

# **DRIVING TRAFFIC WITH BLOG COMMENTS**

**Proven Methods to Get  
Free Traffic**

**by Leaving Comments**

**zoopmedia**

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**Lets Get Started...**

# Why Comment on Blogs?

Believe it or not, commenting on other blogs is a sure way to make your own blog more popular. It can help generate more visitors, more comments, and better search engine results.

Pretty amazing huh?

When visiting a blog, at the bottom of almost every post is a comment box. Usually the fields include your name, e-mail, and URL/website. The URL field is the most important of all. By placing your own blog's URL into this box, you generate a link that points to your blog. Once your comment is approved, other visitors can click on your name and be forwarded to your blog.

To even better answer the question of why you should comment on blogs, we have broken down the benefits into separate sections:

## **It's A Form Of Advertising**

The easiest way to promote or sell a product is marketing. And the most productive form of marketing is advertising.

Advertising is so important because it creates the buzz around products. If you do not know a product exists, how would you buy it?

Just look at how much money is spent on television commercials for the Super Bowl. Millions upon millions of dollars are spent on short 30-second clips promoting products. Imagine how much traffic you would get if you had a 30 second commercial promoting your blog during the Super Bowl. My guess would be that your server would get shutdown and you would owe a lot of money in exceeded bandwidth fees.

However, you and us both know we can't afford a commercial of that magnitude promoting our blog. Advertising can be very expensive depending on the media used. Even radio and print ads can be far more expensive than our budgets can handle. Therefore, we have to look to free forms of advertising.

Surprisingly, commenting on blogs is a great form of free advertising that is often overlooked in the blogosphere. Most people would never guess this (which is why so many blogs fail). Many bloggers make the mistake of focusing too much on their own blogs and not enough on others.

Every time you comment on someone's blog, you're putting your name out there. If you make 100 comments in one day, you just advertised your blog on 100 different websites for absolutely nothing.

Now imagine if these comments were on high traffic blogs that receive thousands of visitors a day? You could potentially get hundreds (maybe even thousands) of hits for free!

## **Comments Generate Backlinks**

Not only does commenting on blogs advertise your blog in more places, but also creates valuable backlinks to your blog. Some search engines (such as Yahoo), count any backlinks that point to your blog regardless of the “quality” of the link (we’ll cover this more in the next chapter).

By getting more backlinks, your blog will start to increase in popularity amongst the different search engines. This means you can compete for better keywords rankings.

For example, if you write a blog post entitled “I Hate Office Jobs,” the more popular you are in the search engines the better you will be ranked for those specific keywords. We just so happen to have one of our blogs ranking #1 (most of the time) for that specific term in Google. Funny thing is, more than 15 people a day find that blog through that term alone. And that’s only one of thousands of terms you can target!

Search engines use anchor text as an important part of their algorithms. Therefore, commenting on blogs with your name will benefit your rankings for your name more than anything.

More than likely, this is not your goal when it comes to ranking well in the search engines. The good thing is, a few plugins and tools have been created to make it even better for people like us. We will share these in an upcoming chapter.

## **Make Friends With Fellow Bloggers**

Since we started blogging, we've met more friends and contacts than we would have ever imagined. This has led us to some great projects, new clients, and more importantly, good friends. So now you're wondering, how did we meet these people? You guessed it...by commenting on blogs.

Whenever you leave a comment, you are giving a blogger feedback and aiding in the discussion. If you come back to a certain blog a few times a week, you start to leave more comments and interact more. Before you know it, you are sending e-mails or talking with the blogger over the phone.

By meeting fellow bloggers, you are putting yourself in a far better position to succeed. You now have an army of friends that can answer your questions, give you feedback, swap links, and much more.

## **Generate More Comments On Your Own Blog**

As you start to leave more and more comments on blogs, you will start to see something amazing happen. You start getting more comments on your own posts!

Bloggers tend to be a friendly group of people. When you leave a comment, fellow bloggers tend to reciprocate by commenting on your posts. By increasing the number of comments on your posts, you increase your credibility and popularity. A lot of people judge a blogs value by the amount of comments each posts receive.

### **Had Enough Reasons?**

We figured by now you have heard enough about the benefits of leaving comments on other blogs. So we're going to stop boring you and get on with the best part of the book.

Over the next few chapters, we will break down our secrets of leaving the best and most useful comments you possibly can. We will help you find the right blogs to comment on and point out the key differences between blogs. We'll even share some of the tools we use to personally find the best blogs to comment on.

So get ready, you're about to learn our secrets to making the most beneficial comments you can possibly make!

# Not All Backlinks Are Created Equal

Although every comment creates a link to your blog, they are not all created equal. Some links are counted more in search engines and affect your rankings in a much different way. An attribute known as NoFollow was introduced to combat spam and has changed the way links are utilized. In the next few sections, we will break down the different elements involved in links, especially those created from blog comments.

## What Is NoFollow?

NoFollow is a HTML attribute that was released in 2005. It was designed to tell search engines, specifically Google, not to use a link as a way of increasing search engine rankings. It was designed to protect Google PageRank from being manipulated by spammers.

In other words, it is a way of telling the search engines to not count a link. When the search engine spiders see this link, they will not index it as being a valuable link to increase ranking.

Why this was a great approach, it was not perfect. Shortly after this was introduced, blogging platforms such as Blogger and WordPress started to utilize this attribute in comment links. From that point on, every link created by leaving a comment was

marked with the NoFollow attribute. This made commending for backlinks much less valuable than it used to be.

The reason the blogging platforms made this move was to protect blogs from spam. Many programs and scripts were created to automatically comment on blogs. Since these links were not marked as NoFollow, it was easy for spammers to get tons of backlinks pointing to their site by simply using comments. This ended up manipulating the search engines and keyword rankings.

## **Blog Comment Moderation**

Although spam is still a problem, a bunch of tools have been created that have made it much less effective than it once was. Blogs now have the option to moderate comments, which makes it much more difficult for a spam comment to get published. Some of the tools that exist today include:

*The Captcha* – You have probably seen these in one shape or form. They usually consist of a box with a few random numbers and letters placed in them. You then have to enter the characters into a box to verify that you are actually a real, eating, and breathing human being.

*Random Questions* – Another tool utilized by a lot of blog comments is asking questions. Some tools ask a simple math

problem, while others ask a basic question such as “what color is an orange?” The user then types the answer into a box before submitting a comment.

Regardless of the tool used, spam is no longer as big of threat as it used to be. Therefore, a few tools and plugins exist to remove the NoFollow attribute from comment links. A fair share of bloggers have decided to remove the NoFollow attribute from their comment links in order to give back to fellow bloggers and commenter's.

### **Introducing The DoFollow Revolution**

The DoFollow Revolution is the name that a lot of bloggers use when referring to the act of removing the NoFollow attribute from comment links. The DoFollow attribute does not actually exist, it is merely a word used to refer to blogs that have disabled the NoFollow attribute.

A lot of bloggers have decided to make their comment links count because they feel that it is a way of encouraging and rewarding users for leaving comments. Many blogs use comment moderation therefore spamming is not a large concern.

This is great news for us because we can now get real, worthwhile backlinks for leaving comments. These links can help increase our search engine rankings as well as Google

PageRank. The hardest part, is finding these so-called “DoFollow” blogs. Which leads us to the next chapter, “Finding Blogs To Comment On.”

# Plugins To Look For

Although most blogs follow the same setup for comments, there are a growing number of blogs utilizing plugins. These plugins have been designed to benefit us, the commenter in a variety of ways.

In the next three sections, we will break down the two plugins to be on the lookout for. We will also explain why these plugins are even more beneficial when using a blog that has disabled the NoFollow Attribute.

## **CommentLuv**

CommentLuv is a plugin designed by Andy Bailey to help give readers more incentive to comment on blogs. It works with Blogger, Typepad, and Wordpress and can be downloaded [here](#).

What Does It Do?

CommentLuv uses RSS feeds to find your latest blog posts. When you leave a comment on a blog that is CommentLuv enabled, a link is placed below the comment with a link to your latest post. For example, if my name is Bill and I comment on a blog with the plugin installed, a link will be placed below my comment that looks like this:

*Bill's Latest Post...[Our Most Popular Tutorial](#)*

Why Is This Beneficial?

The reason this plugin is so beneficial is because it gives us two backlinks for one comment. Not only does your name become a link, but you also get a link pointing to your latest post. What's even better is the fact that the link to your latest blog posts contains very important keywords because it uses the title of the blog post. This can help tremendously when it comes to ranking well in the search engines for your posts.

### **KeywordLuv**

Like CommentLuv, Keyword is plugin designed to encourage people to leave comments. It was created by Stephen Cronin and can be downloaded [here](#).

What Does It Do?

KeywordLuv allows commenter's to specify the keywords used within their comment links. The plugin uses the "@" symbol to distinguish the keywords from a persons name. For example, on a typical blog I would enter "Bill" as my name.

Once I submit my comment, my name would appear like this as a link to my blogs homepage: [Bill](#)

On a blog with KeywordLuv installed, I would enter my name, followed by “@keywords.” After submitting a comment, my link would look something like this: Bill@[The Best Blog Tutorials](#)

Why Is This Beneficial?

The reason this is such a great plugin is because it allows us to specify the keywords for each link. This allows us to increase our search engine rankings for specific keywords. We could simply look for KeywordLuv enabled blogs about money, and leave a comment with the keywords “make money fast.” If we did this enough, and utilized DoFollow blogs, we could very well move up the search engines for these keywords.

**Are These Plugins NoFollow?**

The nice thing about these plugins is that they can be utilized with blogs that remove the NoFollow attribute from their comment links. If a blog is DoFollow, the links for both KeywordLuv and CommentLuv also become DoFollow. This is a perfect situation!

By commenting on DoFollow blogs using these plugins, we can gain very valuable backlinks with anchor text that is meaningful. It sure beats commenting on a NoFollow blog with our name as the link, which will not benefit our SEO at all.

# Finding Blogs To Comment On

The hardest part for most bloggers, is finding blogs to comment on. It can take a lot of hard work and searching to come up with a list of blogs. When commenting simply for backlinks, it is important find blogs that are not only DoFollow, but also related to yours in terms of your niche.

For example, if your blog is about improving your golf swing, it would be much more beneficial to comment on blogs related to golf. Why you ask? Well, for starters, search engines such as Google look for backlinks from related websites. If you have 800 backlinks pointing to your blog, but they're all on doctor blogs, Google won't consider your blog very valuable. However, if you have 300 backlinks pointing to your blog and they all come from golf related sites, you're in very good shape.

The other benefit from commenting on blogs related to yours is the targeted traffic. If you leave comments on dancing blogs and a few readers click on your link to your site, what are the odds the people would be interested in golf? Our guess would be not very good.

Focusing on blogs related to yours will ensure that people that click on your comment link will be taken to a site they might actually find interesting. Therefore you have much better odds of gaining repeat visitors and....making sales!

Over the next few sections, we will share our favorite tools and procedures we use to find valuable blogs to comment on. We will even share our tip on how to find blogs with CommentLuv and KeywordLuv installed.

## **Fast Blog Finder**

When it comes to tools, my personal favorite software is the [Fast Blog Finder](#). We started using this tool after a friend of ours referred us to it. It not only finds blogs, but it helps find blogs directly related to yours. It that isn't enough, it also finds specific blog posts to comment on based on keywords.

When you start a search within the Fast Blog Finder, it will return a list of specific blog posts related to your search. It then allows you to sort of the blog posts by category, NoFollow, and PageRank. It's very helpful because of the fast that you can sort the blog posts based on whether or not they are DoFollow.

Learning how to use this tool can help you in a ton of ways. You will be able to find high PageRank posts for your specific keywords and leave valuable comments. The tool has a free demo version available, which can be downloaded [here](#).

However, we highly suggest the paid version because it returns a lot more results, especially when it comes to DoFollow blogs. The free version is limited to 50 search results, which can make

it difficult to find any quality blogs. To purchase the premium version, head to the [Fast Blog Finder](#) page.

*Key Features:*

- Displays PageRank of homepage and post
- Lets you search for specific keywords
- Displays NoFollow or DoFollow for each blog

## **Blog Directories**

If you prefer to use a free method of finding blogs, Blog Directories can be very helpful when it comes to finding blogs within certain categories. The only downside to using Blog Directories is it is very hard to find high PageRank posts. Just because a blogs homepage is a high PageRank, does not mean a single post will have the same PageRank.

Here are a few of the most popular directories on the web:

- <http://www.blogcatalog.com/directory>
- <http://blogs.botw.org/>
- <http://technorati.com/blogs/directory/>

There are also a handful of DoFollow Blog Directories, which only contain blogs that have removed the NoFollow attribute:

- <http://followlist.com/>
- <http://www.bigfootwebmarketing.com/dofollow/>

Those are only a few of the blog directories on the Internet. There are literally thousands of them. Many blogs even have a free directory, which you can use as a resource.

Regardless of the directory you use, just remember to focus on blogs that relate to your own. Nothing is more valuable than backlinks from websites that are closely related to your own.

## **Google Blog Search**

Another free and useful tool is the [Google Blog Search](#). It works just like Google only it specifically searches blogs. This can be extremely useful when searching for certain blogs and keywords.

To get the most out of this tool, focus on searching for keywords within parenthesis. For example, if I have a blog on how to make money online, I could do a [Google Blog Search](#) for “Make Money Online” and see what results come up. This would be a great way to find some related blogs to comment on. Those keywords alone brought up more than 600,000 results.

The nice thing about this tool is the fact that it will find specific blog posts and not just blogs. Therefore you can use it to find exactly what posts to leave comments on.

Click here to give Google Blog Search a try:

- <http://blogsearch.google.com/blogsearch?hl=en>

## **How To Find CommentLuv Enabled Blogs**

As mentioned in the previous chapter, CommentLuv enabled blogs can substantially increase the effects of commenting. The only problem is finding blogs that take advantage of this plugin.

When looking for blogs that utilize the CommentLuv plugin, the best way to find them is by utilizing Google. By entering a specific phrase (or phrases) into Google, you can come up with a good amount of blogs with the plugin installed.

Here is the phrase to use when searching for them:

*“Enable CommentLuv which will try and get your last blog post”*

The reason this works, is because every blog with this plugin installed displays this text at the bottom of the comment box. Therefore, entering this search phrase along with the parenthesis will return a ton of blogs displaying this plugin. We can take it a step further by entering a keyword or phrase that we are specifically looking for. For example, you could enter this into Google:

*“Travel the world” “Enable CommentLuv which will try and get your last blog post”*

This will return any blog (or website) that contains both phrases exactly the way they appear in your search. This can be very useful, especially when you are looking for blogs within a specific such as travel.

### **How To Find KeywordLuv Enabled Blogs**

Just like the previous method, KeywordLuv blogs can also be found by utilizing Google. When looking for blogs that utilize the KeywordLuv plugin, the best way to do this is by entering this phrase into Google:

*"This site uses KeywordLuv. Enter YourName@YourKeywords in the Name field to take advantage."*

Just like CommentLuv, KeywordLuv displays text near the comment box of any blog using the plugin. At the present time, Google finds over 60,000 results when searching for this phrase. Hopefully this number continues to increase as more and more bloggers start to install this plugin.

## **More Than Enough Blogs**

Using the tools we just mentioned, you should now be able to find more than enough blogs to comment on. We recommend finding some related blogs and creating a separate bookmark folder with all of the blogs in it. That way you can return at anytime to leave a few comments.

Now that you've found enough blogs to comment on, what should you say? This leads us to the next section...

# What To Say

Now that we know what commenting can do for us, what plugins to look for, and how to find blogs, we are left with the most important part. What to say? You might not know this, but what you write in a comment can make or break it.

Say the wrong thing and you might end up being labeled as a spammer. Not exactly a good thing when it comes to building backlinks and increasing your traffic. So lets take a look at the differences between a bad comment and good one.

## What Makes A Bad Comment?

The worst thing you can do when commenting on blogs, is leaving short and irrelevant comments. This is a sure way to be called out as a spammer. This will not only get your comment deleted, but could be far worse. Some blogging platforms, such as Wordpress, come with a built-in plugin known as Akismet.

This plugin is used to combat comment spam. It works by looking at comments and running them through the Akismet web service. If the comment is considered spam, it automatically moves the comment into a spam folder. It works by looking at the URL and the e-mail address of the person submitting the comment (along with other factors). Akismet gets its information in a variety of ways, including spam labeling. If your

comments get marked as spam multiple times, you might just end up being listed as a spammer. From that point on, your comments could automatically be moved to spam folders on different blogs. Not good at all.

So lets take a look at some comments that could be considered spam:

- “Nice blog, great content!”
- “I love your blog”
- “Thanks for the information”
- “Awesome post!”
- “Thank you for sharing”

Notice a pattern with these comments? Each of them is generic and contains no information about the post itself. A blogger might think you simply copy and pasted this on all sorts of blogs. Although were trying to benefit our own blogs by commenting, our goal is to also contribute to other blogs and leave valuable information. Not spammy comments that make everyone look bad.

### **What Makes A Good Comment?**

The key to seeing success with comments is making sure to leave valuable and relevant feedback. A good comment can make your commenting efforts much more productive. A good comment is

written specifically for the post it is left on. It is not as simple as copying and pasting a generic one all over the place. Let's take a look at what makes up a good comment.

The first thing that makes up a good comment is the fact that it is relevant to the post. Make sure to read the entire post before posting your response. Don't just skim the first paragraph and then leave a comment. By reading the entire post, you can pull some information from it that can be used in your comment. You might want to pull out your favorite part of the post and leave a comment about what you liked. Or perhaps you disagree with a particular point made in the article. Either way, make sure the comment is relevant.

Secondly, leaving a comment that aids in the discussion can be considered a good comment. Comments are really no more than a discussion, much like a forum. Don't be afraid to ask questions in your comments. Or better yet, answer questions that previous commenter's have left. This will not only make a good comment, but will also make you look like an expert. The person you reply to will more than likely visit your website to see what you are all about.

And lastly, don't be afraid to stir up a debate. By sparking a debate on a particular post, you can be sure to receive more clicks to your site than normal. People tend to be curious, especially if you start something. This is a great tactic to use on

high profile blogs, which can provide much larger amounts of visitors. However, I do not recommend using this on every comment you post. Use it sparingly and it will benefit you.

## **What's Next?**

Now that you know what makes up a bad comment and a good comment, you can start leaving feedback. However, last but not least, is the art of timing. In the next chapter, I will share my secrets on using the art of timing to increase your traffic from comments even more.

### The Art of Timing

You've probably heard the saying "Timing is everything" at some point in your life. Whether it be telling a joke or releasing a product, timing can make or break it. This saying can be applied to pretty much anything we do in life. Anyways, you probably know where we are going with this. Timing is everything when it comes to commenting on blogs as well. Why you ask?

By having just the right timing, you can increase your click thru rate to your blog in substantial numbers. Why leave a comment that gets 2 clicks to your blog when you can leave a comment that gets 20 clicks to your blog? Exactly.

A lot of bloggers, specifically the more popular ones, publish their posts at the same time everyday. By finding out what time the posts are published each day, you can make your comments 10x as effective.

When it comes to leaving comments on blogs, they are sorted based on the time the comment was made. If you comment two months after the post was published, you might be the 100<sup>th</sup> person to leave a comment on that post. Therefore, your comment will be buried at the very bottom. Not exactly the best place to be when it comes to getting noticed.

What's even worse is the fact that the post probably gets far less traffic than it did when it was first published. Therefore leaving a comment is not nearly as beneficial as it could be. Don't get me wrong, it will still provide a link to your site, just not as much traffic from clicks.

## **Getting Noticed**

Now imagine if you were the first person to comment on a new post? You would not only show up at the very top of the comments, but your comment would be seen by everyone who reads the article from that point on. If the blog is popular, you might have your comment seen by over a million people in its lifetime. Not too shabby for a free form of advertising.

What's even better is if you leave a long, meaningful comment that makes people go "hmm." When people read a comment that makes them think, they become curious. They start to wonder who left this comment and what their site is about. This equals clicks!

If you can manage to make a very meaningful comment and be one of the first comments on a post, you will see some great traffic as a result. I have had days where I received more than a 100 visitors for simply sharing a comment at just the right time. If you could do that everyday, you would already receive more than 1000 visitors a month from this method alone!

### **Take Notes On Publishing Times**

In order for this method to work, you need to start looking at the specific time posts are published. The best blogs for this method are the ones that post everyday at the same time. There are tons of them out there for you to use. We tend to look for blogs with a lot of traffic because it will make this much more worthwhile.

Start by finding one blog and the time that they publish their posts. Then, hop on to the blog the next day about 2 minutes before hand and start refreshing the page until the new post shows up. Once it shows up, make sure to read the entire post from start to finish before starting on your comment. It's nearly

impossible to leave a good, meaningful comment without reading the post itself.

Once you read it, start typing up your comment and make sure to fill in all the fields. Double check to make sure you typed in the correct URL. Click the submit button and let it roll. Your comment may not show up immediately if the blog is using moderation for their comments.

There you have it, an easy way to make the best of your comments. Repeat this as many times a week as you would like you and you should start to see some good amount of traffic. You can then start to find some more blogs to do the same thing with and then create a pattern of doing this everyday.

# Resources

Here are the resources mentioned in this book:

## Directories:

- <http://www.blogcatalog.com/directory>
- <http://blogs.botw.org/>
- <http://technorati.com/blogs/directory/>
- <http://followlist.com/>
- <http://www.bigfootwebmarketing.com/dofollow/>

## Tools:

- [Google Blog Search](#)
- [CommentLuv](#)
- [KeywordLuv](#)
- [Fast Blog Finder](#)

## Useful Links:

- [Subscribe to our RSS Feed](#)