

## Advanced SEO part 4 - nofollow links and link sculpting

The way link juice is distributed amongst web pages depends on how many links come in to your page and how many links go out of your web page. If you have lots of outgoing links, then your page value will decrease as all the juice leaks out. You can prevent this by using 'nofollow' attributes in your link tags. Nofollow links look a bit like this:

```
<a href="http://mykesbikes.com" rel="nofollow" >
```

Originally, nofollow links were intended to instruct search engine spiders not to follow the link on the page and spider it, but since the generation 2 search engines, these nofollow links are also used to modify the SEO effect of having outward bound links.

Generally, the rule should be, if the outbound link goes to any site which you don't own, then you should use rel=nofollow.

No follow links can also be applied to internal links on a website. This allows site owners to do something called 'link sculpting'

### Link Sculpting

Link sculpting is a technique used to manipulate the rankings of pages using no follow links for certain pages. For example, if you wanted to emphasise a single page on your website, such as the contact page, but was less concerned about your home page, then in the navigation of your website, you could add 'no follow' links to all the pages of the site apart from the contact page. This would then mean that more link juice would be channelled into your contact page. Link sculpting is a fine art, and can be a powerful method of promoting a single landing page or featured product. After all, it's better to have one page at rank 1 than 100 pages at rank 30 for various keywords.

Link sculpting as a strategy is not generally recommended, but can be a useful tactic for short term marketing campaigns.