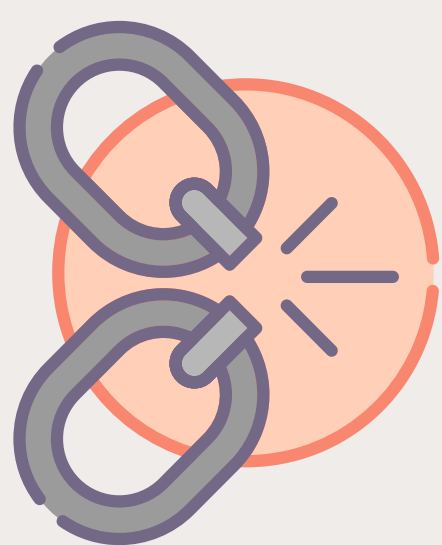


DOPINGER

WHAT ARE NOFOLLOW LINKS?

The difference between NoFollow and DoFollow links can sometimes be vague for a beginner. But don't worry, we'll explain what NoFollow links are and what differentiates them from DoFollow links, besides their benefits.



WHAT ARE NOFOLLOW LINKS?

NoFollow links are hyperlinks that don't have any effect on SERPs. Google doesn't crawl NoFollow links and they don't affect Page Rank or the anchor text around them.

-NOFOLLOW VS DOFOLLOW-

NOFOLLOW LINKS	DOFOLLOW LINKS
<ul style="list-style-type: none">• They have an indirect effect on search engine rankings.	<ul style="list-style-type: none">• They affect the search engine rankings directly.
<ul style="list-style-type: none">• <code>Example</code>• <code>Example</code>	

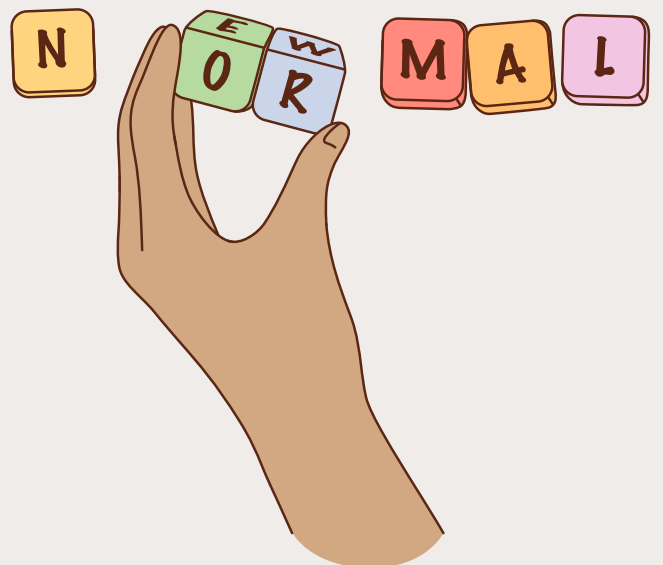
-BENEFITS OF NOFOLLOW LINKS-

NoFollow links protect you against Google penalties, unlike paid links. They increase website traffic which will eventually lead to better rankings and more conversions.



NoFollow links help your brand to be known. They increase brand awareness as people visit your website. As a result, you can boost your sales.

Having only DoFollow links on your website might seem dubious to Google. All famous websites contain NoFollow links so having NoFollow links shows you have an organic website.



NoFollow links may lead to DoFollow links. As people link back to you, it will earn you traffic even if it is a NoFollow link. More traffic means more possibilities for potential customers.