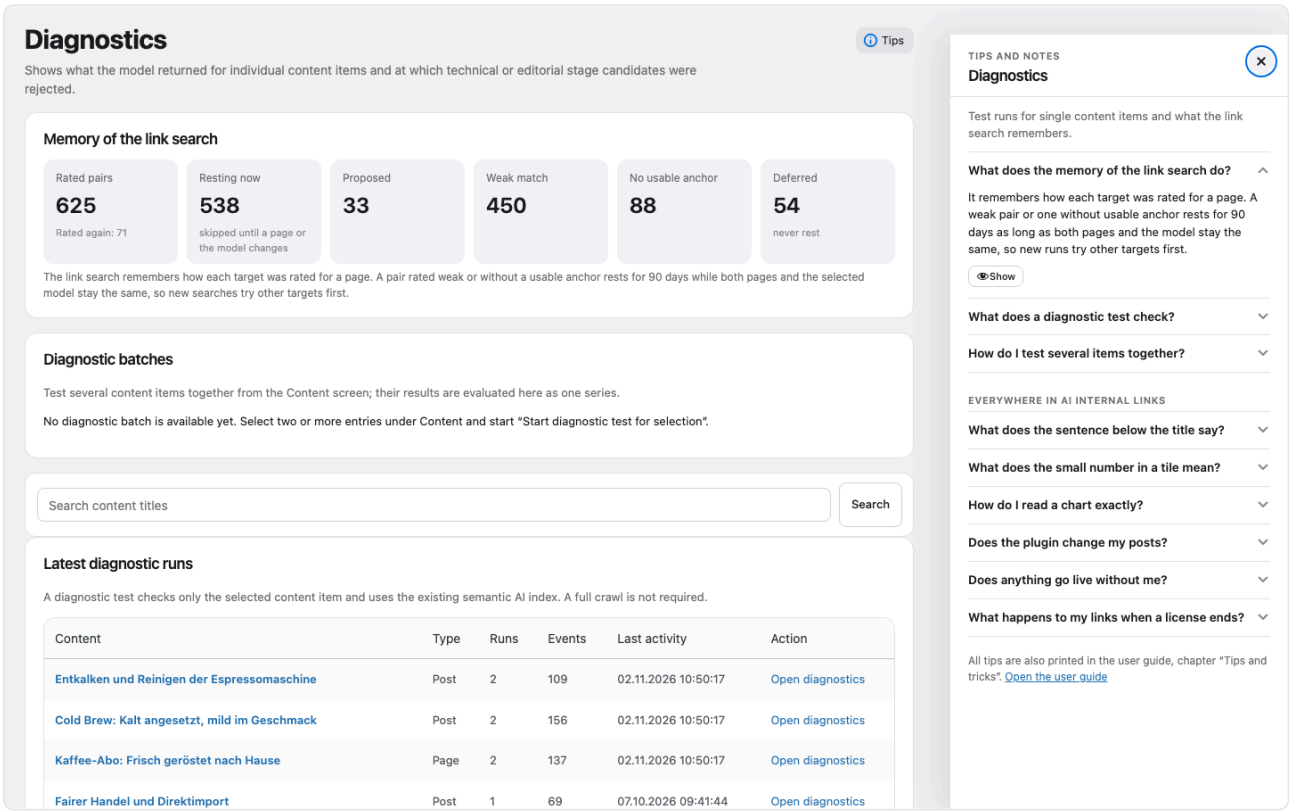
“Model quality per task” shows for the last 30 days how many answers of each model were valid, cut off or brought a result. From 10 calls a quality index appears; from 20 calls a model can count as unsuitable for a task, and the automatic recovery then skips it there.

What is recorded?

Time, request type, status, duration and, where the provider reports them, tokens. No prompts, texts, answers, endpoints or credentials; exact costs stay in your provider account.

Diagnostics

Test runs for single content items and what the link search remembers.



What does the memory of the link search do?

It remembers how each target was rated for a page. A weak pair or one without usable anchor rests for 90 days as long as both pages and the model stay the same, so new runs try other targets first.

What does a diagnostic test check?

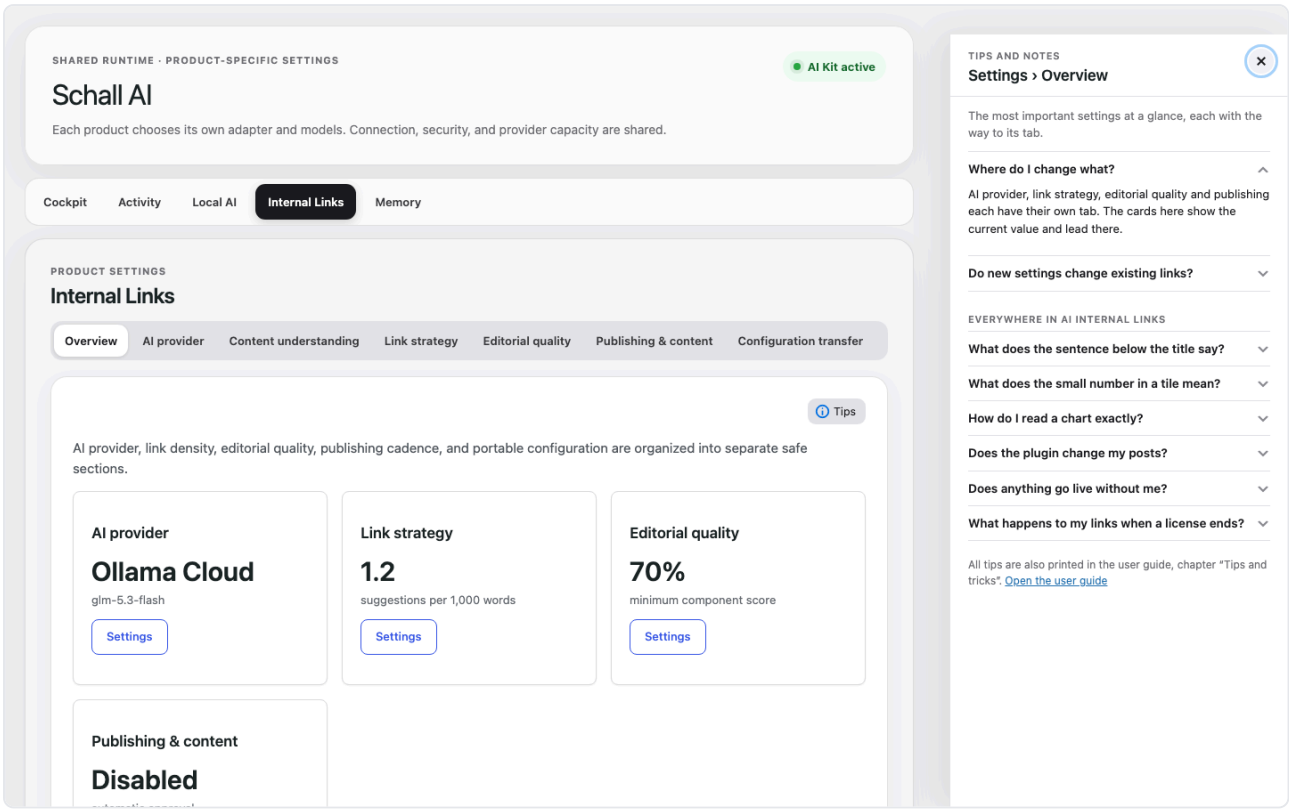
Only the selected content item, with its existing AI index; no full crawl is needed. It creates suggestions for review and publishes nothing.

How do I test several items together?

Tick up to 10 items under Content and choose the diagnostic bulk action. They run as one series and are evaluated together here.

Settings › Overview

The most important settings at a glance, each with the way to its tab.



Where do I change what?

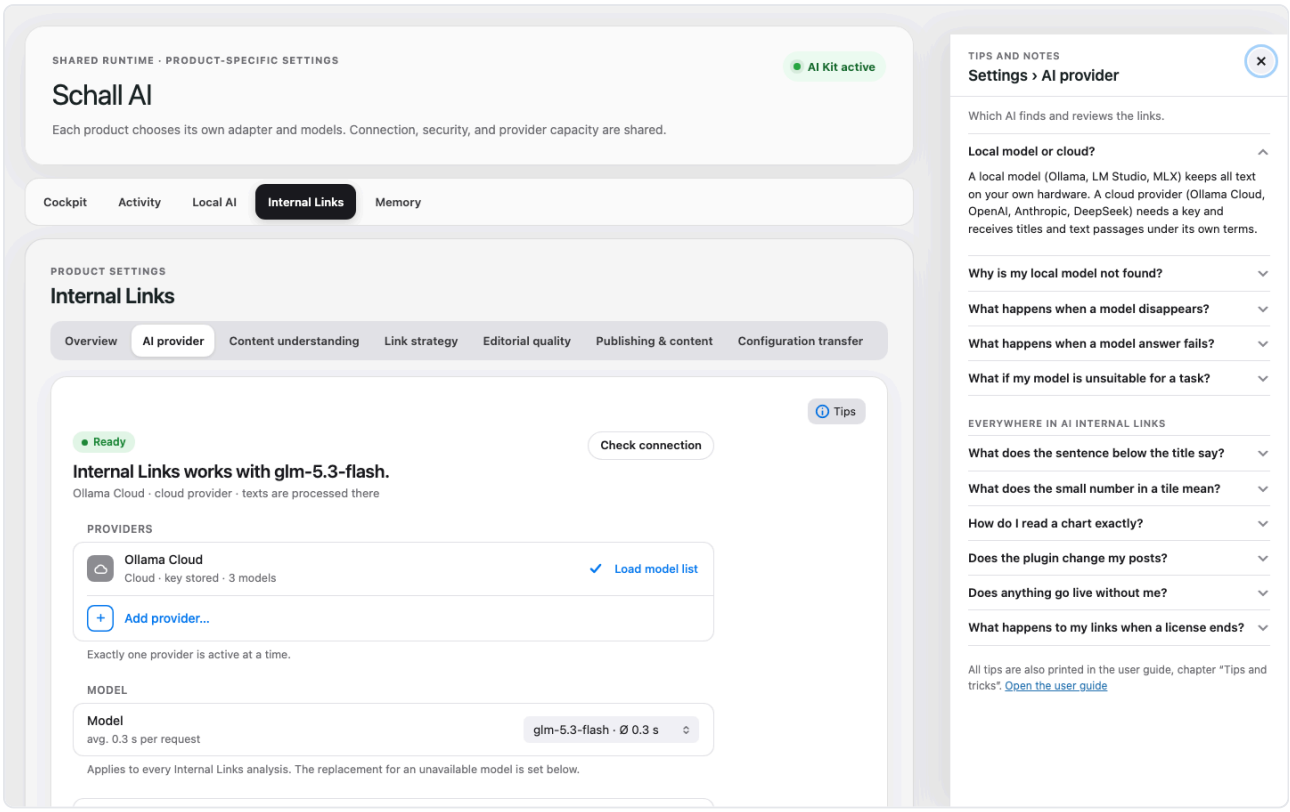
AI provider, link strategy, editorial quality and publishing each have their own tab. The cards here show the current value and lead there.

Do new settings change existing links?

No. Settings apply to new work; active links stay, and runs already in the queue keep the settings they started with.

Settings › AI provider

Which AI finds and reviews the links.



Local model or cloud?

A local model (Ollama, LM Studio, MLX) keeps all text on your own hardware. A cloud provider (Ollama Cloud, OpenAI, Anthropic, DeepSeek) needs a key and receives titles and text passages under its own terms.

Why is my local model not found?

In WordPress, localhost means the web server, not your computer. Enter the network address of the machine that runs the model, ideally behind a protected endpoint.

What happens when a model disappears?

The hourly check needs two matching catalog results before a model counts as removed; network errors never switch the model. A fallback model is used only in automatic mode.

What happens when a model answer fails?

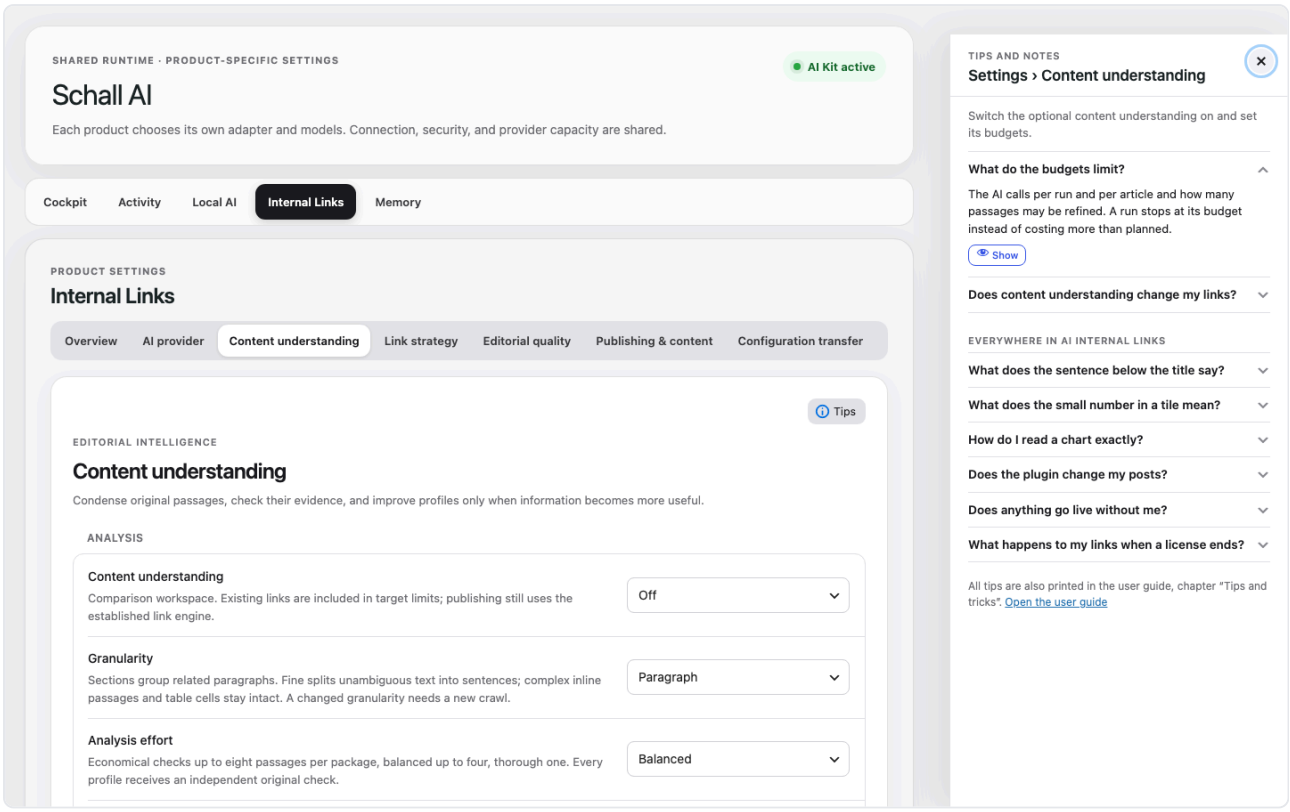
Under “When a model answer fails” the automatic recovery is on by default: a remedy on the same model, then other local models, at the end a visible reason. Cloud models step in only if you allow it and choose them.

What if my model is unsuitable for a task?

“Quality of the selected model” shows its quality index per task and warns when it was measured as unsuitable for one. Your choice stays binding; failed jobs of that task go to a suitable model.

Settings › Content understanding

Switch the optional content understanding on and set its budgets.



What do the budgets limit?

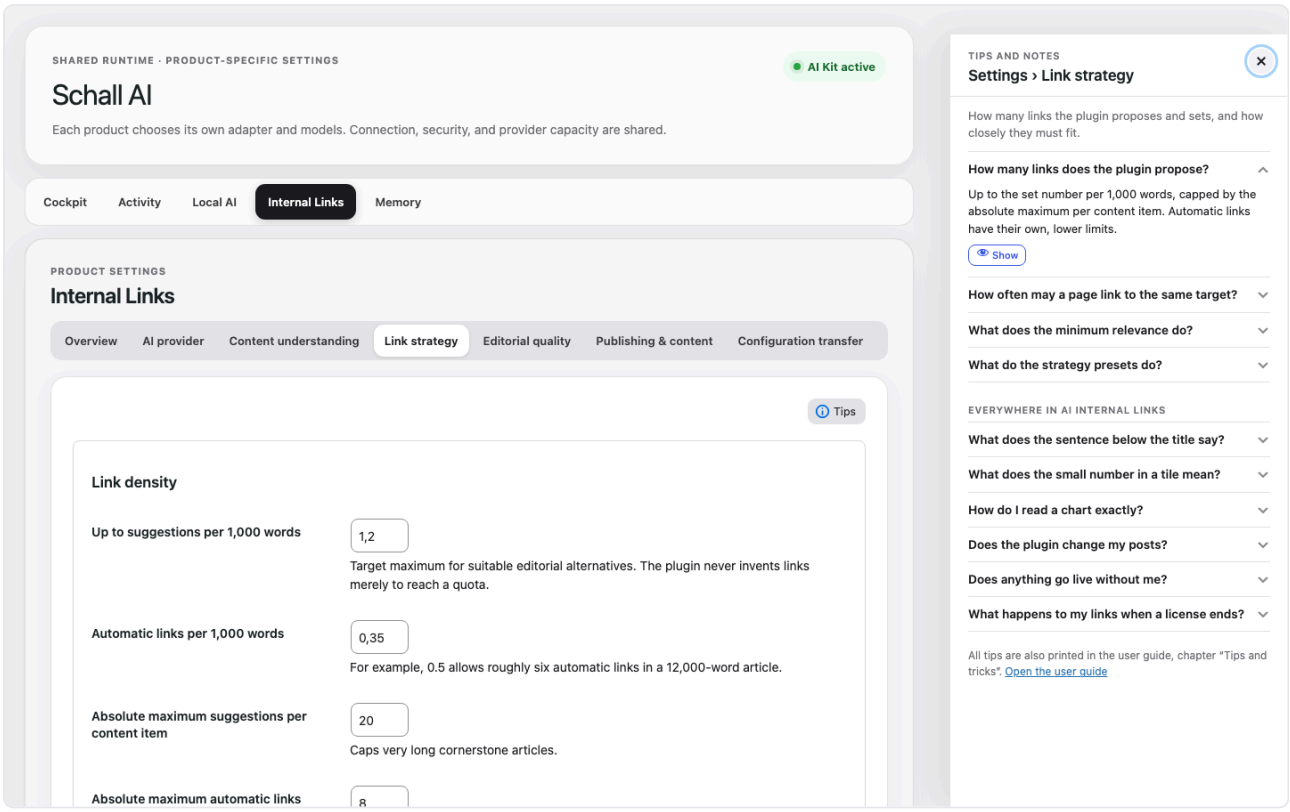
The AI calls per run and per article and how many passages may be refined. A run stops at its budget instead of costing more than planned.

Does content understanding change my links?

No. Its results stay in the comparison workspace; links come only from the regular link search and your decisions.

Settings › Link strategy

How many links the plugin proposes and sets, and how closely they must fit.



How many links does the plugin propose?

Up to the set number per 1,000 words, capped by the absolute maximum per content item. Automatic links have their own, lower limits.

How often may a page link to the same target?

As often as “Maximum links to the same target page per source page” allows. Post lists inside the content, such as latest-posts blocks, do not count.

What does the minimum relevance do?

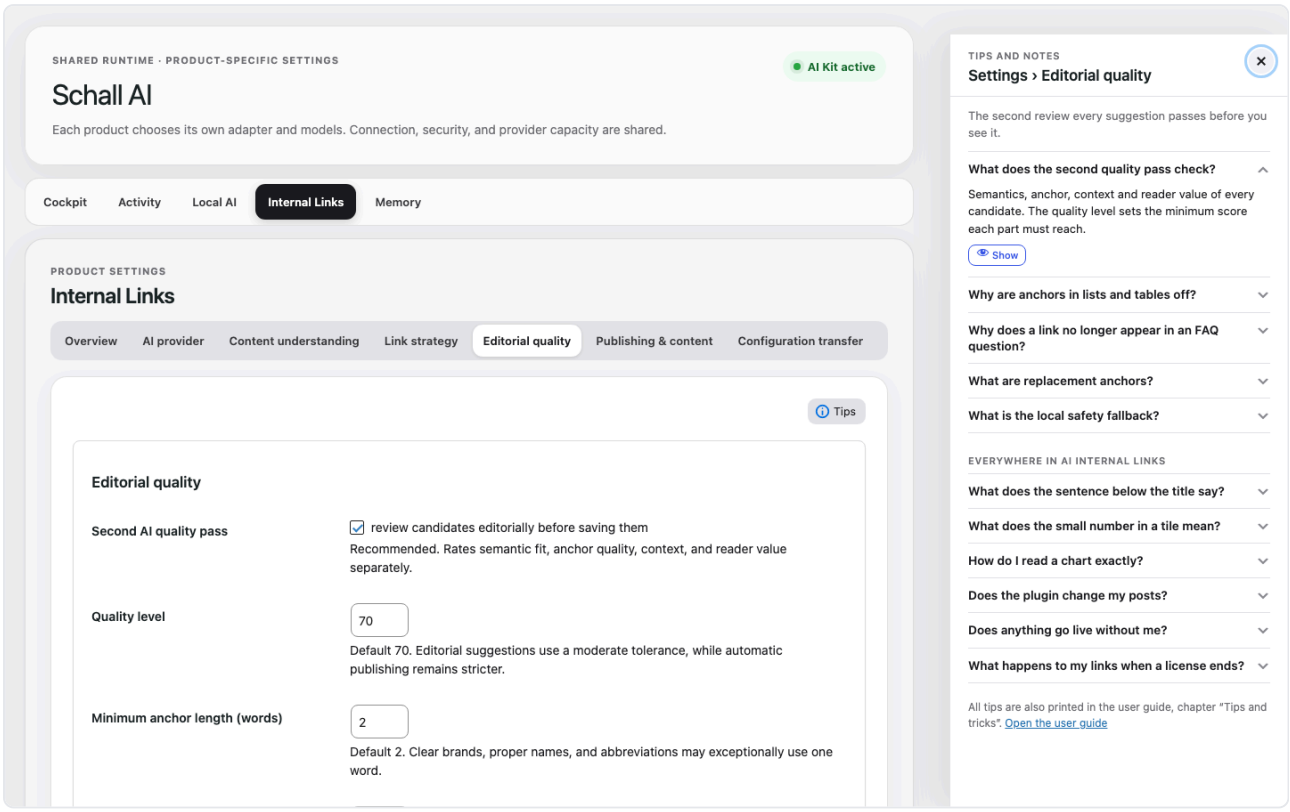
It sets how well a target must fit before it enters the suggestion pipeline. Higher means fewer, closer suggestions.

What do the strategy presets do?

They fill the strategy settings for an editorial magazine, a company website or a shop. Automatic publishing stays off; existing links and queued runs are not changed.

Settings › Editorial quality

The second review every suggestion passes before you see it.



What does the second quality pass check?
Semantics, anchor, context and reader value of every candidate. The quality level sets the minimum score each part must reach.

Why are anchors in lists and tables off?
A link inside a list or table often reads unnaturally, so both are off by default. Switch them on here if your content needs them.

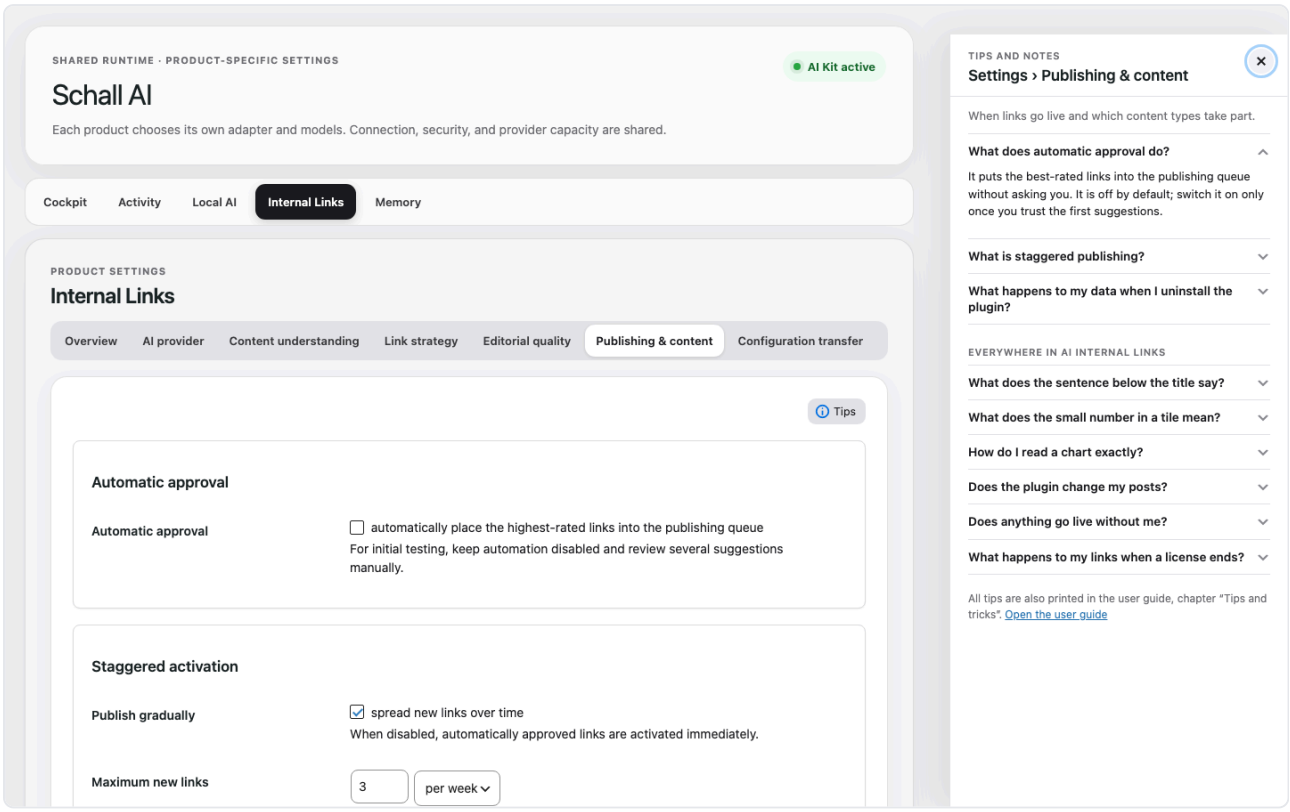
Why does a link no longer appear in an FAQ question?
A link in a heading, in the question of an expandable block or in a table head opens the target page instead of the answer. With “Links in headings and questions” switched off, such a link moves to the same words in the text below. “Check the effect” shows beforehand what would change.

What are replacement anchors?
Some links have their words only in a heading or FAQ question; with that zone not allowed they are not shown. “Search replacement anchors” lets the AI look for words in the running text that lead to the same target. Each link stays where it is until you approve its replacement.

What is the local safety fallback?
If the model returns nothing usable, literal matches from your text can be used instead. Such suggestions are marked as fallback and can be cleaned up separately.

Settings › Publishing & content

When links go live and which content types take part.



What does automatic approval do?

It puts the best-rated links into the publishing queue without asking you. It is off by default; switch it on only once you trust the first suggestions.

What is staggered publishing?

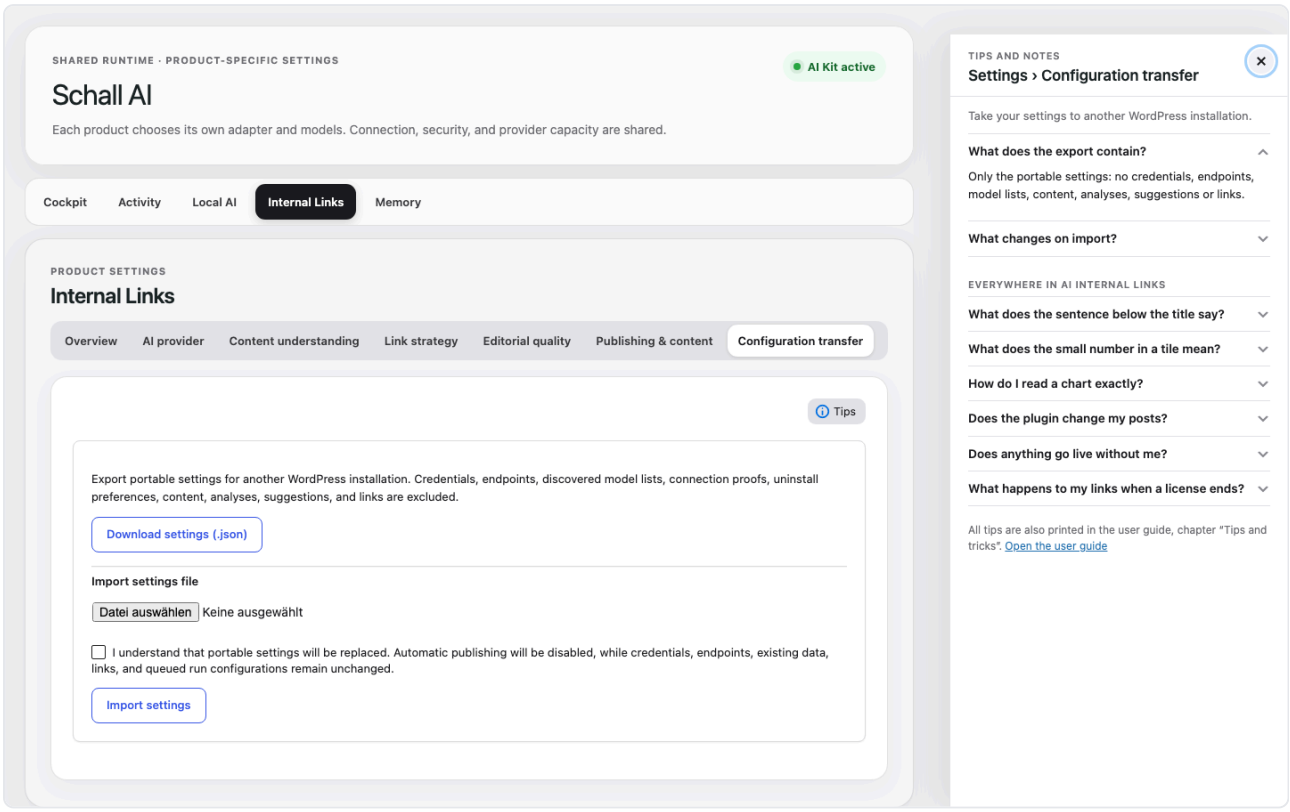
New links are spread over time: at most the set number per period, and only within the active hours. Changes stay calm and easy to follow.

What happens to my data when I uninstall the plugin?

Scheduled tasks are always removed. Tables, settings and history are deleted only if “delete all plugin data when uninstalling” is ticked here.

Settings › Configuration transfer

Take your settings to another WordPress installation.



What does the export contain?

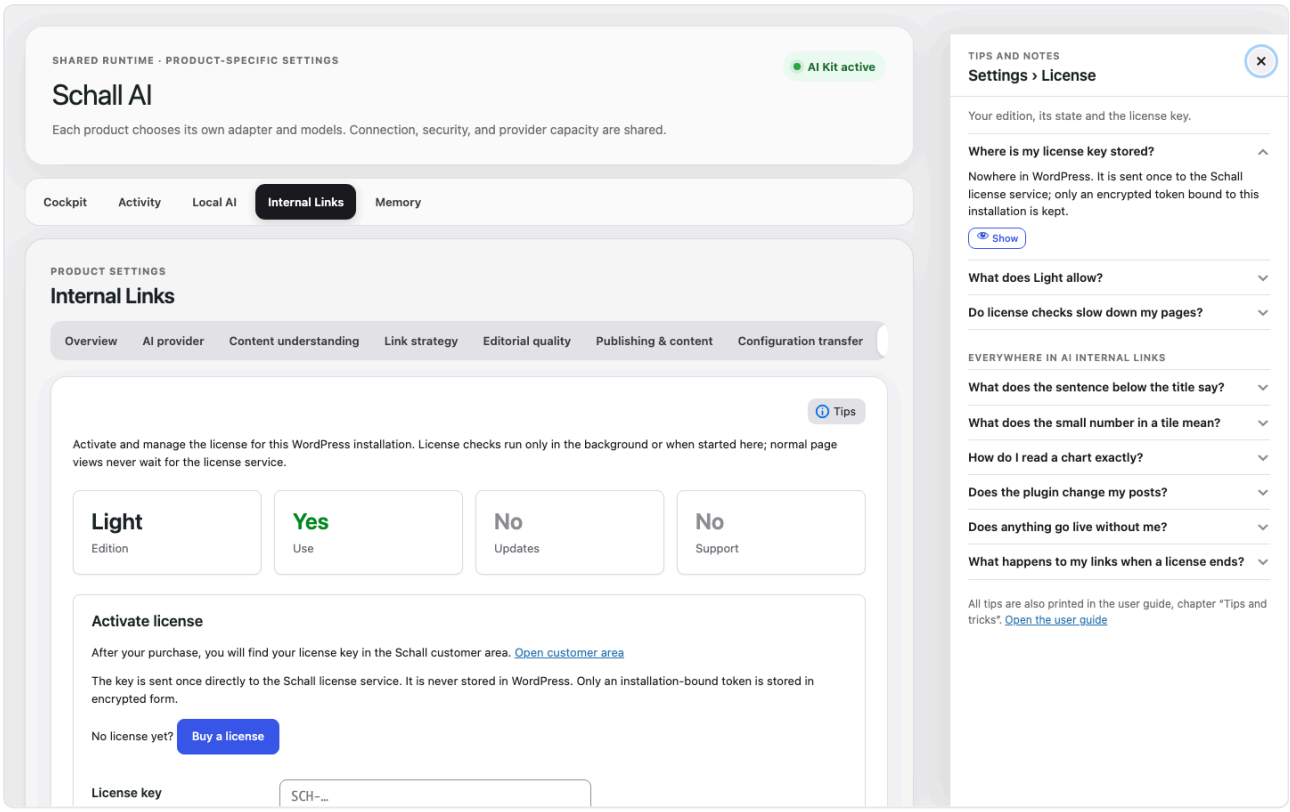
Only the portable settings: no credentials, endpoints, model lists, content, analyses, suggestions or links.

What changes on import?

The portable settings are replaced and automatic publishing is switched off. Credentials, endpoints, existing data, links and queued runs stay unchanged.

Settings › License

Your edition, its state and the license key.



Where is my license key stored?

Nowhere in WordPress. It is sent once to the Schall license service; only an encrypted token bound to this installation is kept.

What does Light allow?

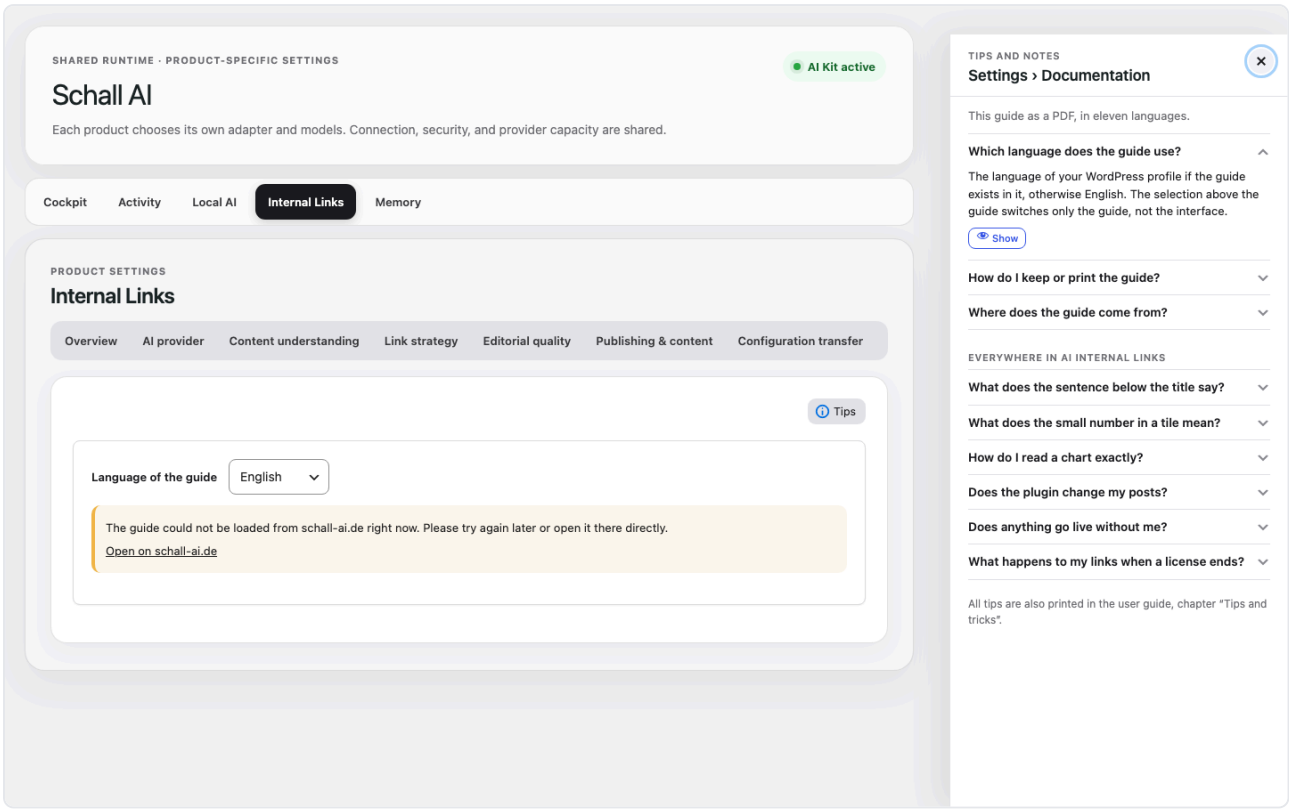
Every feature for up to 20 content items you choose, without time limit. A license removes the limit.

Do license checks slow down my pages?

No. They run in the background or when you start them here; normal page views never wait for the license service.

Settings › Documentation

This guide as a PDF, in eleven languages.



Which language does the guide use?

The language of your WordPress profile if the guide exists in it, otherwise English. The selection above the guide switches only the guide, not the interface.

How do I keep or print the guide?

“Download PDF” saves the file; it then opens in your default PDF app. “Open in new tab” shows it full size in the browser, where you can also print it.

Where does the guide come from?

Your web server loads the current guide from schall-ai.de once a day and keeps a copy; no personal data is sent. If schall-ai.de cannot be reached, the last copy is shown.

Glossary

Anchor	the words in your text that carry a link.
Source	the page that contains a link.
Target	the page a link points to.
Source-target pair	one source with one target; decisions such as a rejection apply to the pair.
Suggestion	a link proposed by the link search that waits for your decision.
Link search	the AI run that finds targets and anchors for a page.
Quality review	the second AI pass that rates semantics, anchor, context and reader value.
Link check	the daily reading of your pages the way visitors get them.
Target strategy	how a page is treated as link target: normal, important, product / service or excluded.
Staggered publishing	spreading new links over time within active hours.
Automatic approval	scheduling the best-rated links without asking; off by default.
Change group	the link changes of one run or one bulk action, reversible together.
Rollback	deactivating the still active links of a change group.
Diagnostic test	a link search for selected content that publishes nothing.
Light workspace	the up to 20 content items Light works with.
Language anchor	the anchor of an active link in another TranslatePress language.
Replacement anchor	new words in the running text for an active link whose anchor stands only in a heading, an FAQ question or a table head.
Automatic recovery	what happens when a model answer fails: a remedy on the same model, then other suitable models, at the end a visible reason.
Follow-up run	the run in which retried jobs work again, with a fresh budget of provider calls.
Queue watchdog	the check every ten minutes that finishes work which can no longer finish on its own.
Quality index	how reliably a model answers one task, from 0 to 100, measured over the last 30 days.

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