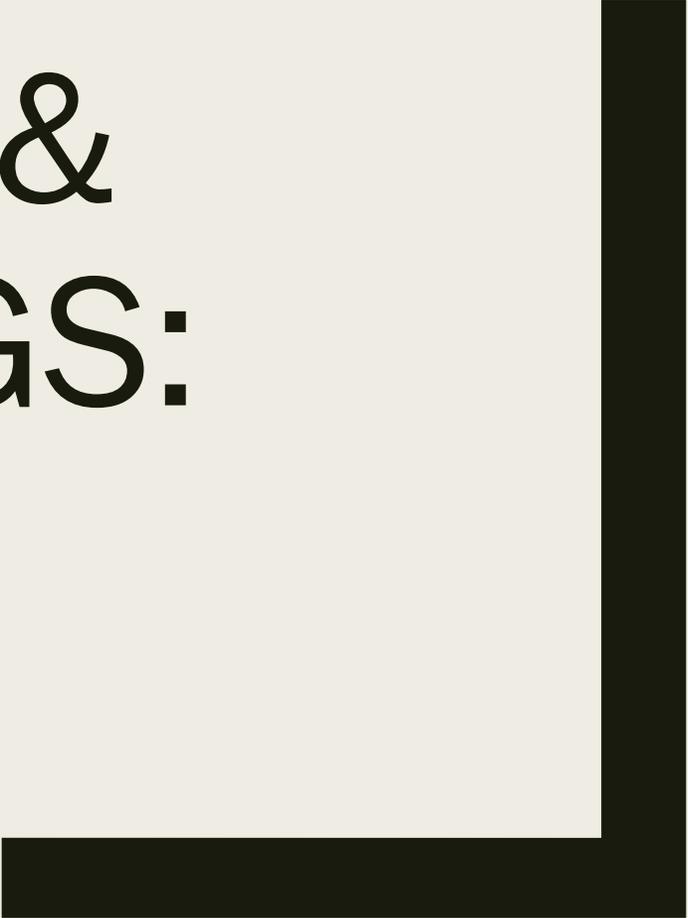




NOFOLLOW & NOINDEX TAGS:

All You Need to Know



Questions we'll be answering:

- What is a noindex tag?
- What is a nofollow tag?
- Why do we use these tags?
- Which pages do we use them on?
- How do we add them in WordPress?

What is a noindex tag?

- A noindex tag tells search engines not to include a page in the SERPs.
- It is a tag that's added to the HTML code of the webpage.
- However, search engines will still follow the links on the page.

```
<meta name="robots" content="noindex" />
```

What is a nofollow tag?

- A nofollow tag tells search engines not to pass link equity, or link juice, to any of the links on a the page the tag is on.
- It is also a tag that's added to the HTML code of the webpage.

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

Why do we use the noindex tag?

- We use the noindex tag when we don't want a human to find the page.
- We use it to hide pages with highly duplicate content of other pages on the website.

Why do we use the nofollow tag?

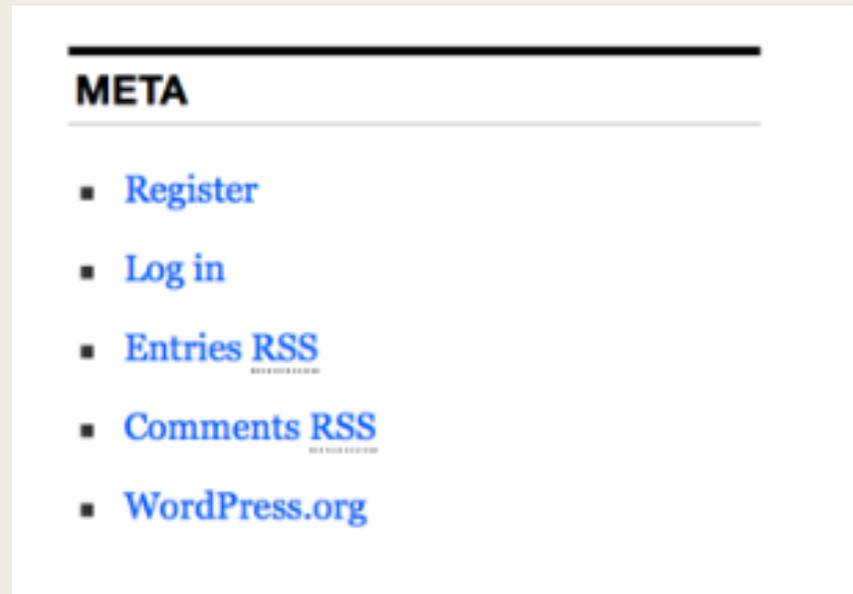
- As SEO copywriters we use a nofollow tag to preserve your page's link equity and authority, especially if the page links back to pages that aren't authoritative.
- They prevent Google and other search engines from seeing your inclusion of the link as an upvote that the site you're linking is important to you.

Which pages do we use a noindex tag on?

- There are 5 types of pages you'll want to add a noindex tag on:
 1. Author archives on a one-author blog: your author pages will be the same and therefore Google will consider them duplicate content.
 2. Certain post types: when you have pages that sell products and you need a custom page that specifies dimensions and weight. These are considered low quality pages.
 3. Thank You pages: these are also usually thin content pages as they are designed to thank subscribers or first-time commenters. They have no content value.
 4. Admin and login pages: your user doesn't need to see these pages.
 5. Internal search results: landing up on an internal search results page ruins user experience. But remember, the links on the internal search results pages are important so you want them to be followed.

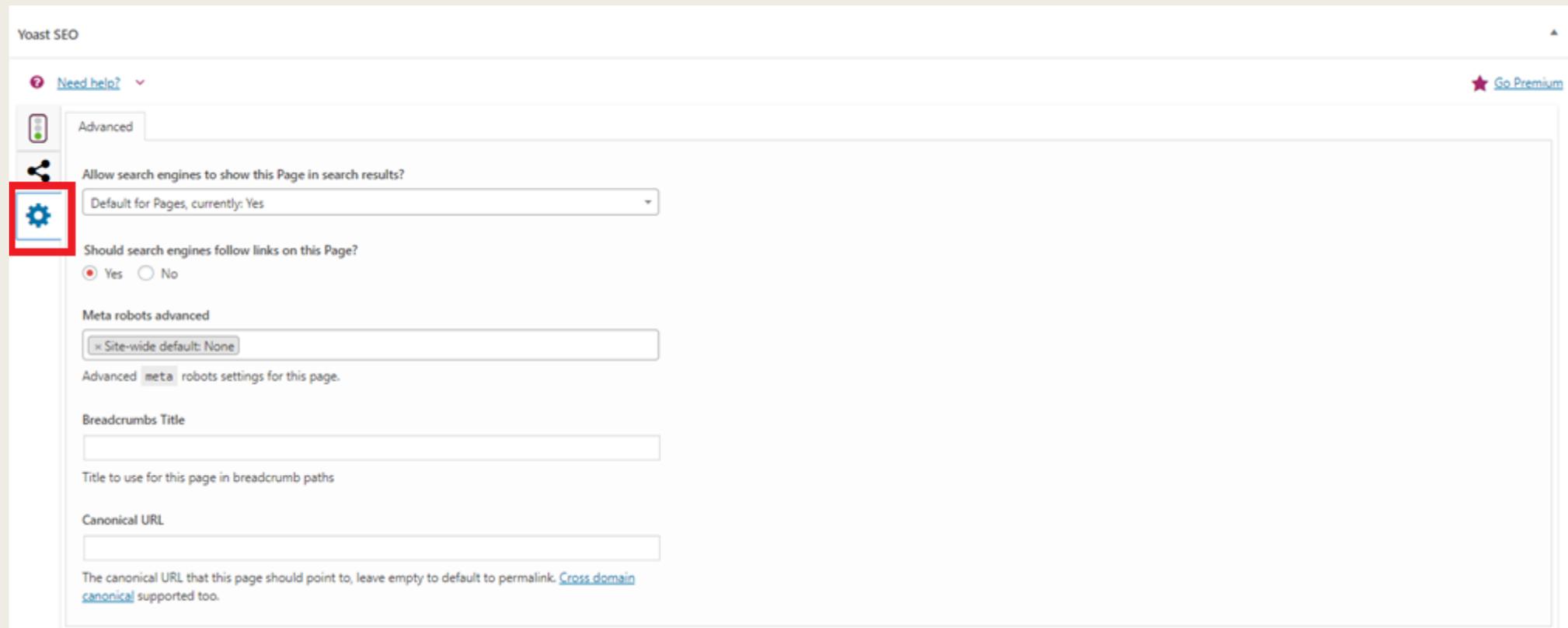
Which pages do we use a nofollow tag on?

- Untrusted content: you'll add a nofollow tag to links in the comments section.
- Paid links: people could be paid to add those links in comments sections.
- Crawl prioritisation: this applies to things like login links on the webpage.



How to add noindex tags in WordPress

- Luckily on Yoast SEO, there is a plugin that makes setting this tag quick and simple.

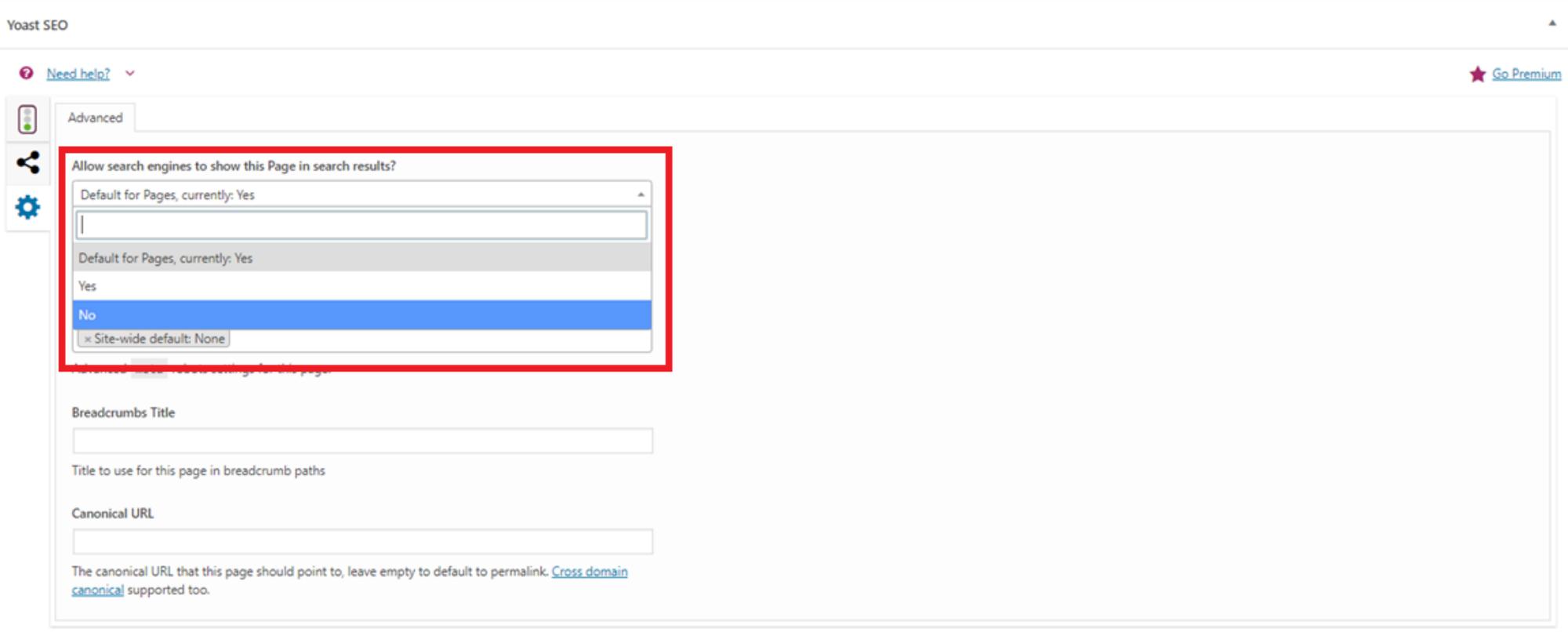


The screenshot shows the Yoast SEO interface. At the top left, it says "Yoast SEO". There is a "Need help?" link and a "Go Premium" link. The main content area is titled "Advanced" and contains several settings:

- Allow search engines to show this Page in search results?**: A dropdown menu is open, showing "Default for Pages, currently: Yes". This option is highlighted with a red box.
- Should search engines follow links on this Page?**: Radio buttons for "Yes" (selected) and "No".
- Meta robots advanced**: A text input field with "Site-wide default: None".
- Breadcrumbs Title**: A text input field.
- Title to use for this page in breadcrumb paths**: A text input field.
- Canonical URL**: A text input field.

At the bottom, there is a note: "The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too."

How to add noindex tags in WordPress cont.



Yoast SEO

[Need help?](#) Go Premium

Advanced

Allow search engines to show this Page in search results?

Default for Pages, currently: Yes

Default for Pages, currently: Yes

Yes

No

× Site-wide default: None

[Advanced](#) [Reset settings for this page](#)

Breadcrumbs Title

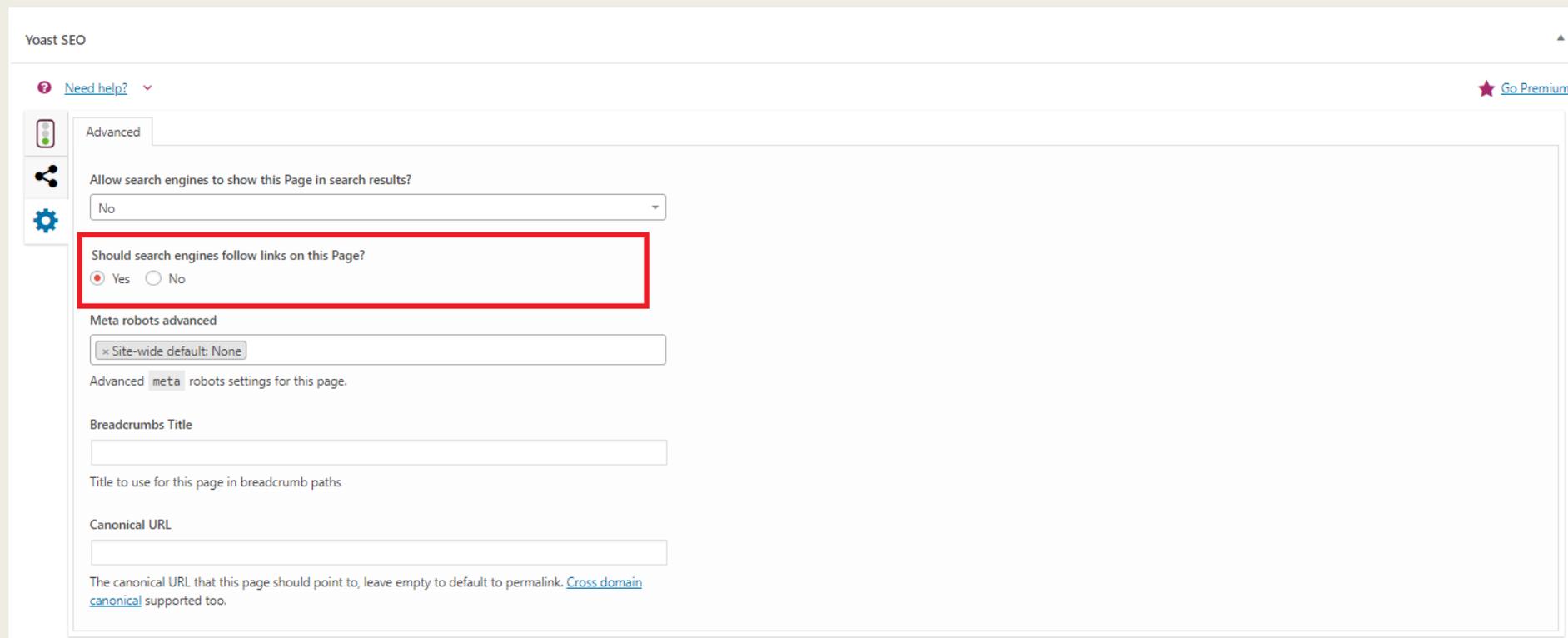
Title to use for this page in breadcrumb paths

Canonical URL

The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.

How to add noindex tags in WordPress cont.

- Remember, just because you've noindexed a page, doesn't mean that the links on it are also set to nofollow.



Yoast SEO

[Need help?](#) [Go Premium](#)

Advanced

Allow search engines to show this Page in search results?

No

Should search engines follow links on this Page?

Yes No

Meta robots advanced

Site-wide default: None

Advanced meta robots settings for this page.

Breadcrumbs Title

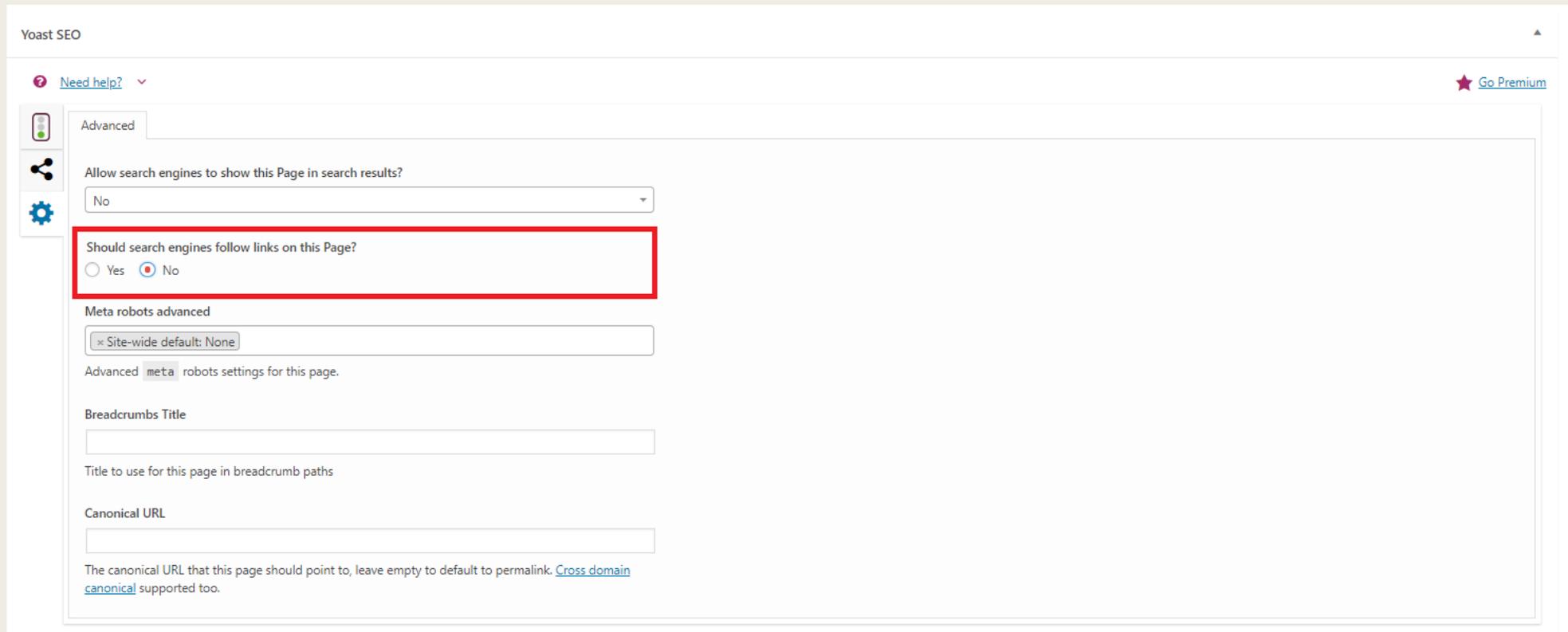
Title to use for this page in breadcrumb paths

Canonical URL

The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.

How to add noindex tags in WordPress cont.

- If you also don't want to use up your link juice on the page you've just noindexed, select No.



Yoast SEO

[Need help?](#) [Go Premium](#)

Advanced

Allow search engines to show this Page in search results?

No

Should search engines follow links on this Page?

Yes No

Meta robots advanced

Site-wide default: None

Advanced meta robots settings for this page.

Breadcrumbs Title

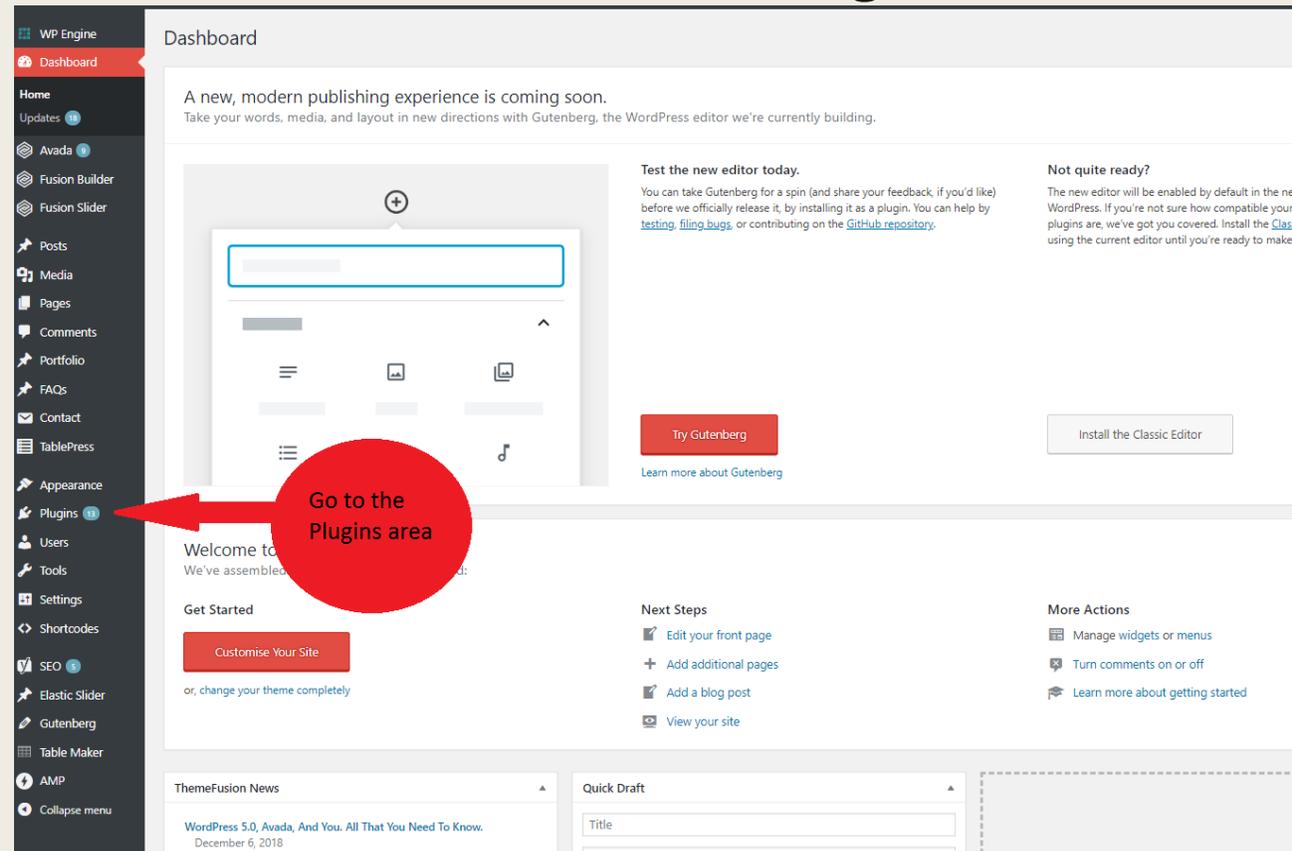
Title to use for this page in breadcrumb paths

Canonical URL

The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.

How to add nofollow tag on WordPress

1. Go to your WordPress Dashboard and click on Plugins.



The image shows a screenshot of the WordPress Dashboard. On the left side, there is a dark sidebar menu with various options. The 'Plugins' option is highlighted with a red circle and a red arrow pointing to it. The main content area of the dashboard is visible, showing a welcome message and several sections for getting started and next steps. The 'Plugins' menu item is located in the sidebar, below 'Appearance' and above 'Users'.

WP Engine
Dashboard
Home
Updates
Avada
Fusion Builder
Fusion Slider
Posts
Media
Pages
Comments
Portfolio
FAQs
Contact
TablePress
Appearance
Plugins
Users
Tools
Settings
Shortcodes
SEO
Elastic Slider
Gutenberg
Table Maker
AMP
Collapse menu

Dashboard

A new, modern publishing experience is coming soon.
Take your words, media, and layout in new directions with Gutenberg, the WordPress editor we're currently building.

Test the new editor today.
You can take Gutenberg for a spin (and share your feedback, if you'd like) before we officially release it, by installing it as a plugin. You can help by [testing](#), [filing bugs](#), or contributing on the [GitHub repository](#).

Not quite ready?
The new editor will be enabled by default in the next WordPress. If you're not sure how compatible your plugins are, we've got you covered. Install the [Classic Editor](#) using the current editor until you're ready to make the switch.

Try Gutenberg
Learn more about Gutenberg

Install the Classic Editor

Welcome to WordPress.
We've assembled a team of experts to help you get started.

Get Started
Customise Your Site
or, change your theme completely

Next Steps
Edit your front page
Add additional pages
Add a blog post
View your site

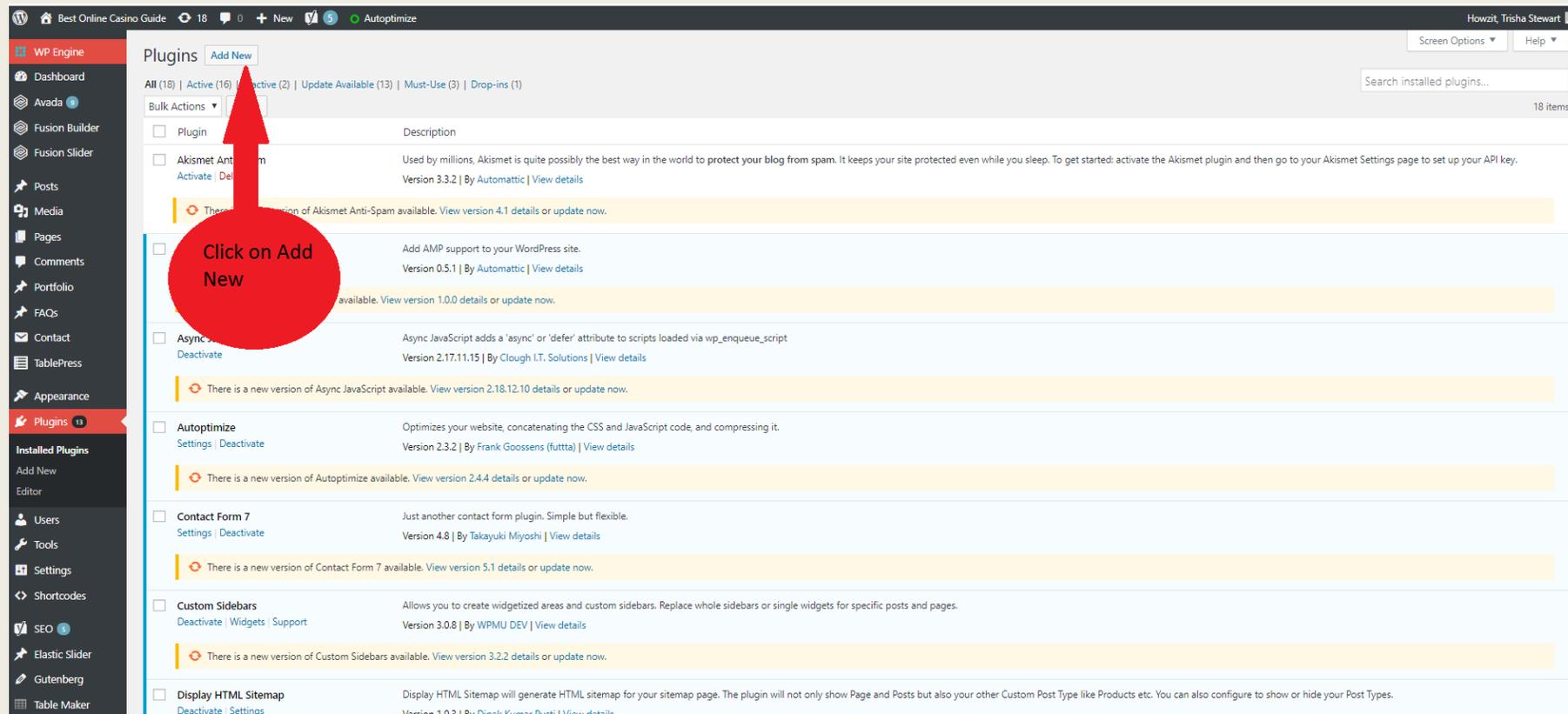
More Actions
Manage widgets or menus
Turn comments on or off
Learn more about getting started

ThemeFusion News
WordPress 5.0, Avada, And You. All That You Need To Know.
December 6, 2018

Quick Draft
Title

How to add nofollow tag on WordPress

2. Click on Add New at the top of the page.



The screenshot shows the WordPress dashboard's Plugins page. The left sidebar contains navigation menus for WP Engine, Dashboard, Avada, Fusion Builder, Fusion Slider, Posts, Media, Pages, Comments, Portfolio, FAQs, Contact, TablePress, Appearance, Plugins (13), Installed Plugins, Add New, Editor, Users, Tools, Settings, Shortcodes, SEO (3), Elastic Slider, Gutenberg, and Table Maker. The main content area is titled 'Plugins' and features an 'Add New' button at the top left. Below this, there are filters for 'All (18)', 'Active (16)', 'Inactive (2)', 'Update Available (13)', 'Must-Use (3)', and 'Drop-ins (1)'. A search bar for installed plugins is on the right. The table of plugins includes entries for Akismet Anti-spam, AMP, Async JavaScript, Autoptimize, Contact Form 7, Custom Sidebars, and Display HTML Sitemap. A red circle with the text 'Click on Add New' is overlaid on the 'Add New' button, with a red arrow pointing to it.

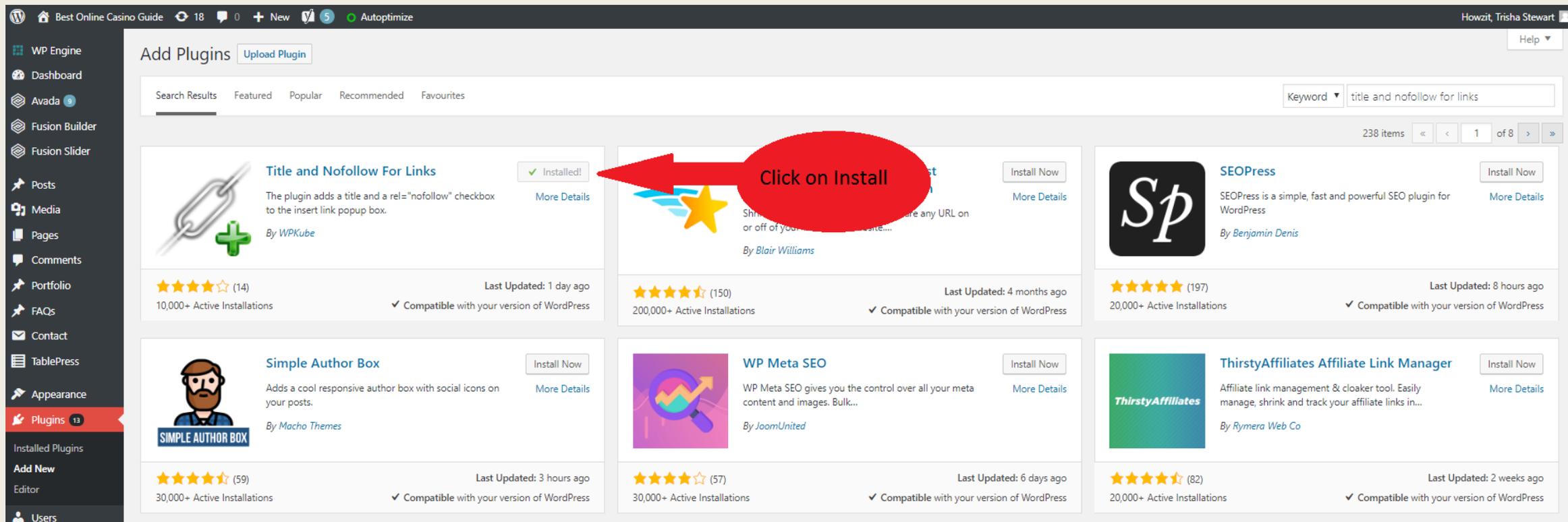
How to add nofollow tag on WordPress

3. In the search box on the right, search for the “Title and Nofollow Links” plugin.

The screenshot displays the WordPress 'Add Plugins' interface. A search bar at the top right contains the text 'title and nofollow for links', with a red arrow pointing to it from a red callout bubble that says 'Search for "Title and Nofollow Links"'. The search results are displayed in a grid of plugin cards. The first card is for the 'Title and Nofollow For Links' plugin by WPKube, which has 10,000+ active installations and is compatible with the current version of WordPress. Other visible plugins include 'Shortlinks by Pretty Links', 'SEOPress', 'Simple Author Box', 'WP Meta SEO', 'ThirstyAffiliates Affiliate Link Manager', 'Extend Link', 'WordPress RSS Feed Retriever', and 'Ultimate Nofollow'.

How to add nofollow tag on WordPress

4. Click on Install.



The screenshot shows the WordPress dashboard's 'Add Plugins' section. The search results are filtered by 'Keyword' with the search term 'title and nofollow for links'. The 'Title and Nofollow For Links' plugin by WPKube is highlighted with a red circle and a red arrow pointing to the 'Install Now' button. The text 'Click on Install' is written inside the red circle. Other plugins shown include 'Simple Author Box', 'WP Meta SEO', 'SEOPress', and 'ThirstyAffiliates Affiliate Link Manager'. The dashboard header shows the user is logged in as 'Howzit, Trisha Stewart'.

WP Engine
Dashboard
Avada
Fusion Builder
Fusion Slider
Posts
Media
Pages
Comments
Portfolio
FAQs
Contact
TablePress
Appearance
Plugins 13
Installed Plugins
Add New
Editor
Users

Best Online Casino Guide 18 0 + New 5 Autooptimize Howzit, Trisha Stewart Help

Add Plugins Upload Plugin

Search Results Featured Popular Recommended Favourites Keyword title and nofollow for links 238 items 1 of 8

Title and Nofollow For Links ✓ Installed! Install Now
The plugin adds a title and a rel="nofollow" checkbox to the insert link popup box. [More Details](#)
By WPKube
★★★★☆ (14) 10,000+ Active Installations Last Updated: 1 day ago ✓ Compatible with your version of WordPress

WP Meta SEO Install Now
WP Meta SEO gives you the control over all your meta content and images. Bulk... [More Details](#)
By JoomUnited
★★★★☆ (150) 200,000+ Active Installations Last Updated: 4 months ago ✓ Compatible with your version of WordPress

SEOPress Install Now
SEOPress is a simple, fast and powerful SEO plugin for WordPress. [More Details](#)
By Benjamin Denis
★★★★☆ (197) 20,000+ Active Installations Last Updated: 8 hours ago ✓ Compatible with your version of WordPress

Simple Author Box Install Now
Adds a cool responsive author box with social icons on your posts. [More Details](#)
By Macho Themes
★★★★☆ (59) 30,000+ Active Installations Last Updated: 3 hours ago ✓ Compatible with your version of WordPress

ThirstyAffiliates Affiliate Link Manager Install Now
Affiliate link management & cloaker tool. Easily manage, shrink and track your affiliate links in... [More Details](#)
By Rymera Web Co
★★★★☆ (82) 20,000+ Active Installations Last Updated: 2 weeks ago ✓ Compatible with your version of WordPress

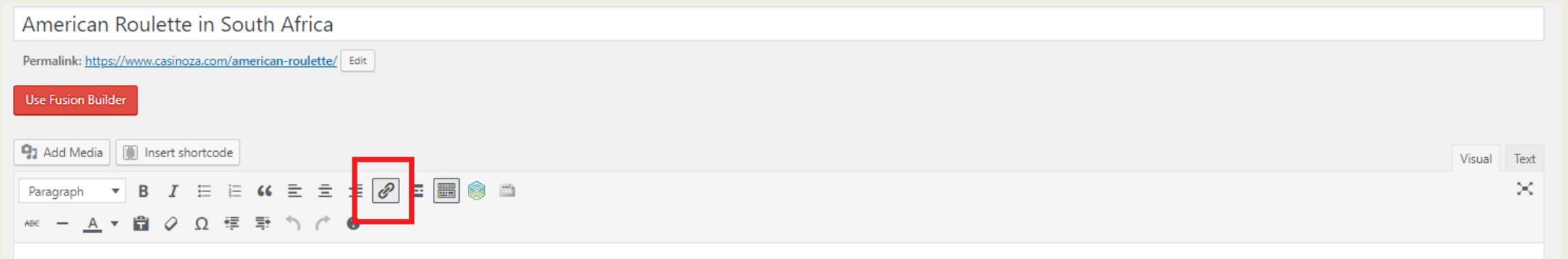
How to add nofollow tag on WordPress

5. Click on Activate.

The screenshot shows the WordPress 'Add Plugins' interface. The search bar contains the text 'title and nofollow for links'. The search results are displayed in a grid of plugin cards. The first card is for 'Title and Nofollow For Links' by WPKube, which has an 'Activate' button. A red arrow points from a red oval containing the text 'Activate it!' to this button. Other visible plugins include 'WP Meta SEO' by JoomUnited, 'SEOPress' by Benjamin Denis, and 'ThirstyAffiliates Affiliate Link Manager' by Rymera Web Co. The left sidebar shows the WordPress dashboard menu with 'Plugins' highlighted.

How to add nofollow tag on WordPress

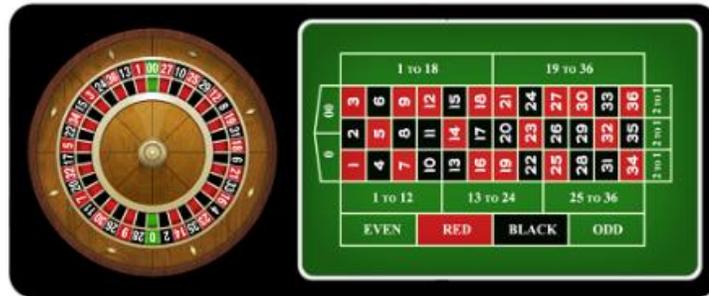
7. Click in the link icon you use to insert links.



How to add nofollow tag on WordPress

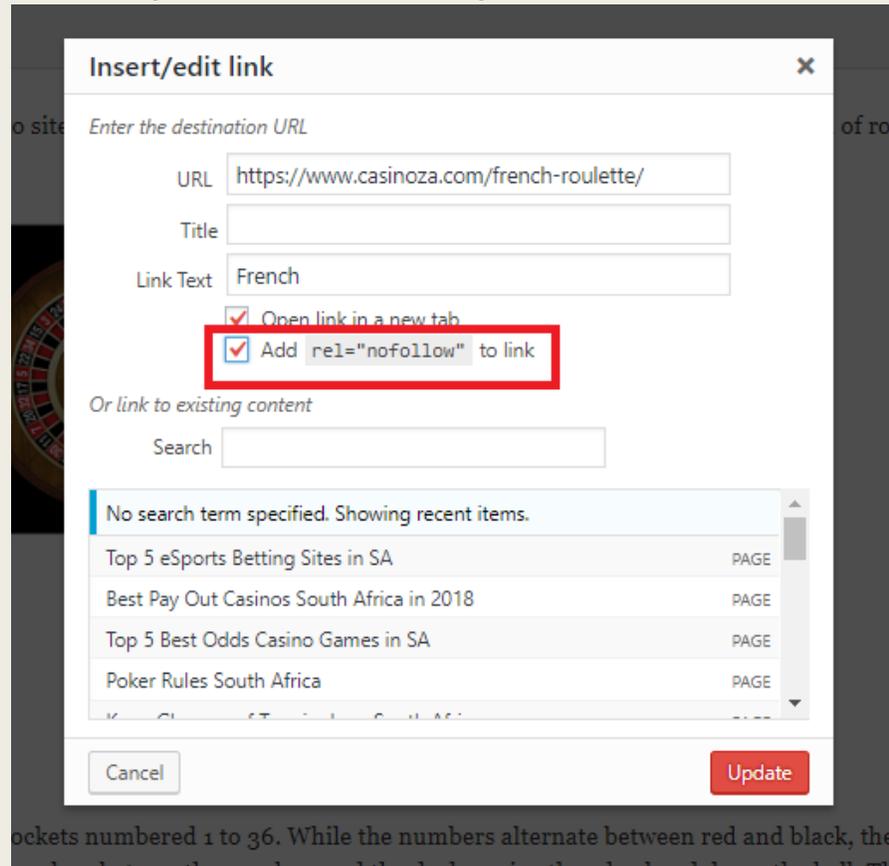
8. Click on the gear icon you use to edit links.

One of the main versions of roulette, American roulette is a popular version at casino sites in South Africa. In this guide, we'll take a look at the how this version of roulette is played how it differs to the other two variants, [European](#) and [French](#) roulette.



How to add nofollow tag on WordPress

9. You'll now notice another option under "Open link in a new tab".



The screenshot shows the 'Insert/edit link' dialog box in WordPress. The 'URL' field contains 'https://www.casinoza.com/french-roulette/'. The 'Link Text' field contains 'French'. The 'Open link in a new tab' checkbox is checked. The 'Add rel="noFollow" to link' checkbox is also checked and highlighted with a red box. Below the checkboxes, there is a section for linking to existing content with a search field and a list of recent items.

Insert/edit link

Enter the destination URL

URL

Title

Link Text

Open link in a new tab

Add rel="noFollow" to link

Or link to existing content

Search

No search term specified. Showing recent items.

Top 5 eSports Betting Sites in SA	PAGE
Best Pay Out Casinos South Africa in 2018	PAGE
Top 5 Best Odds Casino Games in SA	PAGE
Poker Rules South Africa	PAGE

Cancel

Resources

- <https://www.launchdigitalmarketing.com/difference-between-noindex-and-nofollow-meta-tags/>
- <https://www.act-on.com/blog/nofollow-tags-what-they-are-and-why-they-matter/>
- <https://yoast.com/which-pages-noindex-or-nofollow/>
- <https://www.greengeeks.com/tutorials/article/how-to-add-nofollow-link-in-wordpress-and-why/>
- <http://dan-nolan.com/what-is-noindex/>
- <https://yoast.com/wordpress-noindex-post/>