How can I hide content in a HTML file from search engines?

Asked 16 years, 2 months ago Modified 6 years, 11 months ago Viewed 4k times



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Say that I write an article or document about a certain topic, but the content is meant for readers with certain prior knowledge about the topic. To help people who don't have the "required" background information, I would like to add a note to the top of the page with an explanation and possibly a link to some reference material.

Here's an example:

Using The Best Product in the World to Create World Peace

Note: This article assumes you are already familiar with The Best Product in the World. To learn more about The Best Product in the World, please see the official web site.

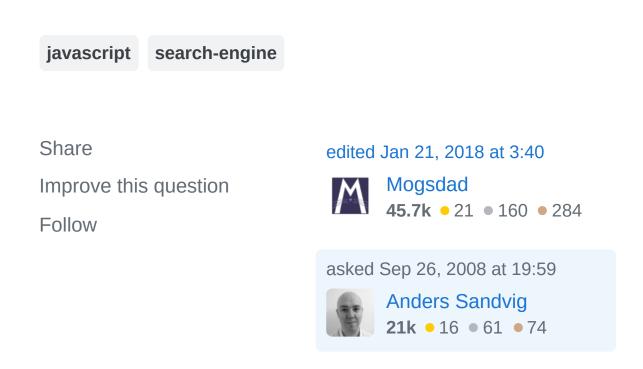
The Best Product in the World ...

Now, I don't want the note to show up in Google search engine results, only the title and the content that follows the note. Is there any way I can achieve this?

Also, is it possible to do this without direct control over the entire HTML file and/or HTTP response, i.e. on blog hosted by a third party, like <u>Wordpress.com</u>?

Update

Unfortunately, both the JavaScript solution and the HTML meta tag approach does not work on hosted Wordpress.com blogs, since they don't allow JavaScript in posts and they don't provide access to edit the HTML meta tags directly.



8 Answers

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You can build that portion of the content dynamically using Javascript.



For example:







```
<html>
<body>
<br/>
<br/>
<br/>
<br/>
<br/>
<br/>
<br/>
Rest of the content here.
</body>
<br/>
<script language='javascript' type='text/javascript'>
<br/>
var dyn = document.getElementById('dynContent');
<br/>
dyn.innerHTML = "Put the dynamic content here";
</script>
</html>
```

If you're really stuck, you can just go old school and reference an image that has your text as part of it. It's not particularly "accessibility-friendly" though.

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edited Sep 26, 2008 at 20:23

answered Sep 26, 2008 at 20:01



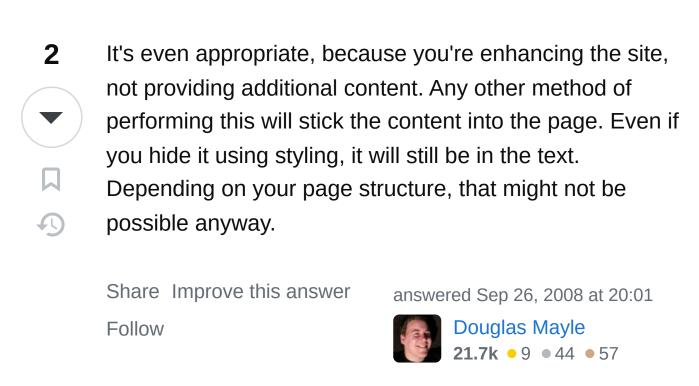
Argh. That would be the "perfect" solution, except Wordpress.com don't seem to allow <script> tags in their content... Not a big surprise, but still, impractical for me.

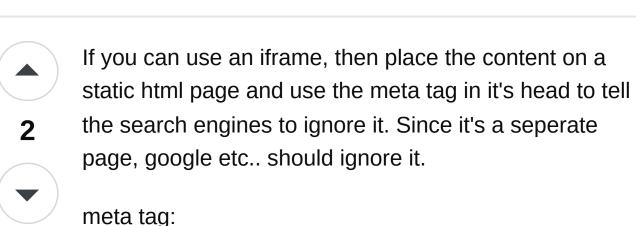
```
- Anders Sandvig Sep 26, 2008 at 20:11
```

The image would be a simple and effective solution. – cciotti Sep 27, 2008 at 13:36



Javascript. If you add your content to the site using javascript, it won't be picked up by the search engines.



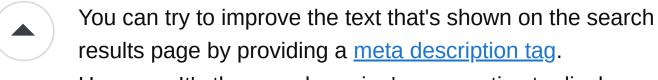


<meta name="robots" content="noindex, nofollow">

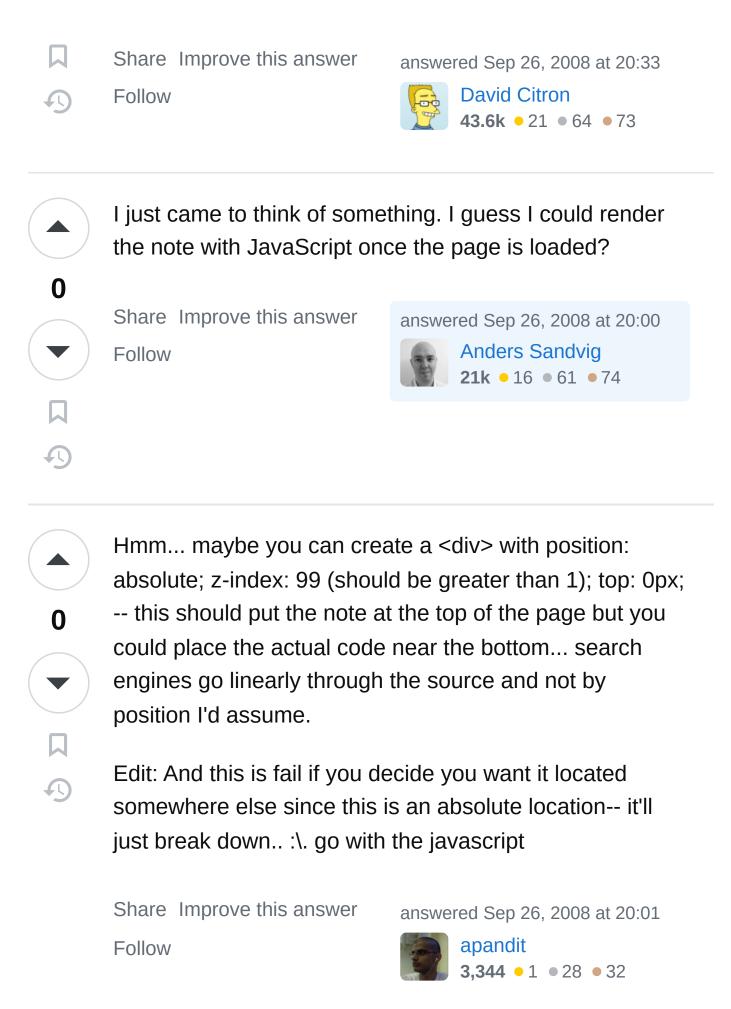
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answered Sep 26, 2008 at 21:54

Sugendran
2,109 • 1 • 14 • 15



However, It's the search engine's prerogative to display whatever it chooses, which is not necessarily the first 'n' words on the page.







Any attempt to hide content is going to have side-effects regarding accessibility and compatibility. It seems that all you are attempting to do is control the snippet that search engines display, in which case you are better off providing an appropriate meta element description.



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answered Sep 26, 2008 at 20:05





Jim **73.9k** • 14 • 103 • 111

Well, I don't consider the note a part of the "content". It's only a added feature to help people. – Anders Sandvig Sep 26, 2008 at 20:07

Using HTML meta tags is going to be a problem when I don't have access to directly control the generated HTML file myself (i.e. on a hosted blog). – Anders Sandvig Sep 26, 2008 at 20:08

I'm familiar with how WordPress.com works, but if you

to do the same trick these badges uses, they inject

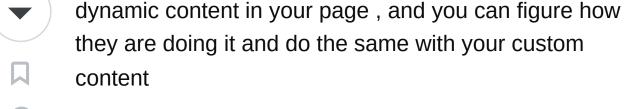
can put in stuff like Digg, Delicious badges on your blog

as a third part added stuff.. then you might have a chance



0





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answered Sep 26, 2008 at 20:37



Mohamed Faramawi **651** • 5 • 13

According to the official Wordpress.com FAQ (faq.wordpress.com/2006/05/07/...) they only allow JavaScript from specific, supported sites. – Anders Sandvig Sep 26, 2008 at 20:53