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## OPB: Marketing on other peoples' blogs



SEO

Written by Jessi Johnson

Monday, 29 November 2010 00:00

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Some of our SEO clients have been deleting comments left by quality commenters and I realized that many of our Own Your Life readers may not realize just how valuable blog comments are. Good commenting can boost your site's ranking and provides a contact for a return backlink. I recommend rewarding regular commenters by listing them in the sidebar. Good commenters are gold and you want to encourage them to return to comment again and again.

Most of the comments you are likely to receive on your blog will be spam. They have no relevance to your post or blog's theme and they provide absolutely no value to your site. Install Askimet and delete them.



Good SEOs (search engine optimization professionals) and bloggers earn their backlinks. They either comment intelligently, with thought provoking arguments that encourage further dialog, or they reinforce what you've said. The better commenters will return in a day or two to see if you've approved their comment. They will then comment on another post, again providing value. On the third or fourth post they will include a link in the signature to a website or blog of the same theme. Approve their comments quickly and let them include a backlink. Install a Do Follow plugin so the backlink has value.

You should be actively commenting on theme-related blogs and forums. Always check to confirm that the blog owner has disabled WordPress's default no follow functionality. Any backlink you leave on a 'no follow' blog or forum is worthless. If time is limited, hire a competent SEO to comment on blogs and forums for you. (Be wary of the low cost blog spamming services that are often offered by offshore providers.)

**Book Suggestion**  
  
[Blog Marketing: The Revolutionary New Way to Increase Sales, Build Your Brand, and Get Exceptional Results](#)

Your comments should encourage more people to join the dialog. Do that and the blog or forum owner will love you, whether your comments agree or disagree with the post. Provide genuine value through useful information. In the initial posts it's okay to provide a link to additional information, as long as it's not on your blog or website. After you've added genuine value, you have earned the right to place your backlink in the signature of your comment. If it's removed, move on.

Own Your Life,

Cole Wiebe

Cole Wiebe Internet Marketing

[Vancouver's SEO experts / SEO copy writers](#)

{jcomments on}

### JESSI JOHNSON -



Mortgage broker Jessi Johnson specializes in educating his clients in phases; starting with buying your first home, debt consolidation & refinancing, how to pay the mortgage down faster, then applying various investment strategies to grow wealth from real estate. After beginning his entrepreneurial career at the age of six...

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