Search Engine Optimization (SEO) HTML

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<a rel="nofollow">

Certain links to external sites can negatively impact search engine rank. In particular, experts say that <dfn>affiliate links</dfn> and other <dfn>paid links</dfn>, which are used to provide revenue for a web site, will reduce a site's rank in search engines, especially if it appears that the site is attempting to add redundant links with their own affiliate code to the search engine results. Adding a `rel="nofollow"` attribute will tell the search engine not to index the target URL.

```
<a rel="nofollow" href="index.pdf">...</a>
```

- <meta name="description"/> tag
- <meta name="google"/> tag
- <meta name="googlebot"/> tag
- <meta name="keywords"/> tag
- <meta name="robots"/> tag
- <meta name="verify"/> tag

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THE END

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