

Website linking guidelines

Overview

One of the unique benefits of [OnTheMarket.com](https://www.onthemarket.com) is that all of our agents are required to co-operate in promoting and co-branding with [OnTheMarket.com](https://www.onthemarket.com). One of the most important aspects of this agreement is the way your website references and directs web users to [OnTheMarket.com](https://www.onthemarket.com).

Some website links can have a negative impact on SEO performance if they violate Google's webmaster guidelines. [OnTheMarket.com](https://www.onthemarket.com) is committed to best practice and we ask you to read the following key considerations and to make website alterations where necessary to ensure that we maintain standards.

Why are these linking guidelines so important?

Since the release of Google's Penguin algorithm update, the way in which one website links to another can potentially harm the receiving website. It is therefore important for [OnTheMarket.com](https://www.onthemarket.com) that you follow Google's best practice guidelines in the way in which you provide your visitors with easy access to www.onthemarket.com.

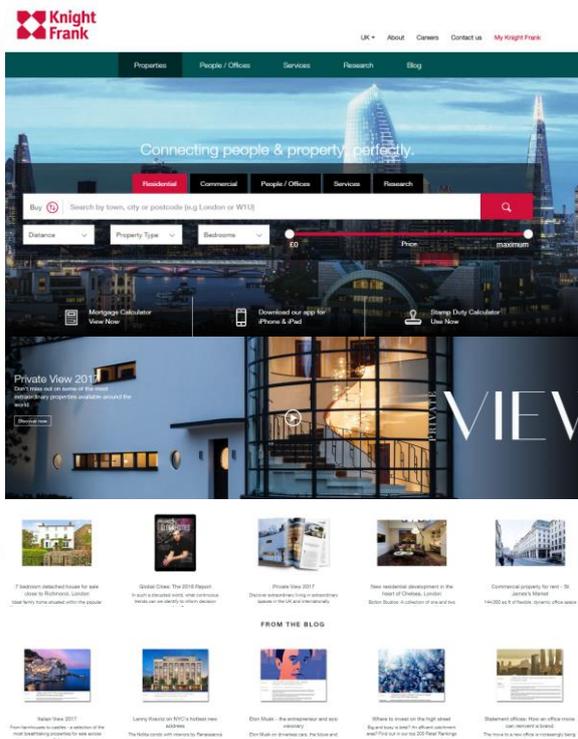
Linking examples and placement

The inclusion of text links within the main body of your webpage content is the best way to help users easily access your properties at [OnTheMarket.com](https://www.onthemarket.com) and should not violate any of Google's guidelines.

Links to [OnTheMarket.com](https://www.onthemarket.com) on every page of your website could have the opposite effect so whilst we're happy for you to use our logo across your website, please do not include a link directly to [OnTheMarket.com](https://www.onthemarket.com) from the logo.

You may wish to consider creating a co-branded [OnTheMarket.com](https://www.onthemarket.com) webpage for your site, allowing you to provide additional information about your relationship with [OnTheMarket.com](https://www.onthemarket.com) and communicating that your properties are listed on the portal. Please note that as part of your co-branding commitments, you have agreed to display the [OnTheMarket.com](https://www.onthemarket.com) logo on your website. You could use this logo to direct people to your new co-branded webpage on your site, where users can find out more details and visit [OnTheMarket.com](https://www.onthemarket.com) from there.

A good example is the [OnTheMarket.com](https://www.onthemarket.com) logo at the bottom of [knightfrank.co.uk](https://www.knightfrank.co.uk) - Click the logo and visit the [OnTheMarket.com](https://www.onthemarket.com) [information page](#). Please **do not** copy ANY part of this example from Knight Frank because any repeated patterns could be harmful.



1. Knight Frank homepage with OnTheMarket.com logo linking to their dedicated OnTheMarket.com page.

www.knightfrank.com



OnTheMarket.com

OnTheMarket.com features hundreds of thousands of properties to buy or to rent across the UK.

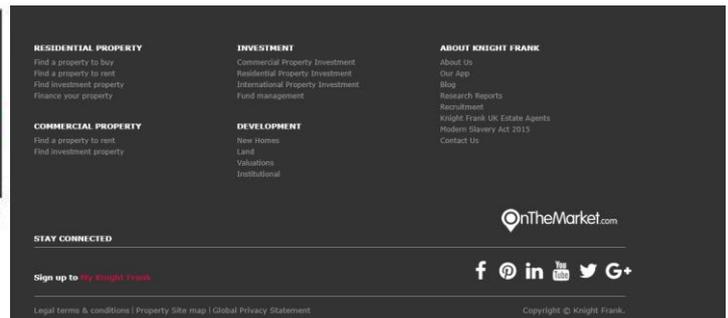
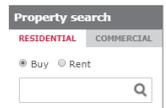
Users of OnTheMarket.com benefit from access to some new properties before the competition. Many of the agents advertising their properties at OnTheMarket.com are listing them exclusively on the site 24 hours or more ahead of other portals*, making it the place to view some of the latest properties that come to market.

Knight Frank is proud to be part of this website, which is dedicated to presenting properties beautifully, clearly and accurately.

How users benefit

- Access to local and national agents. Some exclusive content with many agents advertising new-to-market properties 24 hours or more ahead of displaying them on any other portal*
- Save featured properties and create bespoke alerts
- Fully responsive - properties can be easily viewed on all devices including tablets and smartphones
- Whatever your interest, if you're in the market, visit OnTheMarket.com today and set up a property alert, so you are first to see some new properties as they come on the market.

*See www.onthemarket.com/newandexclusive Agents specify exclusivity and are committed to accuracy under terms of use.



2. Dedicated OnTheMarket.com page on the Knight Frank website which includes text links in the body copy to the OnTheMarket.com homepage

www.knightfrank.co.uk/on-the-market/

If you link to OnTheMarket.com blog articles, please see some text examples but please do not copy these exactly:

“OnTheMarket.com recently published an article with top tips to ease the buying process.”

“For a detailed overview of Stamp Duty and how it will affect you, visit OnTheMarket.com.”

How not to link...

Whenever possible, please try to **avoid** linking in the following ways:

- Linking from an OnTheMarket.com logo image to the homepage, without adding a <rel="nofollow"> tag to the link within the HTML

- Using “unnatural” commercially focussed link text (e.g. “property London”)
- Placing links in the footer or any type of page sidebar
- Including links that are not easily visible to a user as they scroll through a page
- Placing links within any type of embed code.

Other key things to remember:

- Try to include a text link within the main body of the page
- It is useful to place other text around the link, to give it a very clear context for users
- The text within the link should be natural, and not trying to target specific keywords
- When possible, try to include “<https://www.>” at the start of the destination URL, to avoid user re-redirects from non-secure URLs
- To help users find out more information about [OnTheMarket.com](https://www.onthemarket.com) we recommend linking directly from your homepage (or other top level pages).

If you have any questions regarding these guidelines, please email:

marketing@onthemarket.com