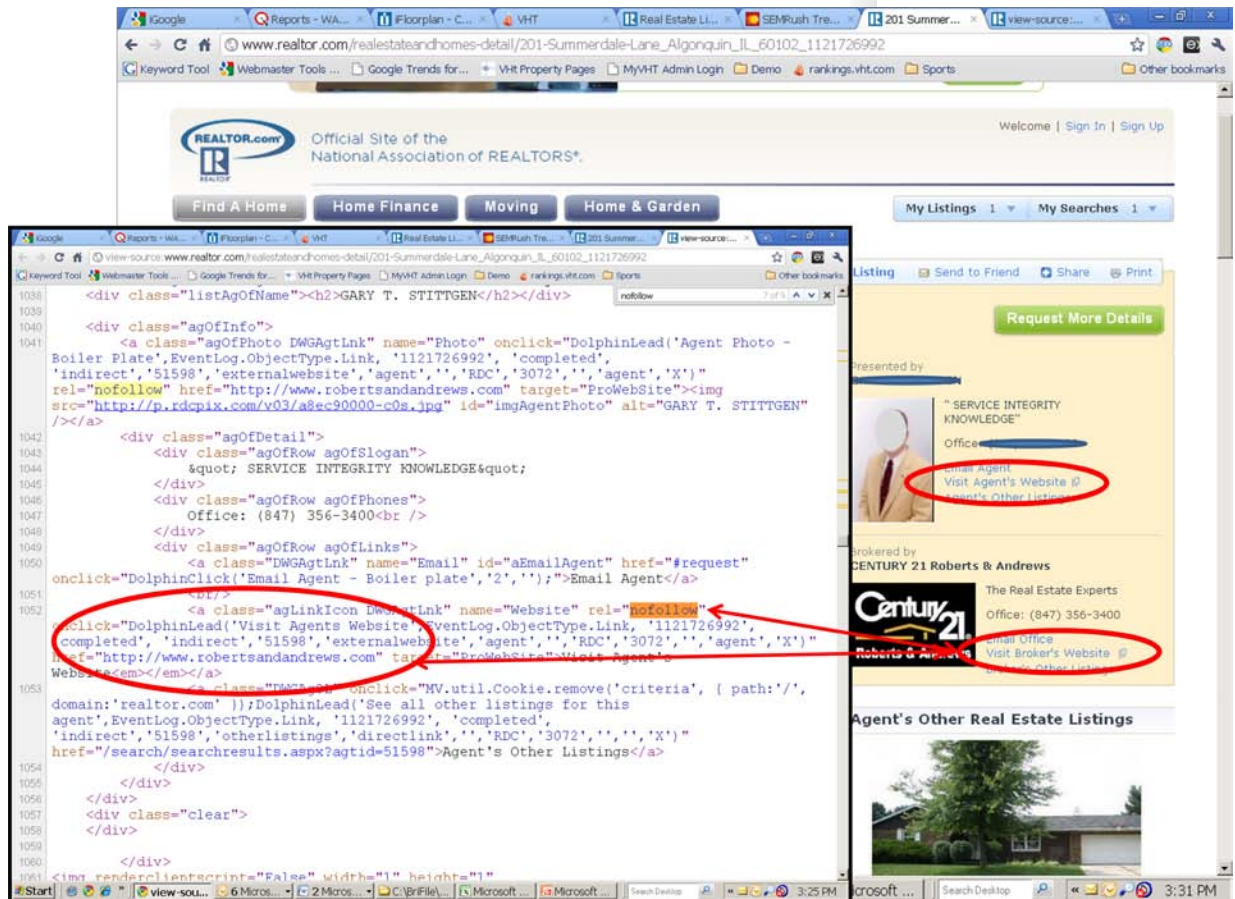


# Becoming the Authoritative Site for Your Listings: Beating the No-Follow Tag



With each topic, search engines try to determine which sites are the 'authorities' on that particular subject. They determine this through content on your site (i.e. keywords, video, etc) and by the quality and quantity of inbound links to your site—in other words, the number of people referencing you on the topic. The more people or sites referencing your site, the more inbound links you have, and the greater the likelihood that you will show up higher in organic search results.

Let's look at real estate specifically—if you have your listing on a multitude of sites with a link to your site, it may appear that you would have several links coming into your site. But that is often not the case. **With sites like Zillow, Realtor.com, and Trulia, a 'no-follow' tag is placed along with your Web site link (see the screenshots above).** This is like a virtual stop sign to search engines. It tells them that the site they are on is actually the authoritative site for that listing. This means that those sites are more likely to appear ahead of yours when searching for that property. Ramping up your search engine optimization techniques and increasing the number of inbound links to your site will help your site to become the authoritative site for your listings (increasing visibility to both sellers and buyers).