

Buzzoodle Buzz Marketing

Blog Commenting

Does this seem too simple to be effective?

You may read this and decide it is too simple to be effective. And the truth is, it is simple and it will not be effective if you do it once or twice and never do it again.

This works because it builds familiarity between you, the blog authors and their audience. If you choose the right kind of blogs and write interesting comments, people will want to know more about you and explore the link you provide as part of your comment.



We are going to show you how to choose and create those things.

One comment on a blog has the potential to produce 1,000s of hits. However, realistically it will produce 25 to 100 in a year. If you did one per week and they averaged 50 hits throughout the year, you can expect over 2,500 new, targeted visitors to visit your link. If 10 people do this for one site, you are now generating 25,000 targeted visitors and you have spent no additional marketing dollars and each person should only be spending a few minutes per week skimming some headlines, reading a few short posts and occasionally commenting.

What is a Blog?

Just in case you are wondering, a blog is nothing more than a website with some key features. If you Google information on the web, you have probably been on a blog and may not have even realized it.



Typically, a blog is updated more frequently than a normal webpage. It usually displays the latest content at the top of the main page and lists it in reverse order. They are usually like a simplified online magazine where the author publishes one article at a time instead of one issue at a time.



Blogs usually allow people to comment on each article. These comments also usually allow you to link back to your site so people can find out more about the commenter. This allows readers to interact with each other and the

blog owners. This strengthens relationships and creates curiosity and exploration by readers.

Because many blog authors are not paid to write, leaving comments are a good way to encourage the authors to keep up their effort.

Your Blog Comment Mission

Your mission is to comment on a blog post each week. Comment on at least one, but more if it makes sense. You will follow 3-5 blogs that are active and may be of interest to the appropriate audience. You do not have to read everything on these blogs. Simply skim the latest headlines once or twice a week and find topics that are interesting and that you can comment on.

Once you get used to this, it should take only a few minutes per week.

The goal of this effort is not just a link. Reading these posts will give you new outlooks on our industry and customers. There is a good chance you will find things that can help you in your job and life.

Another goal is the relationships you will create. After commenting a few times, you may want to send the author an email. Ask them to cover a topic you would like to see or just let them know what you like about their blog.

When done correctly, you become an active participant in an online discussion which increases your visibility, the organization's visibility, your knowledge, your relationships and traffic, via exploration, to our website.



How do you find the best blogs?

There are several effective ways to find the right blogs for you. The first thing you need to do is find which topics will be most effective for you.

Write out the following:

List three things in which you are somewhat knowledgeable with and take an interest in.

- 1.
- 2.
- 3.

Your organization has a target clientele. What three things do you think they read about on the web regularly?

- 1.
- 2.
- 3.

That same target group probably does searches on the search engines for help in problem areas. What do you think they frequently need help with?

- 1.
- 2.
- 3.

By simply answering these questions, you form a grid that should give you a clear idea of the blogs you want to identify. The best blog

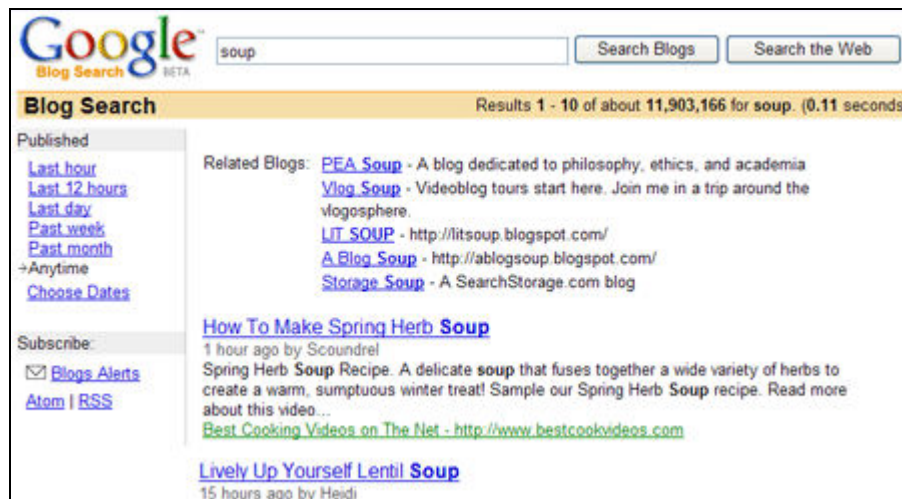


options for your success will overlap your interests and knowledge with what your target audience is interested in and searching for help with.

Where to go to Find the Best Blogs

The next step is to use these key words to find the blogs. There are several places to look.

Do searches on <http://blogsearch.google.com> and www.techorati.com. Both of these are blog search engines that will show you active blogs on your topics.

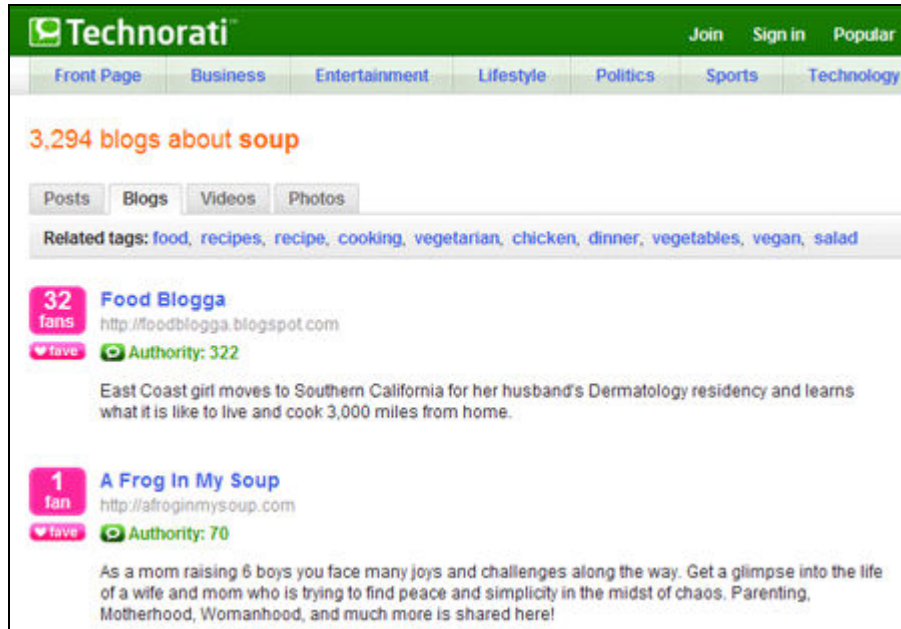


Google Blog Search will usually return more hits and you can easily see what is new in the last hour, day, etc. It also starts off the search with links to a few blogs that it identifies as primarily focused on your key works.

You can also sign up for Google Alerts (see lower left) and get an email any time a key work is mentioned new on a website or blog. Just don't pick something too broad or you will get too much information to follow.



The advantage of using Technorati is the added information on how popular a blog is. Based on links from other blogs and how many people have bookmarked the blog as a favorite, you can easily see how popular a blog is with other bloggers.



See the authority (in green) and the fans (in pink) above.

Another resource is <http://blogcatalog.com> – Where bloggers register their blog and you can search by topic. This is one of the hottest blog directories on the web.

Use Blogrolls to Find More Good Blogs

Blogrolls are lists of links on blogs that go to other blogs, usually on the same topic or of interest to the blogger. Once you find one or two blogs you like via searching, you can usually find many more via their blogrolls, often located in the side column of their blog.

Using Blogrolls will speed up your search because the author has already filtered the 1000's of results for you.



How do you identify a good blog for you?

Blogs that have a following are the blogs you will want to follow and participate on. For a blog to develop an audience, it must have the following:

- Regular posts, for at least 6 months.
- A clear topic and posts that usually address the topic.
- Ability to add comments to blog (Some bloggers turn this off.)
- Clean design and not cluttered with too many things, such as Google advertising in multiple locations.
- Writing style that is informational and not just links to other sites.

Read 100 blog posts in 5 minutes

RSS (*Stands for Really Simple Syndication*) is a simple technology that allows you to see the blog headlines of posts all on one page. This is very important because once you begin reading multiple blogs, it takes too long to check each one looking for the one or two posts you are most interested in.

Don't let this technology intimidate you. It is nothing more than a link that keeps sending new data when new data is available. So you get the RSS link (looks similar to a website link) and you put it in a reader that keeps checking for new updates and displaying them for you. That is it.

To speed up your reading effort, you find a blog's RSS feed and subscribe to it with an RSS reader.

To find a RSS reader, just go to any feedburner RSS feed. They have buttons to the most common and you just walk through signing up for an account. I really like Google Reader www.google.com/reader, but there are many of these tools available. Here is my feed if you would like to see what I mean:

<http://feeds.feedburner.com/BuzzoodleBuzzMarketingBlog>





When you find a blog you want to subscribe to, look for the RSS icon. It is the universal RSS icon. They may also have a regular text link that says RSS or they may have a link to Feedburner, where they make it easy to subscribe to their RSS feed.

Once you have subscribed to posts, you will be able to scan the headlines of all the blogs in a few seconds, and click through to those you want to read. This is the only effective way to optimize your time while still participating in the world of blogs.

What posts are good to comment on?

Not all blog posts are equally valuable. While any good comment on any post will be appreciated by the author, it is not the same for getting visibility with the blog audience. Your comments on blog posts that are higher value and are timeless are going to generate better results.

Also, being one of the first to comment is better than being number 40 in a post with 80 comments.

The following kinds of posts will generate better results.

Pillar Articles – many posts on a blog are quick posts. Occasionally, the author writes a pillar article. This is an article that is lengthy, useful and likely to get bookmarked or linked to by other people. Because this article will get better long term traffic, it will produce better results for you.

Lists – Bloggers often produce useful lists that people will come back over time and use as a resource. If you add something to the list via a comment, you will get additional long term exposure.

Funny Posts – Jokes and funny posts are often passed around to friends and co-workers.

Lengthy, Key Word Rich Posts – Some posts are just longer and contain great keywords that mean the article gets ranked highly in search engines and retains a long term value. Look for



specific, non-general words that are repeated in the title and the body of the text.

Reviews – Some reviews get attention longer than the average post because people search on reviews before making a purchase decision. So a book review or a website review can be a good place to leave a comment.

Good Comments and Bad Comments

There are ethical guidelines that should always be adhered to when commenting on blogs. If you get caught breaking these, the negative buzz for the entire organization can be significant.

- Never impersonate someone else.
- Never say bad things about competition.
- Do not engage in online arguments.
- Add value with your comment. Don't just sell your company.
- Respect the rules of the blog.
- Be aware of what your company does not want disclosed.
- Remain professional and respectful.

Here is a more comprehensive list of [ethical guidelines](#) from the Word of Mouth Marketing Association.

Elements of Good Comments

Writing a comment that gets clicked on is simple. You want to say something interesting and make people want to click on your link to find out more. For example, you might say something like "Our company found that to be true....." when making a comment. People might be curious what company is "Our company" and click on the link around your name.

Creating a desire for them to explore who made the comment is the single biggest reason people will click on your comment link.

How to leave a comment

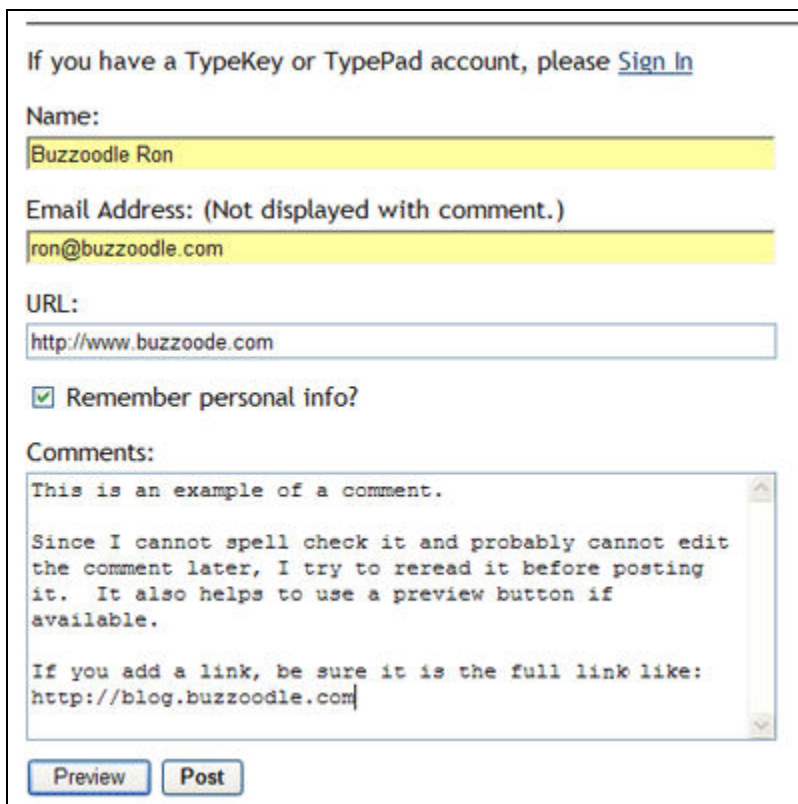
You cannot leave a comment on the overall blog. Each blog post has a comment thread. Typically you can find the comment option at the end of the blog post. You may have to click a link to make a



comment. If there is no comment link, try the permalink option. See this example:



Next, you are typically asked your name, email address, URL and comment.



If you have a TypeKey or TypePad account, please [Sign In](#)

Name:
Buzzoodle Ron

Email Address: (Not displayed with comment.)
ron@buzzoodle.com

URL:
<http://www.buzzoode.com>

Remember personal info?

Comments:
This is an example of a comment.

Since I cannot spell check it and probably cannot edit the comment later, I try to reread it before posting it. It also helps to use a preview button if available.

If you add a link, be sure it is the full link like:
<http://blog.buzzoodle.com>

Your email will almost never be displayed. What will be displayed is your name and usually it will be linked to the URL (Website address) that you enter in the URL option. This is what people will click on when they decide to see what you are all about.

Comments are typically text only and usually will link to a URL that you add in the comment, as long as you put the full URL.

Do not add a bunch of links in your comment. That is a common SPAM tactic and will probably result in the blog author never even seeing your comment, because it will get filtered out.



Don't Be Intimidated

One problem people have is that they are intimidated by commenting. They worry that they are not saying something important enough. Remember that the number of comments on a blog post is a source of pride for the blogger. Even if it is not insightful, if it is sincere and genuine, the blogger will appreciate it.

Make Commenting a *To Do* Item

Commenting is just one way to create a buzz, meet new people and become more vocal in your industry. Make commenting a weekly to do task and keep doing it week after week. The effort of you and your co-workers to create more buzz and visibility will result in more website traffic and more success for your organization, as well as new knowledge and opportunities for you.

Best of luck and have fun as your build great relationships.



Buzzoodle – Simple Employee Evangelism

This document is one in a series of easy buzz marketing tactics that anyone can do. To find out more about growing your organization and being a better Internet Buzz Marketer, visit any of the following sites:

- www.Buzzoodle.com
- Blog.Buzzoodle.com
- www.BuzzoodleU.com

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