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## Widgets

<http://www.seomoz.org/article/the-professionals-guide-to-link-building>

Widgets are also a way of syndicating content to third party sites. They have the advantage of packaging the content so that it's not seen as duplicate content. This is because they are usually implemented in JavaScript, and the web page publishing the widget calls back to a remote server to fetch the content. The result is that a search engine crawler does not see the content. This also results in any links embedded within a widget as being invisible to the search engine. However, it is possible to implement a widget in such a way that it has an HTML wrapper around it with a simple HTML text link in it, which is quite visible to the crawler.

**Popular widgets can get adopted by a large number of web sites and can result in a large number of links as a result. Widget campaigns can also result in links to deep pages on the site.**

A word of caution is merited. Widgets used for link building should be closely related to the content of the page receiving the link. An example of someone who did this differently than this is discussed in this post: [Another Paid Links Service Disguised As Hit Counter](#). Four days after this post went up, the sites referenced lost all of their high rankings in Google, and therefore lost most of their traffic. The main reason for this is that the links given with the hit counter were in fact hidden in the <noscript> portion of the hit counter.

Be aware that making the link visible is not enough to make this practice legitimate in the search engines' eyes. Google has confirmed that they consider tactics like the use of unrelated widgets for link building, such as a hit counter, a no-no, even if the link is visible.

The underlying reason for this is that if the link is unrelated to the widget, it is pretty unlikely that the link given actually represents an endorsement of the web page receiving the link. The goal of the person installing the widget is to get the benefit of the contents of the widget. On the other hand, using this same strategy where there is a close relationship between the widget and the link given is far more likely to represent a real endorsement, particularly if content from the page receiving the link is what is included in the link embedded in the widget.