

candour

# Types of rel nofollow



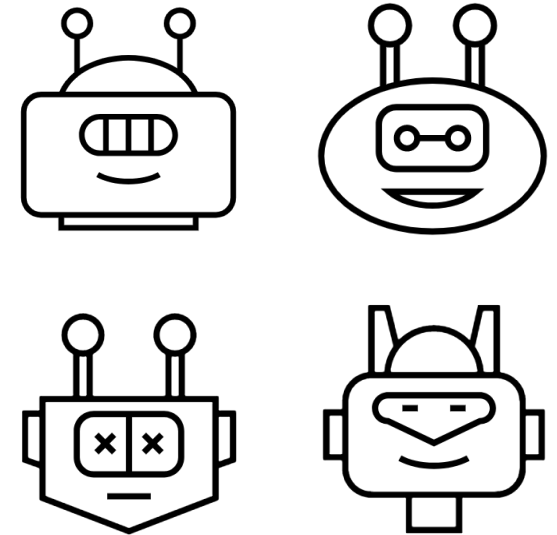
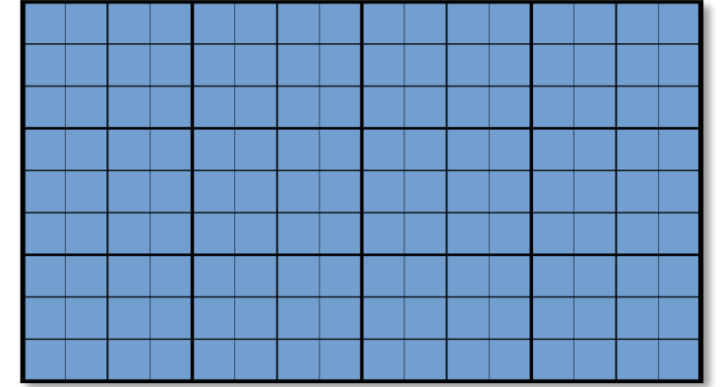
Trainer:

Mark Williams-Cook  
Candour



# September 2019

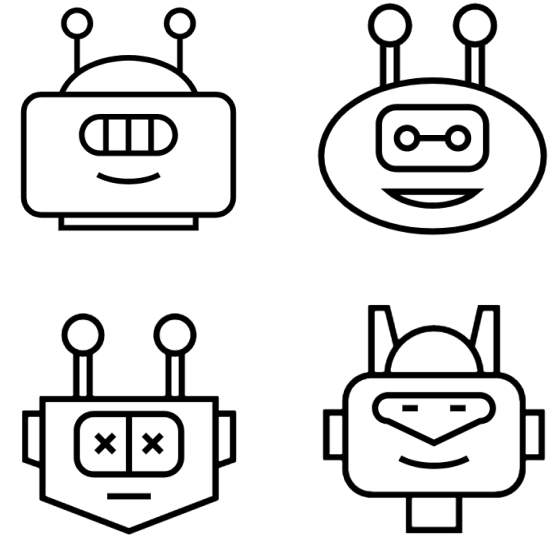
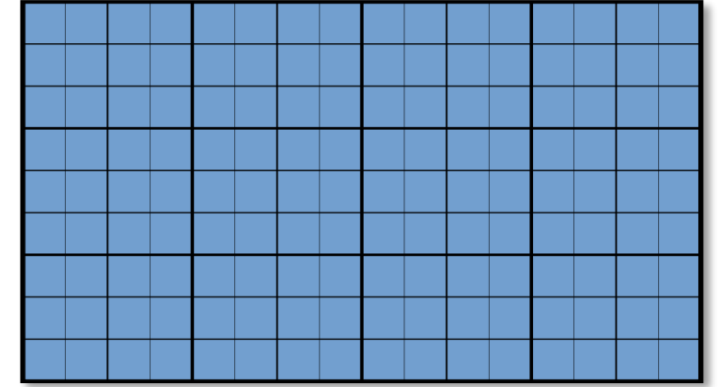
1. Nofollow is now a hint instead of a directive
2. New types of rel attribute for nofollow



---

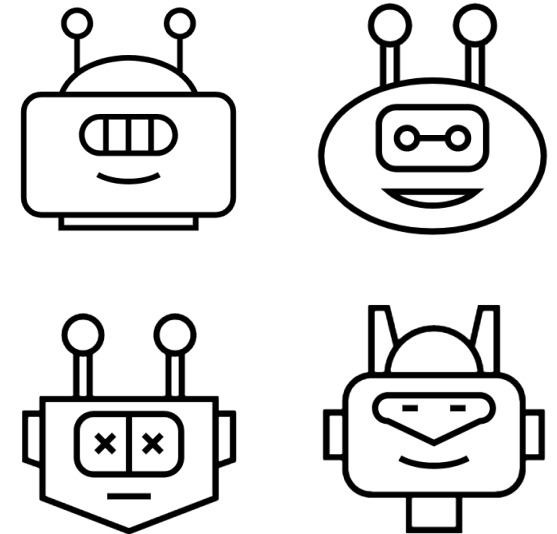
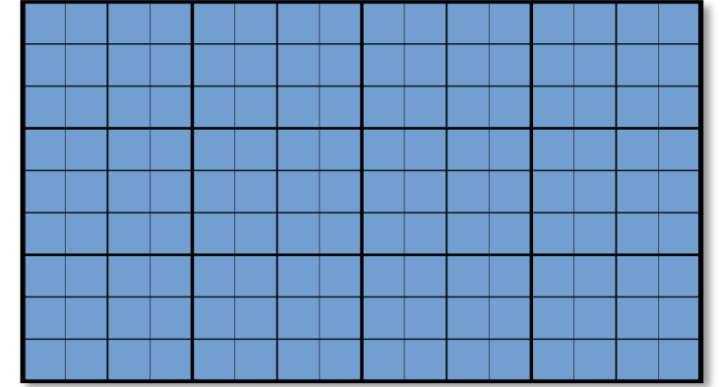
Types of rel nofollow

# Types of rel nofollow





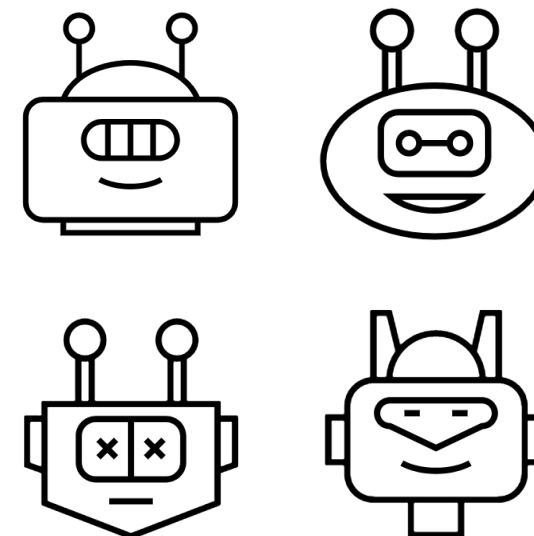
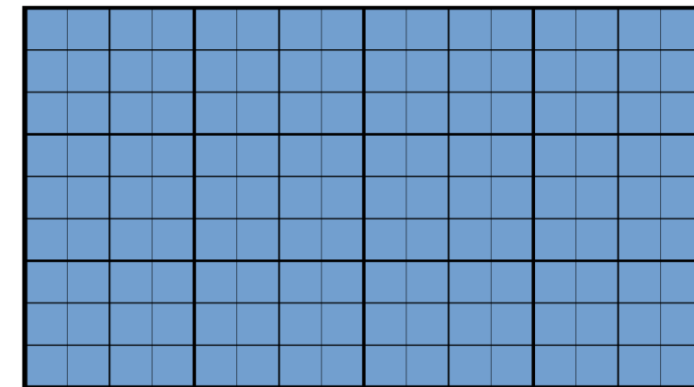
# Types of rel nofollow

1. **rel="nofollow"**  
(*catch-all*)
2. **rel="ugc"**  
(*User-generated content*)
3. **rel="sponsored"**  
(*Paid links*)



# Types of rel nofollow

rel Value	Description
<code>rel="sponsored"</code>	Mark links that are advertisements or paid placements (commonly called <i>paid links</i> ) as <b>sponsored</b> . <a href="#">More information on Google's stance on paid links</a> .  <div>★ <b>Note:</b> The <b>nofollow</b> attribute was <a href="#">previously recommended</a> for these types of links and is still an acceptable way to flag them, though <b>sponsored</b> is preferred.</div>
<code>rel="ugc"</code>	We recommend marking user-generated content (UGC) links, such as comments and forum posts, as <b>ugc</b> .  If you want to recognize and reward trustworthy contributors, you might remove this attribute from links posted by members or users who have consistently made high-quality contributions over time. <a href="#">Read more about avoiding comment spam</a> .
<code>rel="nofollow"</code>	Use the <b>nofollow</b> value when other values don't apply, and you'd rather Google not associate your site with, or crawl the linked page from, your site. (For links within your own site, use robots.txt, as described below.)
Multiple values	You may specify multiple <b>rel</b> values as a space- or comma-separated list. Examples: <ul style="list-style-type: none"><li>I love &lt;a href="https://cheese.example.com/Appenzeller_cheese"  <b>rel="ugc nofollow"</b>&gt;Appenzeller&lt;/a&gt; cheese.</li><li>I hate &lt;a href="https://cheese.example.com/blue_cheese"  <b>rel="ugc, nofollow"</b>&gt;Blue&lt;/a&gt; cheese.</li></ul>



Types of rel nofollow

# Key concept

You do not *have to* use the specific types of `rel=nofollow`.

It seems Google is only using them to improve their modelling of which links they should and should not pass PageRank on.

