Lolo SEO No-Indexing

A WORDPRESS PLUGIN TO MANAGE ROBOTS TO
INDEX/NOINDEX, FOLLOW/NOFOLLOW TO YOUR PAGES AND
POSTS.

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What is Indexing/NoIndexing & Follow/NoFollow:

Generally in SEO we want our pages in the Google indices, because a page that is not indexed cannot be found via search. The NoIndex code snip does exactly what it implies; it tells Google to NOT index the page, so that it cannot be found in search.

FOLLOW tells the spiders/robots to either follow the links on the pages, or don't. Generally, we want to have them follow the links, because this helps our overall crawl rate of our sites, and to spread PageRank more evenly. NoFollow should only be used at the individual link level, and generally not the entire page. NoFollow does not prevent the linked to page from not getting indexed.

When should we use NoIndex & NoFollow:

We should use NoIndex on any page that we don't want a human to find without us directly telling them about it. For example:

- Email Promotion: A special promotion page that we communicate to segmented customers via direct email promotions
- Employee only pages: Pages that might be on our websites which would be told to an employee by a link from an internal resource.
- Goal completion pages: If analytic goals are set up to count how many people reach the "thank you" page. This will help eliminate false goal completion.

Also, any page that is highly duplicate content of other pages on the website should have a NoIndex if

1) The page is not a direct duplicate copy of another page.

2) A canonical tag cannot be used. Our mountain resort pages do not have many instances of this, but Blogs (like buzz.snow.com) or personal Word Press sites have many examples of this.

What does the NoIndex & NoFollow code look like:

If you view a web page code and search for "noindex", you might find this in the head section:
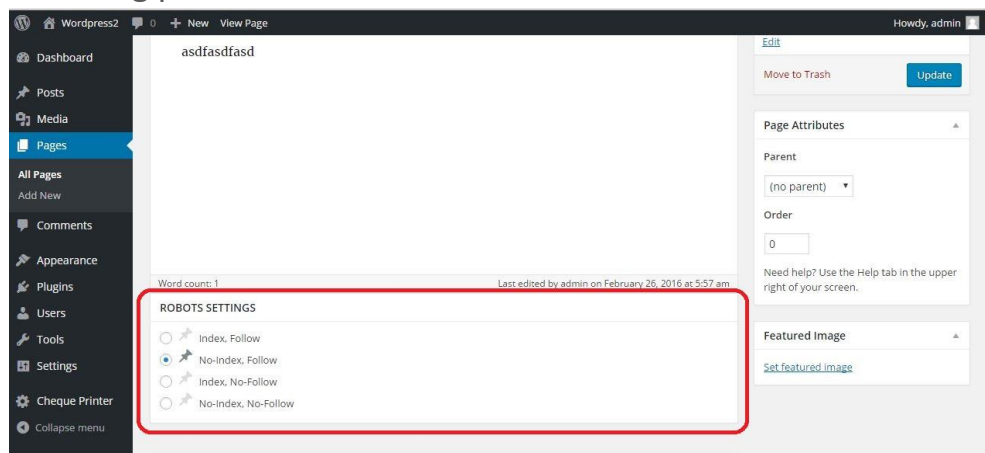
<META NAME="ROBOTS" CONTENT="NOINDEX, FOLLOW">

This code snip, in English, basically tells the spidering programs of search engines (aka: ROBOTS) to not record the information on the page (NOINDEX) but to still relate this page to the pages that link out of it (the FOLLOW part).

How to use this plugin:

To use this plugin is very simple. Follow the following steps:

1) Upload and unzip the plugin to your wordpress plugin directory.
2) Login to your wp-admin and go to plugins page.
3) Activate the plugin named "**SEO INDEX / NO-INDEX, FOLLOW / NO-FOLLOW**"
4) Now If you go to any post/page editor (while editing or creating new) you can see an extra radio field area just after the editor like the following picture.

5) Check the radio box for your desired option for this post/page.
6) Save the post/page.
7) That's all. You have customize your page/post for index/noindex, follow/nofollow. To check this just view the post/page. See the source code of the page. If you do not know how to see the source code then right click your mouse and click "view page source". Now you can see "<META NAME="ROBOTS" CONTENT="INDEX/NOINDEX, FOLLOW/NOFOLLOW"> in your code.

```
44  <![endif]-->
45  <!--[if lt IE 8]>
46  <link rel='stylesheet' id='twentysixteen-ie7-css'  href='http://localhost/wordpress2/wp-content/themes/twentysixteen/css/ie7.css?ver=20150930' type='text/css' media='all'
    />
47  <![endif]-->
48  <script type='text/javascript' src='http://localhost/wordpress2/wp-content/plugins/lolopdf/js/jquery.min.js?ver=4.4.2'></script>
49  <script type='text/javascript' src='http://localhost/wordpress2/wp-content/plugins/lolopdf/js/jquery.tmpl.js?ver=4.4.2'></script>
50  <script type='text/javascript' src='http://localhost/wordpress2/wp-content/plugins/lolopdf/js/bootstrap.min.js?ver=4.4.2'></script>
51  <!--[if lt IE 9]>
52  <script type='text/javascript' src='http://localhost/wordpress2/wp-content/themes/twentysixteen/js/html5.js?ver=3.7.3'></script>
53  <![endif]-->
54  <script type='text/javascript' src='http://localhost/wordpress2/wp-includes/js/jquery/jquery.js?ver=1.11.3'></script>
55  <script type='text/javascript' src='http://localhost/wordpress2/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.2.1'></script>
56  <link rel='https://api.w.org/' href='http://localhost/wordpress2/wp-json/' />
57  <link rel="EditURI" type="application/rsd+xml" title="RSD" href="http://localhost/wordpress2/xmlrpc.php?rsd" />
58  <link rel="wlwmanifest" type="application/wlwmanifest+xml" href="http://localhost/wordpress2/wp-includes/wlwmanifest.xml" />
59  <link rel='next' title='dfs' href='http://localhost/wordpress2/2016/02/26/dfs/' />
60  <meta name="generator" content="WordPress 4.4.2" />
61  <link rel="canonical" href="http://localhost/wordpress2/2016/02/16/hello-world/" />
62  <link rel='shortlink' href='http://localhost/wordpress2/?p=1' />
63  <link rel="alternate" type="application/json+oembed" href="http://localhost/wordpress2/wp-json/oembed/1.0/embed?
    url=http%3A%2F%2Flocalhost%2Fwordpress2%2F2016%2F02%2F16%2Fhello-world%2F" />
64  <link rel="alternate" type="text/xml+oembed" href="http://localhost/wordpress2/wp-json/oembed/1.0/embed?url=http%3A%2F%2Flocalhost%2Fwordpress2%2F2016%2F02%2F16%2Fhello-
    world%2F&#038;format=xml" />
65  <meta name='robots' content='noindex, follow'>          <style type="text/css">.recentcomments a{display:inline !important;padding:0 !important;margin:0 !important;}
    </style>
66  <style type="text/css" media="print">#wpadminbar { display:none; }</style>
67  <style type="text/css" media="screen">
68          html { margin-top: 32px !important; }
69          * html body { margin-top: 32px !important; }
70          @media screen and ( max-width: 782px ) {
71                  html { margin-top: 46px !important; }
72                  * html body { margin-top: 46px !important; }
73          }
74  </style>
75  </head>
```

Thanks and cheers!!!!