



Rel nofollow attribute

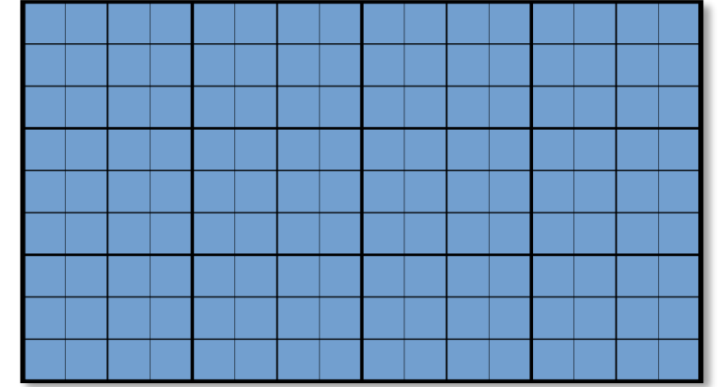


Trainer:

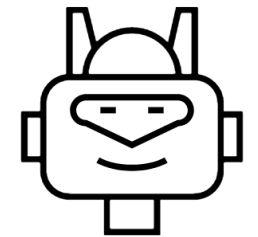
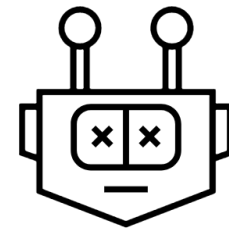
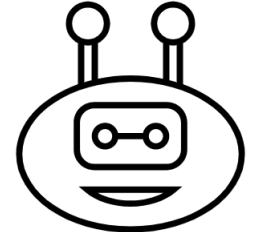
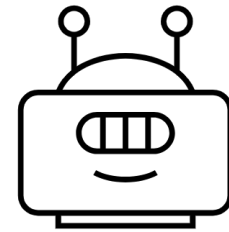
Mark Williams-Cook
Candour



Links and sites ranking

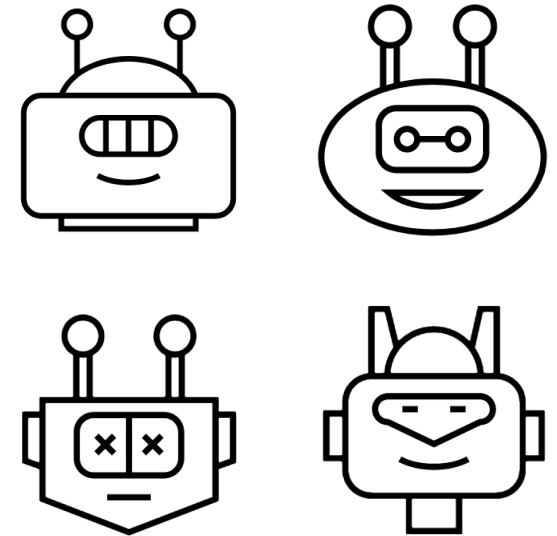
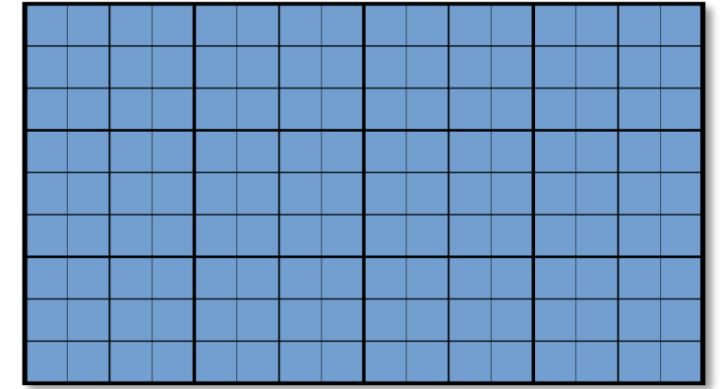
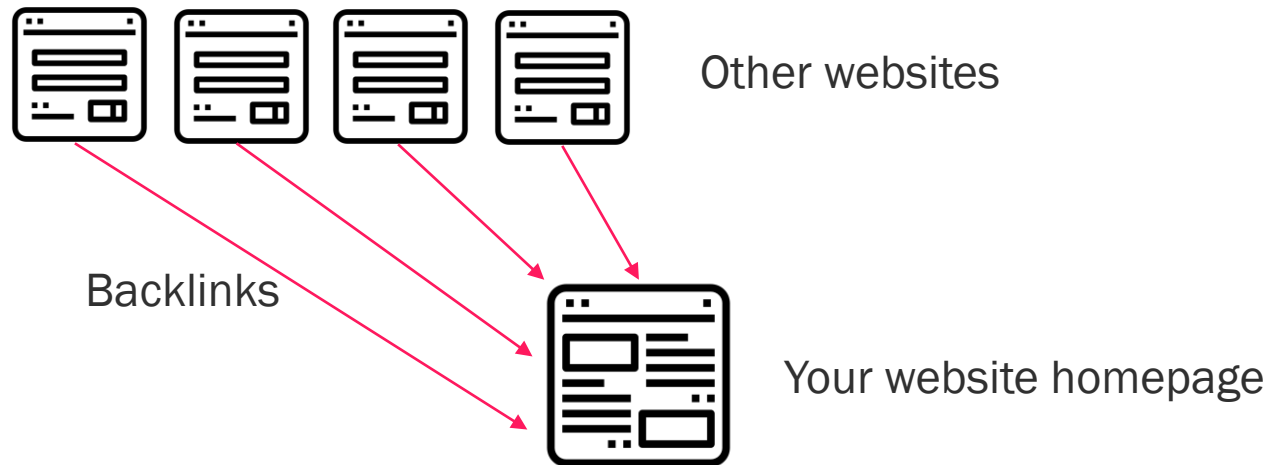


Your website homepage



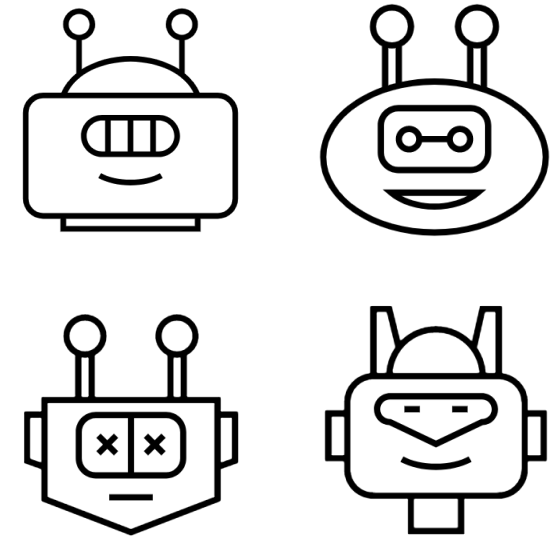
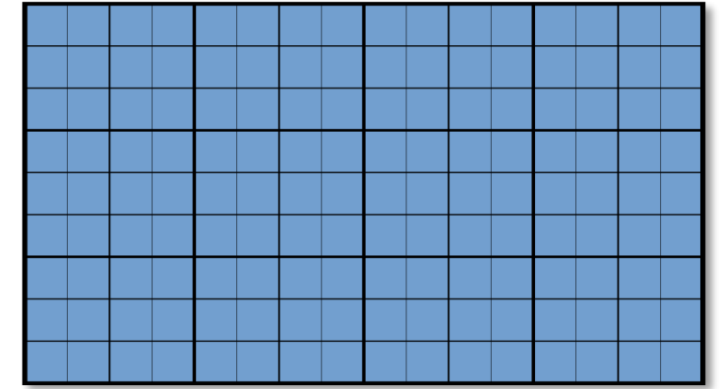
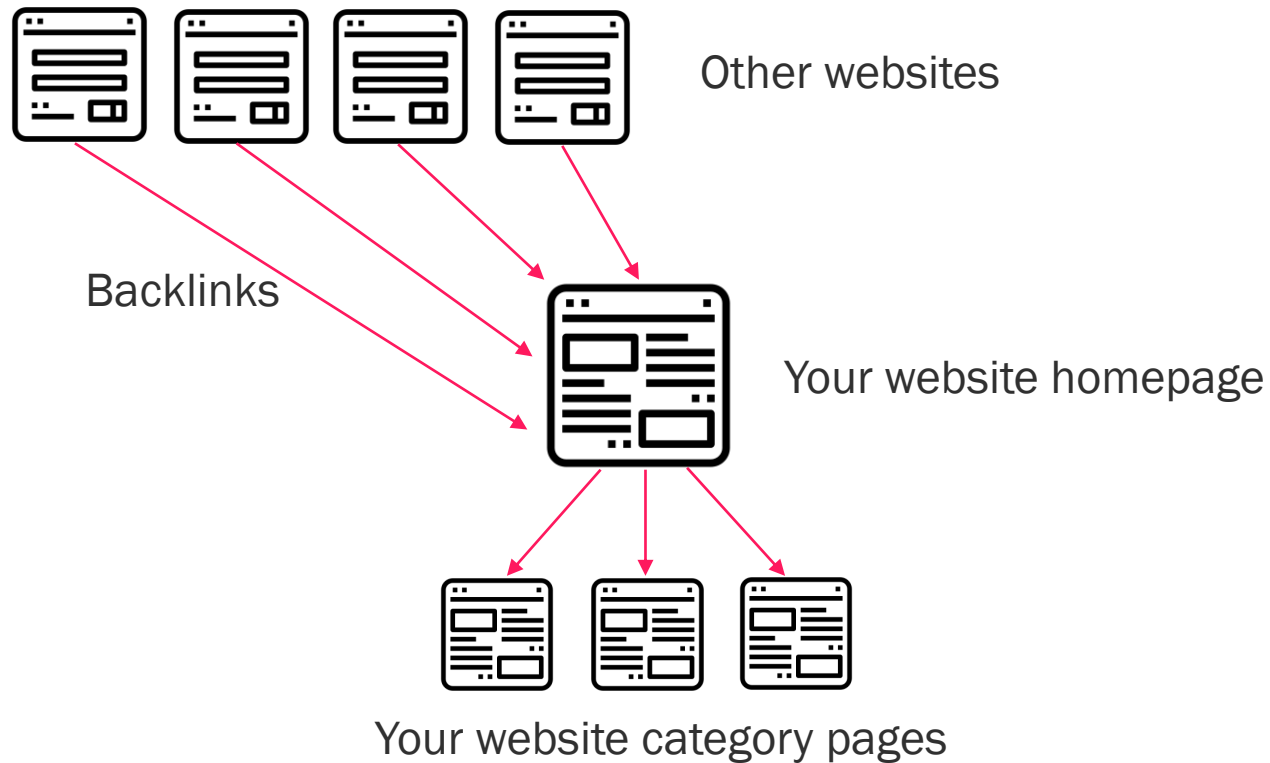
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Links and sites ranking



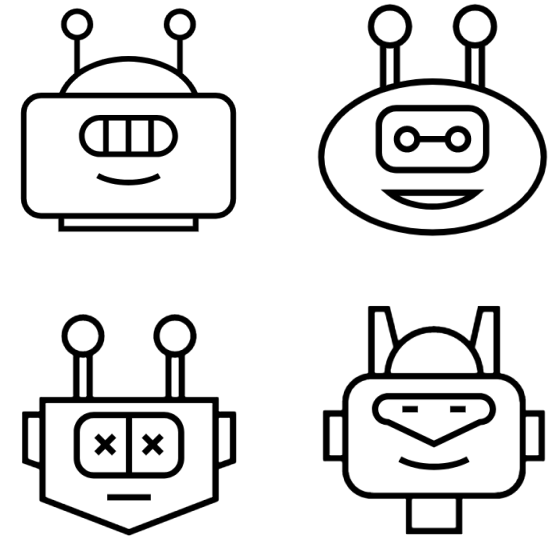
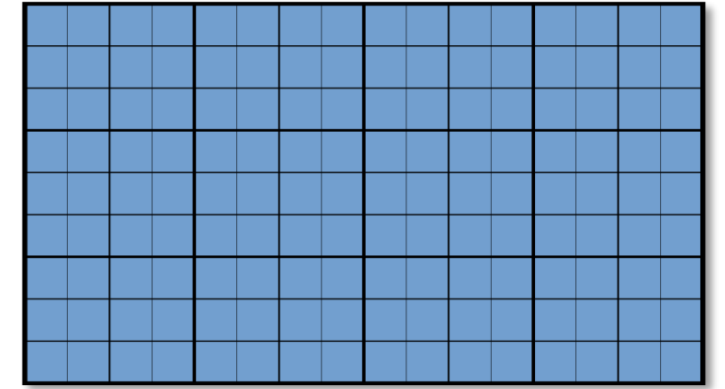
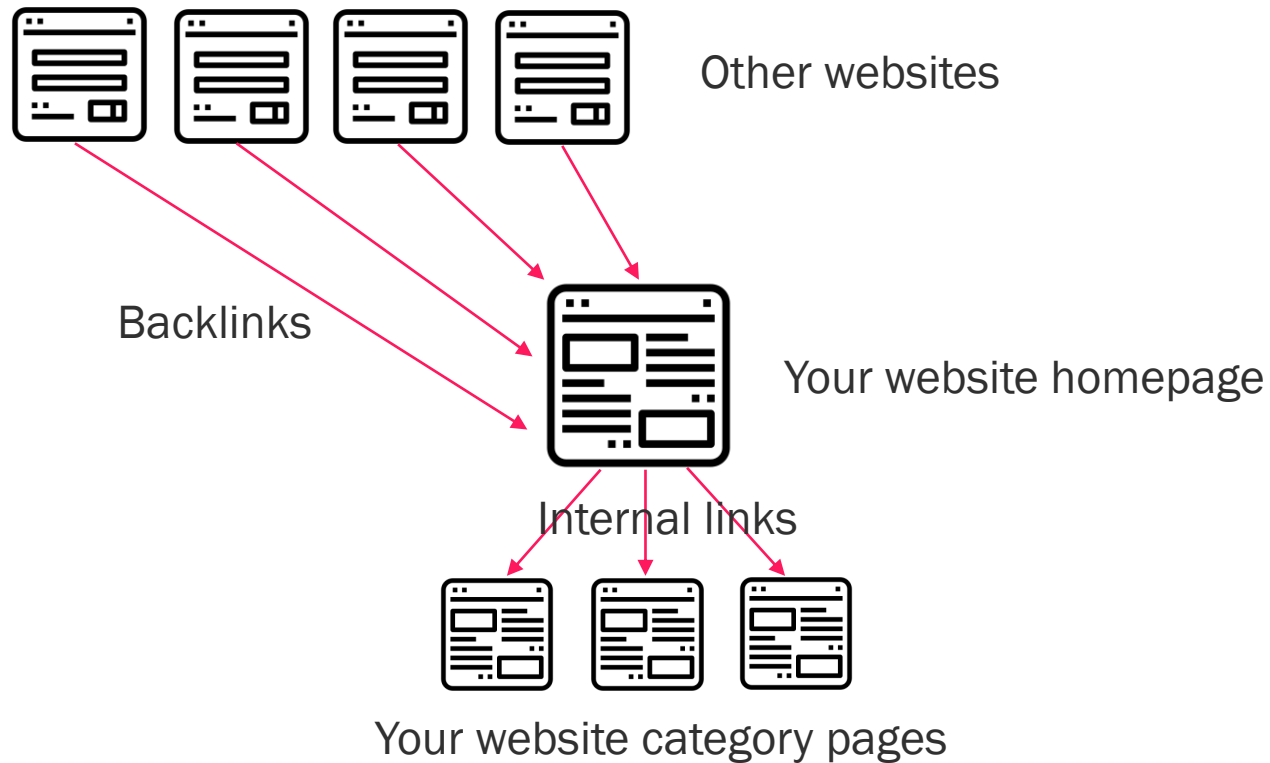
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Links and sites ranking



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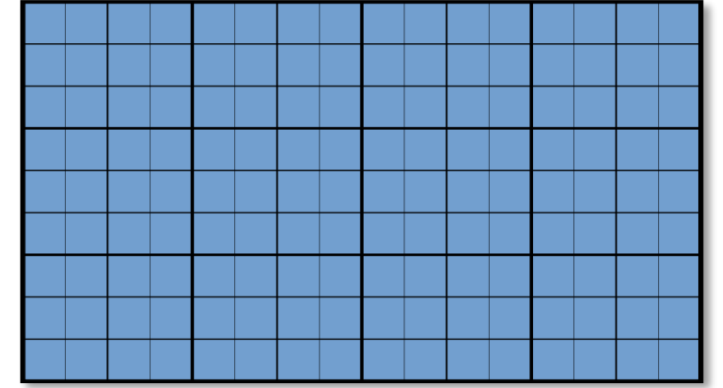


Rel nofollow

Potential problems

- What if we want to sell adverts on our website?
- What if we have UGC (user-generated content on our site?)

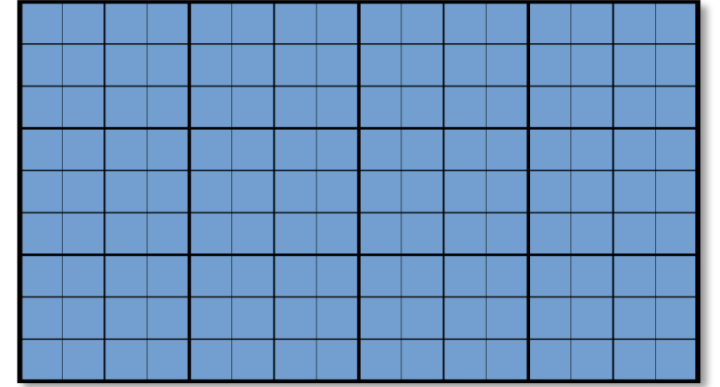
Both of these could land us in trouble with Google!



Rel=nofollow attribute

There is an attribute called **rel=nofollow** that explains the relationship between you and the linked page.

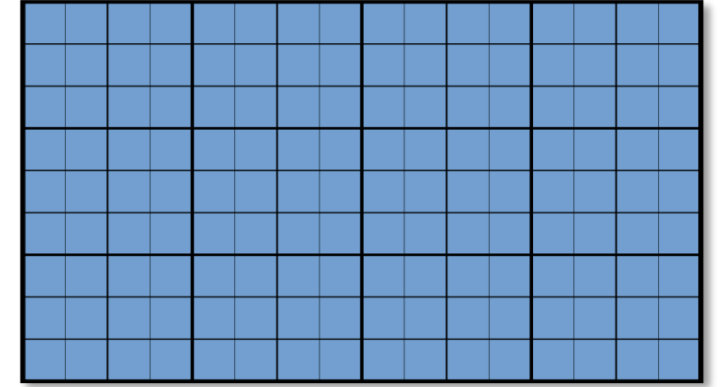
```
<a href="https://withcandour.co.uk">Our sponsor</a>
```



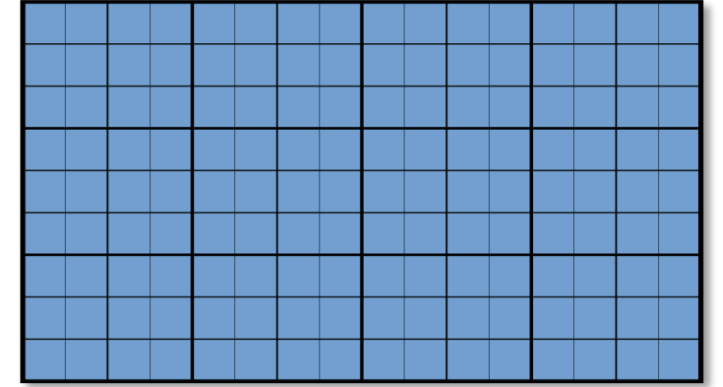
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```
<a href="https://withcandour.co.uk" rel="nofollow">Our sponsor</a>
```



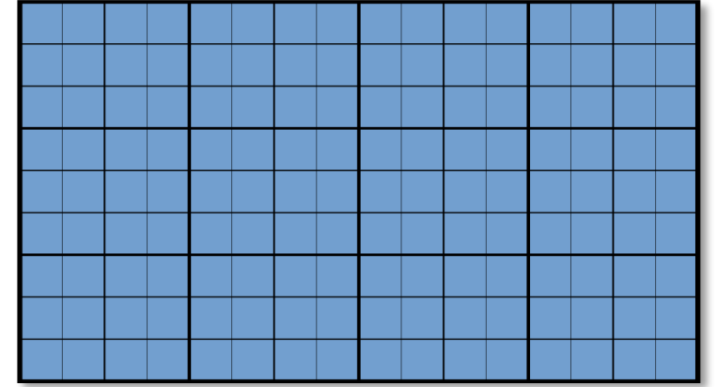
Key concept



The rel=nofollow attribute is a way to inform search engines you do not “vouch” for the site and it possibly should not be included in their link graph

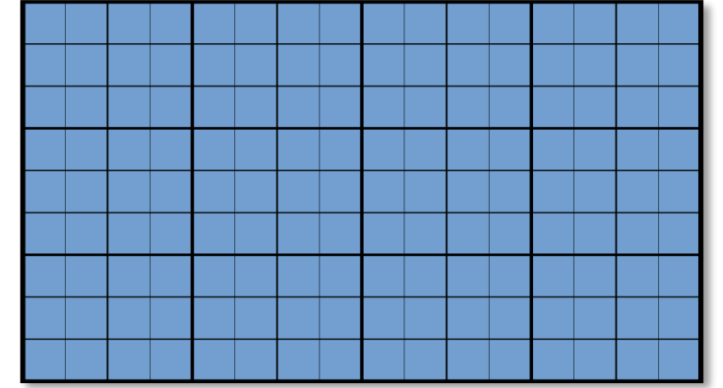


Common implementations



Common implementations

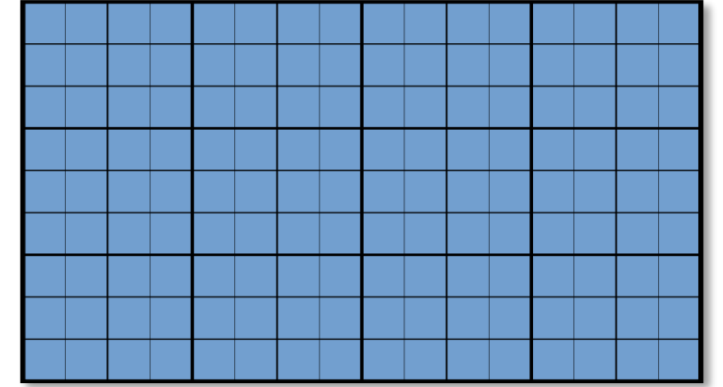
- Most CMS systems like Wordpress will automatically add the nofollow attribute to blog comments
- Almost all newspapers will add a nofollow attribute to any external websites they link to
- You can use nofollow on internal links to let Google know they aren't important pages (such as a register link)



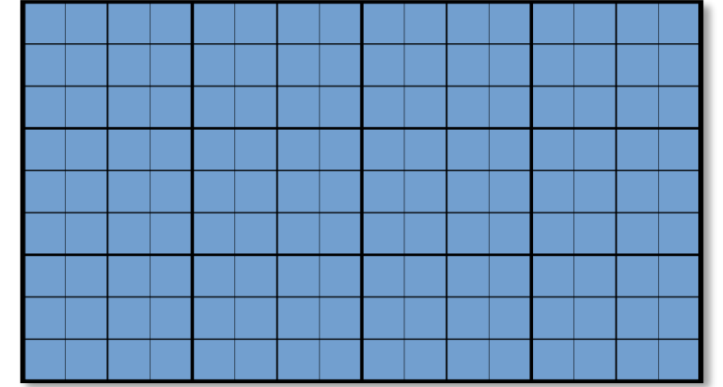
Common implementations

It is possible to implement nofollow on a page level with a meta tag.

```
<html>
<head>
  <title>Example Books - high-quality used books for children</title>
  <meta name="robots" content="noindex,nofollow">
```



Key concept



The rel=nofollow attribute is a hint not a directive

