

How to Add NoFollow Links in WordPress

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[wps_toc style="default" title=" How to Add NoFollow Links in WordPress" heading_levels="2" show_heirarchy="yes" bullet_spacing="no" ordered_list="yes"]
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Introduction

Are you looking forward to adding nofollow links to your site? Perhaps, you might have heard about nofollow links, but maybe you're unaware of what they are and how to add them.

Any blogger or a WordPress user should understand the importance of nofollow links.

A nofollow link is a link that does not pass any authority from your page to the website that you're linking. You can make any link as nofollow by adding the link attribute rel="nofollow."

Whenever you link to an external site, search engines consider it a ranking factor and pass a small amount of link juice to another website. The better your link building, the more are the chances of ranking higher in the search engines.

What is a Nofollow Link?

Whenever you add a hyperlink, the link goes to an HTML tag. A nofollow attribute within the tag informs Google and other search engines to ignore the link while crawling the page. A nofollow link is mainly used in comment sections, forums, sponsored links.

So, if you inform the search engines to ignore a link, the destination page will not receive any link juice. For example,

let's say a travel blogger uploads a blog post. The blogger adds a nofollow attribute to its comment section to inform the search engines, "Hey, any type of link included here is not associated with me!".

How to Tell If a Link Is Nofollow?

A nofollow link contains the `rel="nofollow"` attribute, and here's how it looks like:

```
<a href="https://yourwebsite.com" rel="nofollow">NoFollow Example</a>
```

To find out whether a link is nofollow or not, right-click on the page and select the Inspect Element option as shown below:

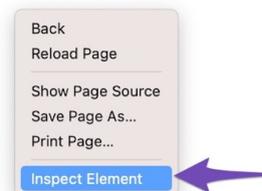
functionalities, so let's highlight which ones are the best for specific use-cases. In this article, we're going to walk you through the five best SEO plugins for WordPress.

For instance, you would never want to use more than one SEO plugin on your site, and that's not what we recommend either. This list contains Rank Math, Yoast, All in One SEO, but you need to pick one that best fits your needs to avoid plugin conflict.

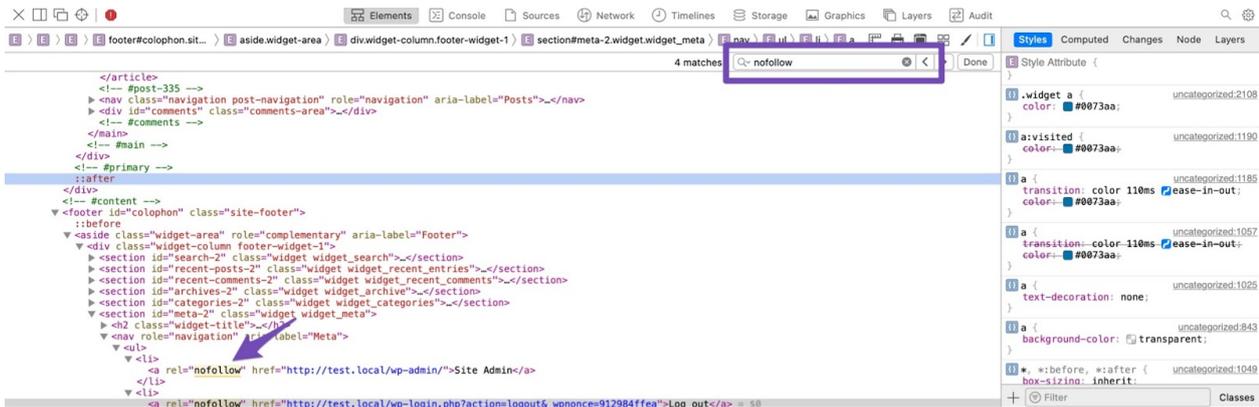
Without further ado, let's get started.

5 Best WordPress SEO Plugins

1. Rank Math



Look for nofollow in the code by using Ctrl +F or by typing it in the search bar.



And that's it! You can then locate all the nofollow links on your page.

How to Manually Add a Nofollow Link

In your block editor, highlight the text on which you want to add a nofollow link as shown below:

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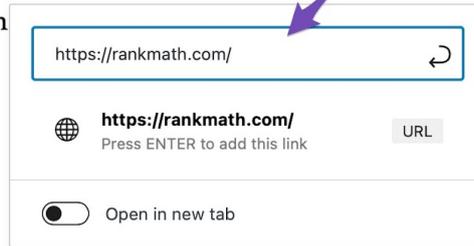
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Click on the link icon and enter the link. Doing so adds a link to your text.

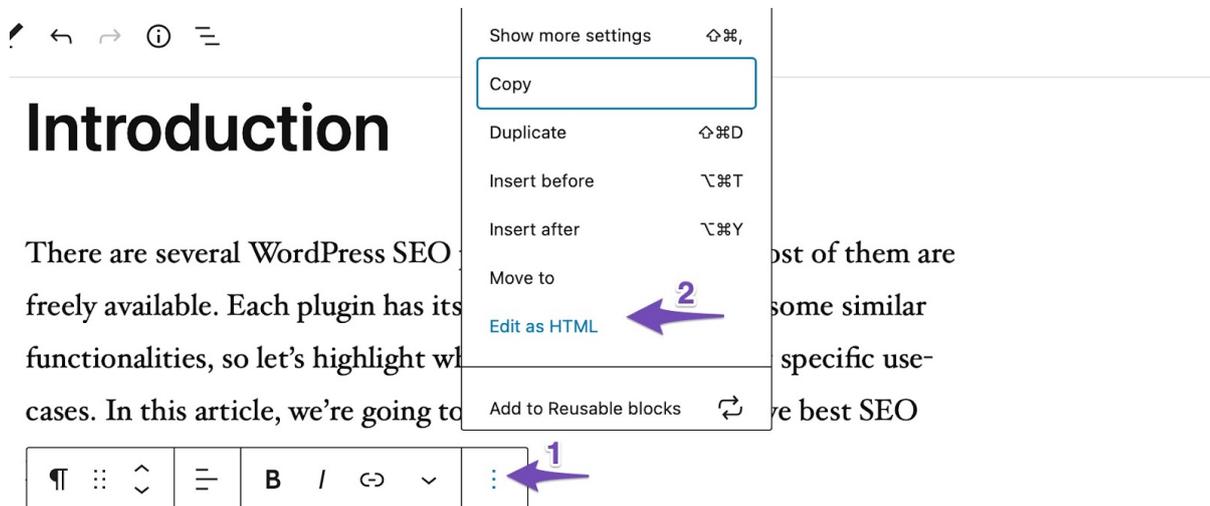


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To make the link a nofollow, click on the block settings and select Edit as HTML.



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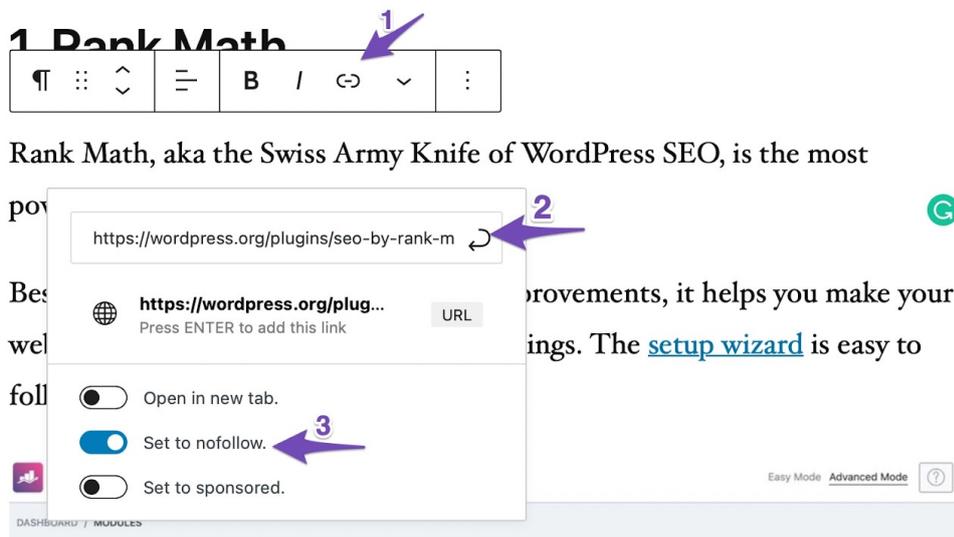


How to Add a Nofollow Link with the Help of a Plugin

The simplest way to add a nofollow link to WordPress is using [Rank Math](#) plugin. Rank Math lets you add the nofollow attribute without editing any HTML code.

To begin with, [install and activate](#) Rank Math. To add a nofollow link, navigate to your post editing screen and select

the anchor text for your link. Click on the link icon and enter your link. Enable the Set to nofollow option as shown below:



The nofollow link will be added to your post.

Conclusion

Adding a nofollow link to your site is a quick and easy process. We hope that this article will help you add your nofollow links easily, either manually or with the help of a plugin. If you have anything to discuss with us regarding nofollow links, please write it down in the comments section. We love to hear from you!