
What is no-follow and dofollow?

What is it?

It means whether or not your links on the website allow bots to easily follow them to other websites.

No-follow links are present to remove spam links from affecting your website's SEO score, maintaining a good internet search presence, while also having those links google hates.



No-follow

“Nofollow links attributes do not allow search engine bots to follow link. That means if the website owner is linking back to you with nofollow attributes, it does not pass on link juice. **Only Humans will be able to follow the links.** Though some time back Google made it clear that they don't consider nofollow link attributes but weightage of such links are really less. Even though, it's a good practice to use Nofollow link attribute to those link, **where you don't want to pass link-juice.**”

An example of Nofollow Link:

```
<a href="http://www.google.com/" rel="nofollow">Google</a>
```

Do-follow

“Dofollow links allow google (**all search engines**) to follow them and reach our website. Giving us link juice and a [backlink](#). If a webmaster is linking back to you with this link both Search Engine and Humans will be able to follow you. The best way to give someone dofollow love is allowing keyword in the [anchor text](#). This means when you are linking to any website or page, **use the targeted keyword as anchor text.**”

An example of Dofollow Link:

```
<a href="http://www.google.com/">Google</a>
```

Note: By default all the hyperlinks are dofollow. So, you don't need to do anything to make a link do-follow.

Notice

Important Notice:-

“**Recently Google** has said that they will **still count the nofollow link** as an outgoing link in terms of the distribution of page rank from your page. Though again it also depends on where that nofollow link is placed. **Placing a nofollow link at the bottom of the page has the least impact**, and when placed at the top of the page, it carries some impact.”

Summary

- No-follow links won't let bots follow outgoing links from your website only humans can.
- Do-follow, both humans and bots can follow those links
- No-follow still count as links in google (score) but are most effective at the top of the page.
- No-follow allows you to have spam links and links google doesn't like without affecting your score. **(Probably most commonly used in PORN SITES)**