

# Comment Marketing

## “An Effective, Free Way To Drop Tasty Bait In Small Ponds With Big Fish to Stuff Your Inbox With Cash”

Get More Interested, Unique Traffic, Slam a top 10 Major Search Engine Ranking, Gain Loyal Subscribers and Customers, and Spread the Message About Your Product or Service To The World

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I am not going to beat around the bush or give you a bunch of fluff. So, let's get right to it. ***Comment marketing is an extremely effective way to get interested prospects to your site, grow your list of leads, increase trust, credibility, liking, and sales.***

You are essentially becoming a trusted advisor and expert in your field while building your link popularity and gaining search engine ranking, which will explode your traffic along the way.

### **Here's the Opportunities for Using Comment Marketing:**

**Blog & Ping:** Firstly, let me blow the lid off of what “blog & ping for marketing” really is. Let's say you have a blog. You make your post for the day and then publish it.

After you do that, you head over to Pingomatic.com and input your information about the new post and let the world know that you've just updated and to “bring on the search engines”.

If you own a blog, this is a must. Actually, if you use WordPress, this is an already built-in feature...But this is not the blog & ping method of building link popularity and grabbing super high search engine rankings. Nope!

That method of blog & ping is going to other people's blogs, and commenting on their post. Then, after a good comment, leaving your signature and a link to your site.

After you do this go to Pingomatic.com, and alert the world that you've just commented to their blog and bring on the search engines.

The search engines will come to the post, spider it, and find a link back to your site building your link popularity and increasing your search engine rankings.

This is the “forgotten about” method...And let me say this, “Tag & Ping” is not a substitute for this. It’s not even in the same league. It’s a whole different monster altogether, as far as I am concerned.

So, don’t think because you “Tag & Ping” you don’t need to use the blog & ping method for marketing and driving your site up the search engines. Essentially, this method should be called “**Comment & Ping**”.

This is by far the fastest and easiest way to get links back to your site. If you don’t know why you need links to your site, let me just say this...

### **“It’s The Most Important Factor In Snatching High Search Engine Rankings”**

It’s called *off page optimization*. It’s not only the key to high search engine rankings, it’s the door, the handle, and the floor mat when you enter.

If you want to rank well in the search engines for your major keywords, you need to have “anchored” keywords pointing back to your site for those phrases you want to rank well for.

Also comment & ping puts you in front of your “*crowd*”. When you leave a good comment, dozens, hundreds, and maybe even thousands of people will see it. These people are related to your business or services and are actively looking for information about your topic.

This method will regain it’s strength in the months and years to come because of “Web 2.0”. Everybody is social networking. Well, at least your colleagues and prospects.

You just keep consistently dropping bait in the ponds where your fish hang out and you are bound to make a big catch.

### **Where are all the Blogs?**

- Go to [www.Blogger.com](http://www.Blogger.com) and search there
- <http://blogsearch.google.com>
- <http://360.yahoo.com>
- Go to [www.google.com](http://www.google.com) or [www.yahoo.com](http://www.yahoo.com) & search “Your Topic” + “blog” (in quotations as shown)
- Go to [www.Technorati.com](http://www.Technorati.com) and search your subject. Then, click the blogs tab. Go to those blogs and comment.
- Go to [www.Wordpress.com](http://www.Wordpress.com) and search

- [www.Myspace.com](http://www.Myspace.com) - blogs
- [www.Squidoo.com](http://www.Squidoo.com) and give your blurb.
- Go to [www.mybloglog.com](http://www.mybloglog.com). Search blogs and tags there. Find some to get involved with.

That's more than enough to get you started. Once you are on popular blogs, look at the blogroll or links. Go to those blogs also. Don't forget to bookmark the blogs you really like and come back to those.

**YouTube** - And you thought that the only way you could use YouTube was to add video of your own. If you don't know, YouTube is a video sharing site that was recently bought by Google for a little over a billion and a half dollars.

YouTube gets millions upon millions of visitors...And it is commonplace to see videos with hundreds of thousands of views.

...And more importantly you can use YouTube to get traffic to your site and build web presence at the same time. Simply put, go to YouTube search for relevant videos and post comments. Now you cannot put your links in the comments, but you can put your name and your URL (kind of).

ex: Kenneth of Edwards  
TheSmallBusinessMarketingBlog  
or TheSmallBusinessMarketingBlog(dot)com

Note: You can also put add video comments, instead of just text comments. Then, in your video, have an overlaying text with your .com address...And you can simply tell the viewers, "after giving a good response" to the video, that if they want more information on the subject, to go to your site.

**Groups** - This is a powerful method of using groups to get both traffic, links and search engine ranking. The groups I am referring to are Google Groups, Yahoo Groups, and MSN Groups.

The basic technique for all comment marketing is pretty much the same. With some strategies, you have a few extra steps as with the comment & ping method.

Here, you go to [groups.google.com](http://groups.google.com), [groups.yahoo.com](http://groups.yahoo.com), and [groups.msn.com](http://groups.msn.com) to find groups that are relevant to your market (website) and post relevant comments to discussions already going on. Then, at the end of your Relevant comment, leave your name and url. That's it!

Some groups will be extremely active and some won't. You can get links back from both, however. The groups come together to talk about topics that they are interested in and passionate about. So, make sure that you make a relevant comment before leaving your name and link. You want the link to stick and potential customers to see you as providing good content.

**Yahoo Answers** - Now, this is a fairly new technique that I have been using lately. Go to [answers.yahoo.com](http://answers.yahoo.com) and find questions being asked that are related to your subject that are “still open for answering”, then, answer them.

To do this, you will have to have a Yahoo account, but hey, they’re free. Just sign up. At the end of your answer, add your signature file (name and url).

Now, there is a limit to how many answers they will let you make at a time, but either you can stop there, or open another account and continue to go at it. What’s neat about Yahoo Answers is that it gets tons of traffic.

If you go to Yahoo.com and look on the left side of the page in the “categories” section, you’ll see “answers”. As of the time of this writing, it’s the first one. Then, they often have a little banner <sup>3</sup>/<sub>4</sub> of the way down the page on the right-hand side promoting visiting the Yahoo Answers.

**Forums** - Forums are another great place to “*drop your bait*”. I will keep emphasizing the fact that you must post a relevant comment first, then put your “bait” (name & url) at the end because it’s the only way that you can be effective in this type of marketing.

Now, your comment doesn’t have to be a dissertation, but just a good solid comment. Some will be 2-3 sentences and some maybe more. Just make sure it’s relevant.

Here are a couple of places you can go to get started comment marketing in forums. This list is mostly made of places where you can search for tons of forums in your subject area.

- [www.Craigslist.com](http://www.Craigslist.com)
- Harvey’s Super Forum Tips <http://www.supertips.com>
- ICQ forums - <http://boards.icq.com/forums/index.php>
- Russel Brunson’s Forum Fortunes - This is a software that will help you keep up with the forum posting you are doing. \*Note: You don’t always have to post only comments. You can start new threads or subjects to be talked about. Do a search on Yahoo or any major search engine, and you’ll find a bunch of people reselling it where you can purchase it for yourself.

**Message Boards** - Generally, I tend to find better content, and discussions going on in forums than boards. Boards, for me, are usually more straight to the point....But hey, find your taste and go for it. It’s all about getting a variety of links and traffic, but make sure they are all targeted. Find message boards here:

- EZ Boards - [www.ezboard.com](http://www.ezboard.com)
- Big Boards [www.big-boards.com](http://www.big-boards.com)
- AARP <http://www.aarp.org/boards>

**eZine Articles (Brand Spanking New)** Now, I probably shouldn't even give this tip up. (Hee, Hee) Well, you know that some silly person will go out and try to spam the system and mess it all up for everyone. Just know this...They (a human) moderates every comment.

So, I am still playing with this one, but eZineArticles has been, and continues to be, a long-standing favorite of all the Major Search Engines. They are visited by the major engines multiple times daily. They are constantly getting spidered and crawled, and they are also considered to be an "authority site".

So, getting links back from this site is a really good thing. Generally, in order to get your message on their site, you'd have to write an article...But now you can get your message on their site by simply commenting.

It's good for them because it provides updated content, and good for you because that's more people seeing your message.

Just go to [www.ezinearticles.com](http://www.ezinearticles.com) and search for your topic. Then, pick an article you want to comment on, and comment on it.

After the test results come back, I believe this method will quickly climb up the ladder for me as being my top favorite.

The comment system they use is very easy and, more importantly, they're an authority site with an Alexa traffic ranking of 582. That means that only 581 other sites in all the world get more traffic than ezinearticles.com. You do the math. They also have a Google Page Rank of 6 or 7 (it goes back and forth).

**PRWeb:** Go Farther With TrackBacks - This is a wonderful way to get links back from high PR, authority blogs and news sites. Make a meaningful comment worthy of being on their site, on your blog, and link back to their post within your blog post.

Then, if you use WordPress, before you publish your comment (blog post), go to the bottom of the page and put the blogs/news sites trackback URL in the "send trackback to" box, then submit.

I thank the [www.JackHumphrey.com](http://www.JackHumphrey.com) and [www.AffiliateProfitCenter.com](http://www.AffiliateProfitCenter.com) for their great blog info on this subject. It's what got me started using trackbacks.

To find more blogs that track back, you can also type in "your keyword" + "trackback", in the "quotes" and with the + sign as shown.

\* One Last Tip - To find more places to comment market, just type in what you are looking for in the search engines. Ex: "TOPIC YOUR LOOKING FOR" +

“WHATEVER COMMENT FORMAT YOU'RE LOOKING FOR” (like “small business marketing” + “blog” or “forum”)

Okay, I hope you enjoyed this Report. Comment Marketing is a Very, Very Powerful way to market your site or blog and secure top 10 Google, Yahoo, and MSN rankings...And what's more is that mostly all of your links will be one-way links.

To Your Immediate and Lasting Success,

Kenney of Edwards

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