

Improve Search Engine Ranking via rel="nofollow"

The nofollow tag is used by spiders or crawlers of the search engines. Basically search engine spiders/crawlers/bots surf the web by moving from one page to the next via the hyperlinks found on that page, and index the results.

One factor in website ranking is based on quality backlinks. SERPS(Search Engine Result Pages) use quality backlinks pointing towards a site as a form of measure that the site is of quality, and has value.

According to the latest SEO trends and search engine behavior watch it has been proved that nofollow links have some benefits when it comes to improved ranking.

Examples

hyperlink nofollow :

```
<a rel="nofollow" href="http://www.example.com/">Anchor Text</a>
```

page no follow :

```
<head>  
<title> Title of your page</title>  
<meta name ="robots" content="noindex, nofollow">  
</head>
```

In short, using the '*nofollow*' attribute is one of the most effective ways of **ensuring that your outbound linking doesn't harm your website's SEO.**

Other Web Development and Search Engine Optimization articles are available on the visualwebz.com website, under [Web Design 101](#)
