Google's NoFollow, Sponsored and UGC Guidelines

```
<a href="http://www.website.com">Follow Link</a>
```

Use default for non-compensated links to sites you trust

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

Use nofollow as a catch-all for non-trusted links

```
<a href="http://www.website.com" rel="sponsored">Sponsored</a>
```

Use sponsored for ads, paid, gifted or affiliated links

```
<a href="http://www.website.com" rel="ugc">UGC</a>
```

Use ugc for user-generate content like comments and forum posts

---

Between September 10, 2019 and March 1, 2020

NoFollow, Sponsored and UGC will not be used for crawling and indexing but may be used as a signal for ranking.

After March 1, 2020

NoFollow, Sponsored and UGC may be used as a signal for crawling, indexing and ranking.

You can use attributes together, like rel="ugc sponsored"

Paid links must be marked as NoFollow or Sponsored

You don't need to make any changes to existing NoFollow links

---