

Be aware of rel="nofollow" for links

Combat comment spam with "nofollow"

Setting the value of the "rel" attribute of a link to "nofollow" will tell Google that certain links on your site shouldn't be followed or pass your page's reputation to the pages linked to.

Nofollowing a link is adding rel="nofollow" inside of the link's anchor tag (1).

When would this be useful? If your site has a blog with public commenting turned on, links within those comments could pass your reputation to pages that you may not be comfortable vouching for. Blog comment areas on pages are highly susceptible to **comment spam** (2). Nofollowing these user-added links ensures that you're not giving your page's hard-earned reputation to a spammy site.

Automatically add "nofollow" to comment columns and message boards

Many blogging software packages automatically nofollow user comments, but those that don't can most likely be manually edited to do this. This advice also goes for other areas of your site that may involve user-generated content, such as guestbooks, forums, shout-boards, referrer listings, etc. If you're willing to vouch for links added by third parties (e.g. if a commenter is trusted on your site), then there's no need to use nofollow on links; however, **linking to sites that Google considers spammy can affect the reputation of your own site**. The Webmaster Help Center has more tips on **avoiding comment spam**, like using **CAPTCHAs** and turning on comment moderation (3).

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<a href="http://www.shadyseo.com" rel="nofollow">Comment spammer</a>
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(1) If you or your site's users link to a site that you don't trust and/or you don't want to pass your site's reputation, use nofollow.

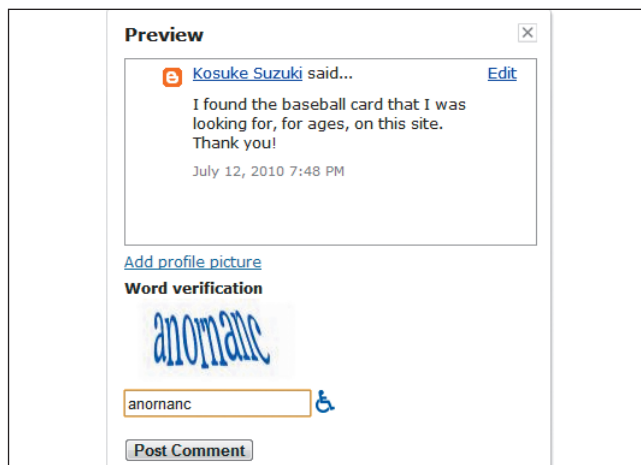
1 comments:

[CheapPills](#) said...
Hi, nice site!

Check out my site [cheap viagra](#).
Thanks!

[July 12, 2010 7:39 PM](#)

(2) A comment spammer leaves a message on one of our blogs posts, hoping to get some of our site's reputation.



(3) An example of a CAPTCHA used on Google's blog service, Blogger. It can present a challenge to try to ensure an actual person is leaving the comment.

Glossary

Comment spamming

Refers to indiscriminate postings, on blog comment columns or message boards, of advertisements, etc. that bear no connection to the contents of said pages.

CAPTCHA

Completely Automated Public Turing test to tell Computers and Humans Apart.