

My SEO Performance

We are often asked if using Skimlinks will affect SEO/PageRank. So we produced this resource to put you at ease:

Do affiliate links affect my SEO performance?

As long as you are using rel="nofollow" on the link, so that the search engine rankings are not artificially inflated to the site receiving that traffic, no.

As long as you are up front about monetization and clear when you have been paid to write content, Google has no reason to penalize your ranking.

Affiliate links should not affect your SEO performance for these reasons:

- > Affiliate marketing helps publishers make money from content and does not aim to boost merchant's page rankings artificially
- > There is no guarantee of payment from an affiliate link, it simply monetizes the link in the event someone makes a purchase
- > The choice of what to write is up to the publisher, as opposed to paid links driven by 3rd parties

Google, Yahoo and Microsoft are all clear that as long as affiliate links are valuable, relevant and trustworthy, they will count in link algorithms.

How does Skimlinks comply with Google's guidelines?

- > We help publishers stay financially viable, we aren't here to boost other parties' search engine ranking.
- > We reward publishers for content that leads a customer to click through on a given link and buy something on a merchant site. Publishers are not paid just to put a link on their site.
- > Publishers are encouraged to provide disclosure that they might earn revenue if users end up buying something as a result of their content/service.
- > We also encourage publishers to retain their full editorial integrity and objectivity when writing about products/services. It may impact their short-term affiliate revenues, but long term their users will trust them more, and return more often.
- > If the content that publishers write is of good quality, and they are an authority site, then it is fair the merchant will benefit via link juice for the publisher choosing them as being relevant to their subject matter.