

## 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.



### 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>