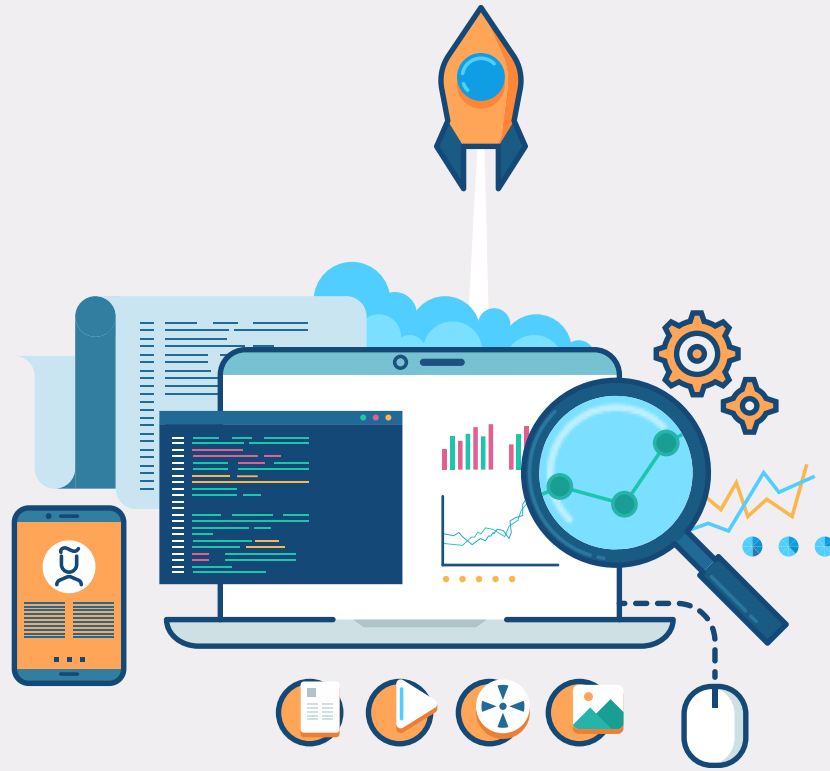




FOLLOW VS. NO-FOLLOW LINKS





GOOGLE-ONLY CONCEPT



IMPORTANT FOR LINKS POINTING TO YOUR SITE



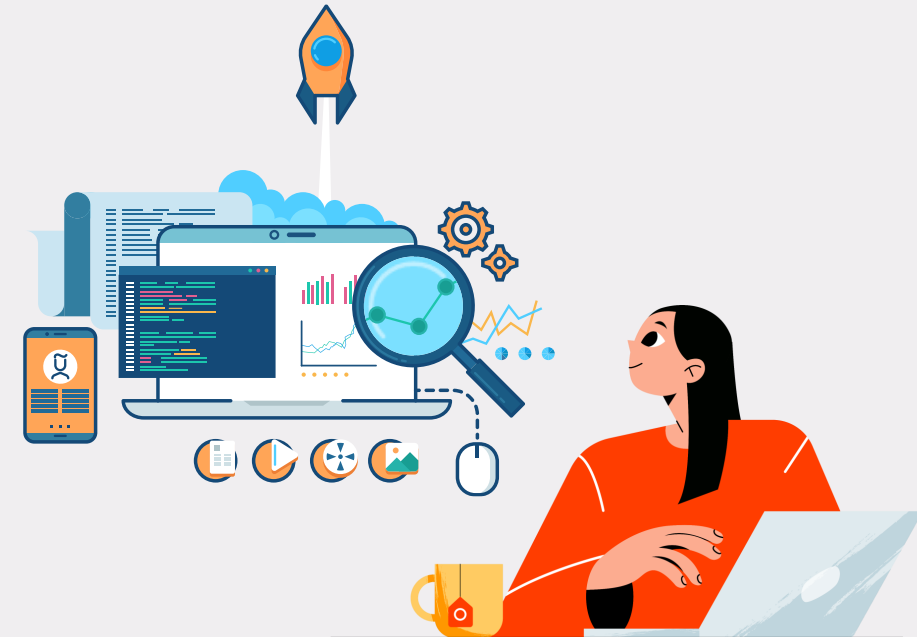
AND LINKS ON YOUR WEBSITE THAT LINK TO OTHER SITES



WHEN YOU'RE LINK BUILDING, YOU WANT FOLLOW



NO-FOLLOW IS A WAY TO NOT PASS SEO BENEFITS





GOOGLE-ONLY CONCEPT



A PAGE GETS ITS SEO STRENGTH FROM LINKS THAT POINT TO IT



A PAGE PASSES SEO STRENGTH (LINK-JUICE) WHEN IT LINKS TO NOTHER WEBSITE



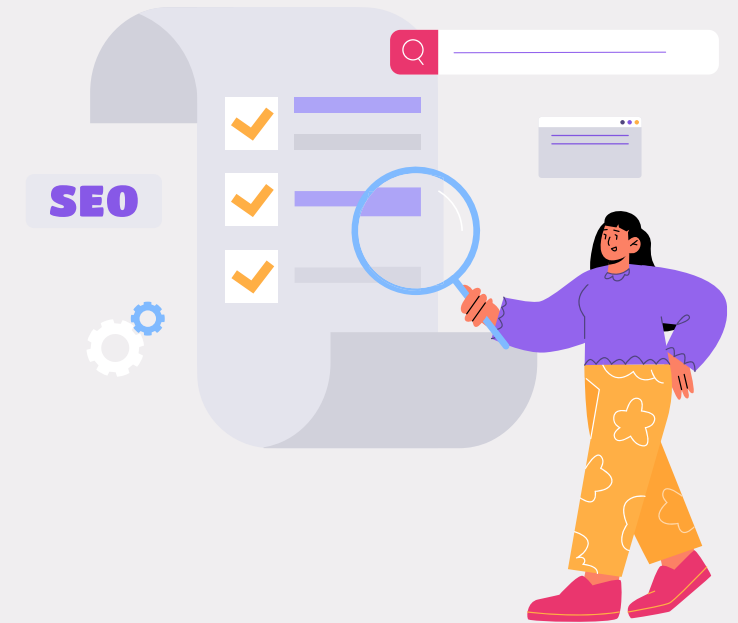
SEO STRENGTH OF A PAGE IS DIVIDED ROUGHLY EQUALLY AMONG ALL LINKS ON IT



NO-FOLLOW PASSES ZERO STRENGTH



SO YOU NEED TO GET FOLLOW LINKS





FOLOW:

```
<a href = "https://www.website.com">
```



NO FOLOW:

```
<a href = "https://www.website.com" rel="no follow">
```

```
<a href = "https://www.website.com" rel="nofollow">
```