

Are Back Links Dead?

<http://www.sensesites.com/sites.htm>

Problem to many outbound links generated by 700 pages of content

The Nofollow Attribute & Comment Spam

Here's an example of comment spam in action. [This page](#) is an example. from PoliPundit.com, it's a blog post from Nov. 2002 (Scroll To Bottom Of Page Post #225).

The "nofollow" attribute combined with the **Relationship Attribute** `rel="nofollow"` (**REL** may be used within a LINK to define a forward relationship with another document.) being the format inserted within an anchor tag. When added to any link, it will serve as a flag that the link has not been explicitly approved by the site owner.

For example, this is how the HTML markup for an ordinary link might look:

```
<a href="http://www.site.com/page.html">Visit My Page</a>
```

This is how the link would look after the nofollow attribute has been added, with the attribute portion shown in bold

```
<a href="http://www.site.com/page.html" rel="nofollow">Visit My Page</a>
```

This would also be acceptable, as order of elements within the anchor tag makes **no** difference:

```
<a rel="nofollow" href="http://www.site.com/page.html" >Visit My Page</a>
```

Once added, the search engines supporting the attribute will understand that the link has not been approved in some way by the site owner. Think of it as a way to flag to them, "I didn't post this link -- someone else did."

Google Explanation Of Comment Spam & Use Of No Follow Attribute.

<http://googleblog.blogspot.com/2005/01/preventing-comment-spam.html>

Detecting "rel=nofollow" (FireFox)

This guide can be used to detect the use of the attribute `rel="nofollow"` on Firefox browsers in any computer, whether it is on a PC, Linux or Macintosh computer. The `rel="nofollow"` attribute can be highlighted in your Firefox browser by adding one line to your userContent.css file. The userContent.css file is used to change the appearance of web pages in Firefox. This step by step guide will show you how to modify the userContent.css file to show the `rel="nofollow"` links highlighted in red.

How to detect the attribute rel="nofollow" using the Firefox browser:

1. Quit Firefox and go to the following directory (NB xxxxxxxx is a random string of eight characters):

For PCs using Windows XP / 2000: Do a search on your computer for "usercontent-example.css" or

use file manager to drill down to the file.

C:\Documents and Settings\Administrator\Application
Data\Mozilla\Firefox\Profiles\xxxxxxx.default\chrome

For PCs using Windows 95 / 98 / ME:

C:\WINDOWS\Application Data\Mozilla\Firefox\Profiles\xxxxxxx.default\chrome

For Linux computers:

~/.mozilla/firefox/xxxxxxx.default/chrome

For Macintosh (MAC OS X) computers:

~/Library/Application Support/Firefox/Profiles/xxxxxxx.default/chrome

2. There should be an example file called **userContent-example.css**, rename this file to **userContent.css** (remove -example)

3. Open up your new userContent.css file and add the following line:

```
a[rel~="nofollow"] { border: thin dashed firebrick! important; background-color: rgb(255, 200, 200)!  
important; }
```

4. Save and close the file.

Testing Firefox to see rel="nofollow" highlighted in red.

1. Open Firefox and visit Attribute rel="nofollow"

2. Firefox should automatically highlight 4 links in red. These are the links that are using the attribute rel="nofollow". See below image:

Example: <http://hockey-pads.coppery.be/ice-hockey-leg-pads.html>

View Source and do a find for "nofollow"

Impact on link exchanges

While this attribute is clearly beneficial, especially for preventing spammers from *abusing Blogs, guestbooks, forums and other public areas where comments can be submitted*, one of the concerning consequences is shady webmasters using it for the links on their *links pages and directories*. A link using the attribute rel="nofollow" is not completely worthless, visitors can still come to your web site through this link, however you will be losing out when it comes to link popularity and search engine rankings.

Another possible abuse of rel=nofollow is the use of this attribute applied to the **link pointing to the links page or directory**. By applying rel=nofollow in this way, the outgoing links on the links

page appears valid, however, because the links page is not "approved" by the page linking to it, the links page will not receive PageRank or link popularity. Hence a link on such a page would not pass on any benefits in terms of link popularity and search engine rankings.

How To Defeat Comment Spam

<http://www.captcha.net/>

<http://www.lanapsoft.com/products.html?gclid=CN6KprNk4QCFsibJAodQzDGvg>

- render the characters with different colors
- make some characters darker than the background, and some lighter
- use gradient colors for the backgrounds and the characters
- dont align all the characters vertically
- dont make the answers words, so that a dictionary could be used
- use more characters and symbols
- use uppercase and lowercase characters
- use a different number of characters each time
- rotate some of the characters more drastically (i.e. upside down)
- do more overlapping of characters
- make some pixels of a single character not touching
- have grid lines that cross over the characters with their same color
- asking natural language questions

Article Submittal Program

<http://articlesubmitterpro.com/>

Find Out If Someone Is Plagiarizing Your Content.

<http://www.copyscape.com/>

Here's The Facts On Community Management & Popularity:

1. The Search Engines determine the value of a website based on 4 things. Content, Relevancy, and Popularity.
2. Content is King. The more information you can put on a website the better. Search Engines love information.
3. Relevant information would then be Queen. Your content will be loved by the Search Engines even more if it ***all ties together*** and ***gets frequently updated***.
4. The Popularity of your website should be considered the Crown Prince of this royal family. If the Search Engines see that a lot of other people appreciate your relevant content, then they too will have a keener interest in what you have to say.
5. Content and relevancy are determined by how much work you put into your site. It's all up to you.
6. Popularity is up to everyone else.
7. Getting your site to be popular then, is the hardest of the three to accomplish.

8 The best websites in each industry receive 40% of their sales thru search engines. The other 60% are web surfers that find their way to these sites via links from related sites, bookmarks, links to the site from articles or blogs, email and directly typing in the URL at the address bar.

Benefits Of An Online Community:

- a. Members will link to you from blogs, websites, email etc...
- b. If your **content** is very good the mainstream press that cover your industry will link to you. Get yourself inserted directly into their stories.

-----Original Message-----

From: Jennifer Wilson [mailto:Jennifer.Wilson@meredith.com]

Sent: Wednesday, March 29, 2006 5:08 PM

To: jmock@rlldesign.com

Subject: Better Homes & Gardens Simply Perfect Lighting

Greetings!

My name is Jennifer Wilson and I'm a writer for Better Homes & Gardens Simply Perfect Lighting. I'm working on several stories about lighting trends and new technology in each room of the house, and I'm looking right now for great new products in outdoor lighting. I'd be looking for hi-res images to show readers the product, plus buying info such (website, price, model number).\

I'd love to see some of your new offerings. I look forward to hearing from you!

Jennifer Wilson
Meredith Corporation
LN408
1716 Locust St.
Des Moines, Iowa 50309-3023

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- c. Generate *Organic Links*.
 - d. Press releases provide journalists with a shortcut to do their job.
 - e. Provides a place for members to hang out.
 - f. Members will take on community responsibilities. (Example: *members act as forum moderators* and members answer questions from other members which adds content)
 - g. Moderators are important to online communities once they reach a certain size. Moderators help things run more smoothly, enforce rules, and sometimes even act as arbitrators between other community members having serious disagreements with each other.
 - h. Your community will become like an volunteer employee (non paid) so you can concentrate your valuable time to adding relevant & informative content.

Find Ways To Get Your Visitors Involved.

- 1. Forums
- 2. Information base email campaigns.
- 3. Incentives
- 4. Organic link building

Communicate With Your Customers

- a. Think of your website not as a corporate brochure, but as an opportunity for you to communicate with customers. (Not a sales talk).
- b. Provide relevant information users need to get their jobs done
<http://www.residential-landscape-lighting-design.com/installing-westinghouse-ceiling-fans.htm>
- c. Provide information that is not available anywhere else.
- d. Be able to adjust to meet the needs of the community.

Set Rules For The Community.

a. No harassing or attacking other users, posting copyrighted materials, no advertising, comment spam...etc...