SEO Basics

Improving Site Structure

Optimizing Content

Dealing with Crawlers

SEO for Mobile Phones

Promotions and Analysis

About using "nofollow" for individual contents, whole pages, etc.

Another use of nofollow is **when you're writing content and wish to reference a website, but don't want to pass your reputation on to it**. For example, imagine that you're writing a blog post on the topic of comment spamming and you want to call out a site that recently comment spammed your blog. You want to warn others of the site, so you include the link to it in your content; however, you certainly don't want to give the site some of your reputation from your link. This would be a good time to use nofollow.

Lastly, if you're interested in nofollowing all of the links on a page, you can use "nofollow" in your robots meta tag, which is placed inside the <head> tag of that page's HTML (4). The Webmaster Central Blog provides a helpful post on using the robots meta tag. This method is written as <meta name="robots" content="nofollow">.

```
<html>
<head>
<title>Brandon's Baseball Cards - Buy Cards, Baseball News, Card Prices</title>
<meta name="description=" content="Brandon's Baseball Cards provides a large selection of vintage and modern baseball cards for sale. We also offer daily baseball news and events in">
<meta name="robots" content="nofollow">
</head>
<body>
```
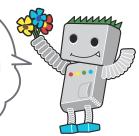
(4) This nofollows all of the links on a page.

Make sure you have solid measures in place to deal with comment spam!

Links

- **Avoiding comment spam**
  http://www.google.com/support/webmasters/bin/answer.py?answer=81749
- **Using the robots meta tag**
  http://googlewebmastercentral.blogspot.com/2007/03/using-robots-meta-tag.html