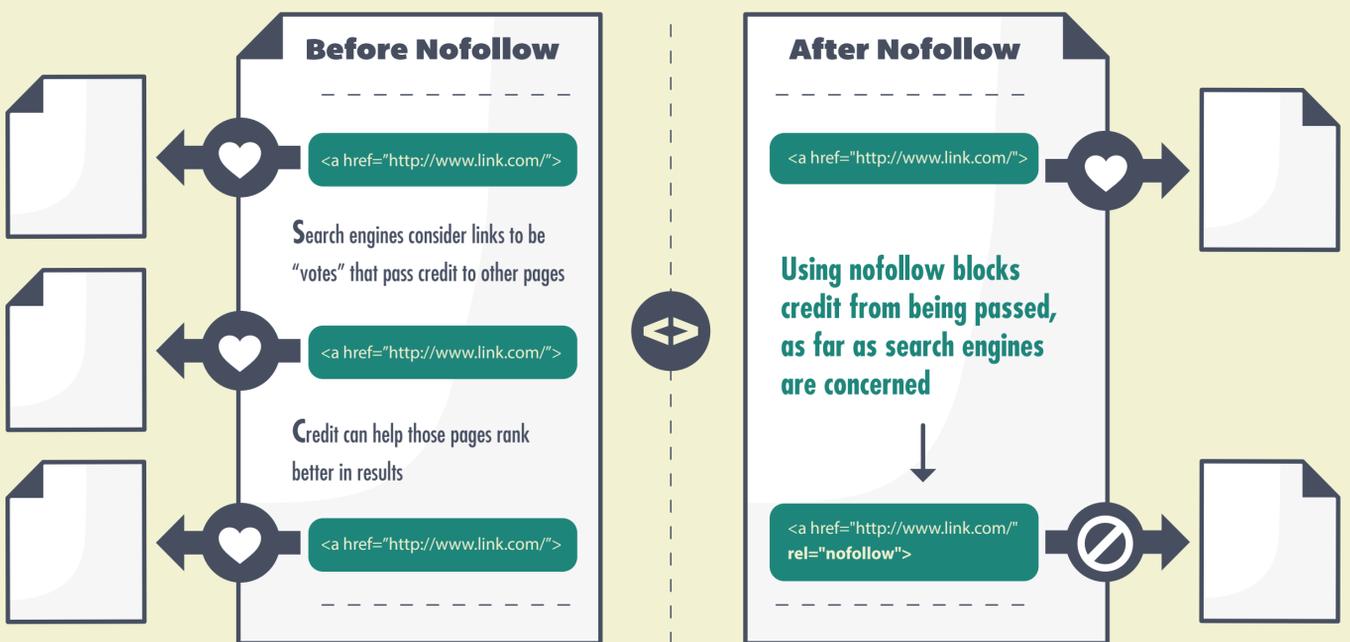# THE NOFOLLOW TAG
What It Is & When & How To Use It

Nofollow lets publishers tell search engines not to count some outbound links as "votes" that may help other sites rank better. How it works and reasons to use it:

How it Works

Before Nofollow

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

Search engines consider links to be "votes" that pass credit to other pages

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

Credit can help those pages rank better in results

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

After Nofollow

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

Using nofollow blocks credit from being passed, as far as search engines are concerned

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

How to Use it: The Code

To turn regular links into nofollow links, **ADD** rel="nofollow" to HTML code

Example:

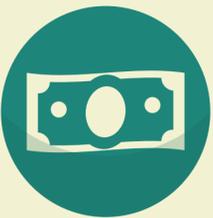`<a href="http://www.example.com/">link to a page</a>`

`<a href="http://www.example.com/" rel="nofollow">link to a page</a>`

You can add code by hand, but many content management systems will automatically insert it when needed. Talk with your webmaster for advice.

When To Use It

Paid Links

Don't want to get penalized by Google?

Use nofollow to keep links people buy on your site, even if through ads, from passing credit.

Comments

If your site allows anyone to comment without moderation, you can expect link drops.

Using nofollow keeps bad sites from appearing to get credit from you, which also avoids trouble with Google.

User-Generated Content

Similar to comments, if you allow anyone to contribute content to your site without moderation, nofollow can prevent your site from being seen as "vouching" for links to bad sites.

Embeds

Use nofollow if you add widgets or infographics from other sites and don't want to be seen as endorsing those, if you're not fully behind the content.

Other

Nofollow can be used any time you don't want your site to be seen as endorsing a link to another site.

History & Facts

Created January 2005 by Google, Yahoo, Microsoft and major blogging platforms to help fight comment spam

In September 2005, recommended by Google for use in blocking paid links.

Technically it's the Nofollow "attribute" rather than "tag"

HOW WILL YOU USE THE NOFOLLOW TAG?