



## **Blog Comment Posting**

In 2005 a spam technique of “Blog Commenting” became very popular and thousands of blogs were getting bombarded with useless comments that only provided a link to a website. Most of these links were related to RX, pornography or gambling and none of them providing anything of value to the websites they were posted to.

Later that year Google and the other major search engines started using a “nofollow” tag that when put with a link removed the “search engine value” to that link and for pure link popularity purposes rendered it mostly useless.

Comment spamming is still very prevalent and if you own a blog and do not have some form of moderation and spam protection, you know all too well the amount of spam that you will see in a very short time.

### **So, does this mean the blog commenting is completely useless?**

NO... and in fact it is still very effective if you do it right. The problem is 99% of the population that is trying this technique have absolutely no idea what they are doing and so for 99% of the population it is not working as well as it could be, or if at all for that matter.

### **So how do you use blog commenting effectively?**

Well first of all you have to realize that blogs are still very popular and there are many individuals and businesses that use blogs for various reasons. Many of these blogs get a lot of both search engine and human traffic. That means that if you can find popular blogs and you can post worthwhile content on them, then not only might you get search engine spiders to your site, but you might also get human traffic as well.

### **What about the “nofollow” tag?**

The fact remains that lots of blogs use this for all links on their sites but many do not. The other fact is that the nofollow does not stop search engines from following the link it just prevents any of the weight being carried from that page to the page it is linked to; the search engine

spiders still do follow the links. Last of all human traffic has no idea and in fact have no care if there is a nofollow tag with the link. If they see a worthwhile post they may visit your site.

### **How do you find the “Good Blogs?”**

With Comment Kahuna, we do all the work for you and all you have to do is enter a few bits of information.

### **How do I write good comments?**

The first thing you want to do is read or at least skim through the post you will be commenting on. Then skim through the other comments, if there are any, and see what the theme is. Then just write your opinion about the post, it might be a response to another comment or just your view on the topic. Do NOT and I repeat do NOT just put something lame like..

*Nice Site, check out this one...*

That will get your comment flagged as spam right away. You need to focus on offering value to both the readers and the owner of the blog. If you offer value, then the comment will get approved and read.

### **So I only Link My name?**

With blog comments the system will automatically hyperlink your name with the URL you enter. This by itself is not great but it is not bad either. First of all the search engines like variety in links to your site and so by having a few with the words “Click Here” and “Your Name” it can actually be a good thing. You do not want that to be the majority of your links but you do want it to be part of them.

You also can modify your name a little depending on your topic. Say you are promoting a site about “Male Pattern Baldness”, you could instead of using your name “John Doe”, put “John (I hate being Bald) Doe” or “Joe (Help I am loosing my hair) Doe”. Just make sure you offer a valuable post and the webmaster should have no problem approving your comment.

The other option is to take advantage of posts or comments that are questions. If the post is talking about a product or service, give an honest review and offer a better alternative. Or perhaps someone comments on the post with where to find so and so, you could quote the question and reply by offering a resource and explain why you are recommending it.

## Getting Started with Comment Kahuna

**Step1 (Create a Profile):** The first thing you will need to do is create a profile. To do so, click the "Manage Profiles" icon in the top navigation of the software.



Next to the Create button, give your profile a name, and then click "Create" (this is just to identify the profile and will only be seen by you)

Create example

Find your new profile in the drop-down menu (by Select Profile)

Select Profile example

Below, under Profile member(s), now fill in Name, Email, Url, and Comment to use with your newly created profile.

Name: User  
Email: user@domain.com  
Url: http://yourdomain.com  
Comment  
Great post. I especially found it useful where you stated...

Click "Save" at left under Profile member(s)

Profile member(s)  
Save Update Delete Prev 0/0 Next

## Step 2 (Choose Search Options):

Choose the minimum Page Rank of the pages displayed in your results.

Minimum Page Rank

Page Rank is a number assigned by Google that represents the relative importance of a webpage as calculated by their secret formula.

\*If you are having trouble getting results for your search term try lowering the minimum Page Rank.

Next select the maximum number of results that you want returned.

Maximum count

Then select whether or not you would like the pages returned in your results to use the "nofollow" attribute.

Nofollow is a HTML attribute assigned to Hyperlinks as a measure to prevent spam by instructing Search Engines to ignore the link for ranking purposes.

No follow

When you choose the "No follow" option, you will get the following in your list of blogs:

1. Sites that DO use nofollow will be greyed out
2. Sites that DO NOT use nofollow will be pre-checked (a checkmark beside them)

Note: The software can only detect 'nofollow' if it is already present in the html, so if there is not already a 'nofollow' comment posted, the software would not detect this.

**Step 3 (Enter Keyword Phrase):** Enter your keyword phrase in the field provided.

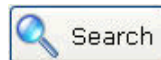
Enter Keyword phrase

Then select the type of sites that you want to search for from the dropdown box.

Select your search type

- All types
- All types
- Typepad
- Live Journal
- Drupal
- Wordpress
- Wordpress.com
- Ezinearticles.com
- Engadget.com

Once you are satisfied with all of your settings and you have the appropriate profile selected, click "Search" to initiate the search process.



**Step 4 (Blog Selection):** Comment Kahuna will now display the search results based on your specifications.

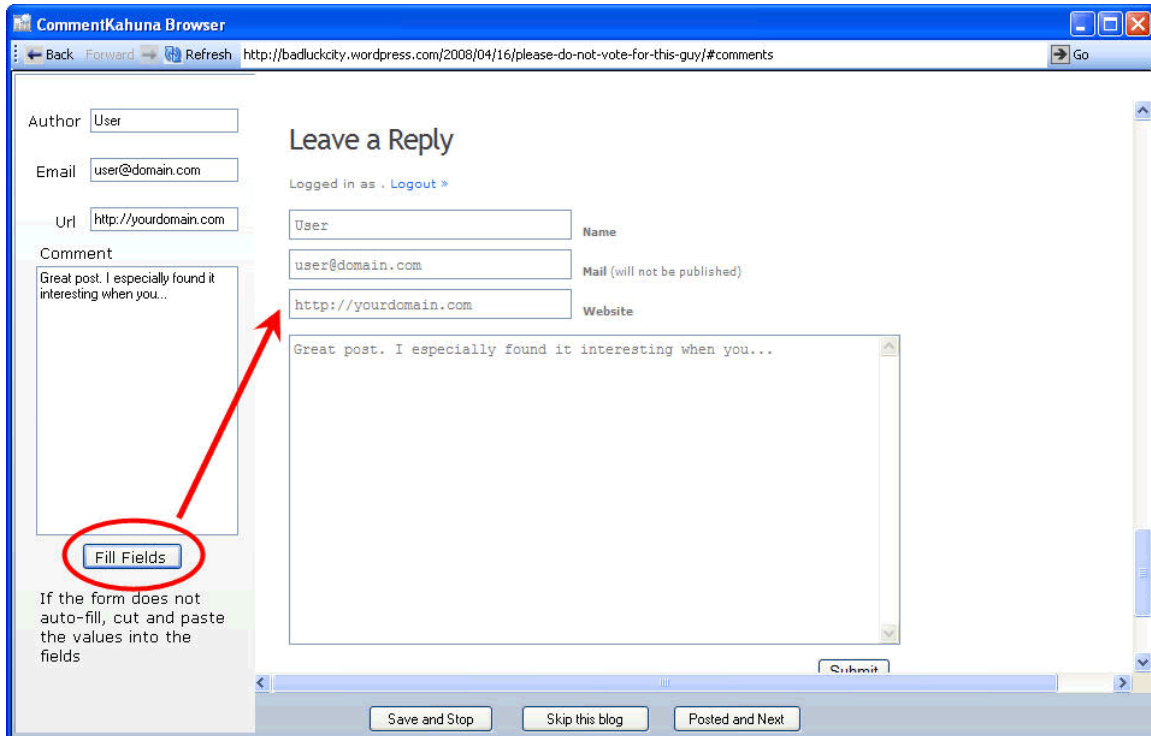
Get	G. Rank	Url
<input type="checkbox"/>	7	http://unknowngenius.com/blog/wordpress/spam-karma/
<input type="checkbox"/>	6	http://wordpress.com/tag/dogs/
<input type="checkbox"/>	5	http://blog.drupal.ro/
<input type="checkbox"/>	4	http://globalguerrillas.typepad.com/globalguerrillas/2007/09/unleashing-the-.html
<input checked="" type="checkbox"/>	4	http://dearada.typepad.com/dear_ada/dogs/index.html
<input checked="" type="checkbox"/>	4	http://littera-abactor.livejournal.com/7748.html
<input checked="" type="checkbox"/>	4	http://innertemplelibrary.wordpress.com/category/dogs/
<input type="checkbox"/>	4	http://sisu.typepad.com/sisu/2007/07/dogs-will-be-do.html
<input checked="" type="checkbox"/>	4	http://badluckcity.wordpress.com/
<input type="checkbox"/>	4	http://blog.drupal.ro/drupal-blog/general-discussion

Select the blog pages that you are interested in posting to by checking the boxes on the left. You can also use the Select All (+) or Unselect All (-) buttons located at the bottom left of the results window.

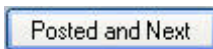
Then click the "Post Comments" button in the lower right corner.



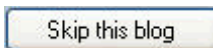
**Step 5 (Posting your Comments):** Review the site to make sure it is relevant to your keyword phrase. Then find the comment form on the site and select “Fill Fields” to auto-populate the form. Enter a worthwhile comment related to the blog post.



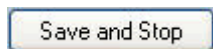
When you have submitted a post select “Posted and Next”



If you choose not to comment on a particular blog select “Skip this Blog”



You can also select “Save and Stop”



This button allows you to save your progress and create a file that can be opened from within Comment Kahuna at a later time. To pick up right where you left off simply open the application and select the "Open File" icon located in the top navigation of the program.



**Step 6:** When you are finished posting you will receive the following message:



Select "Yes" to save the results. The results are then saved in an HTML format with the date and a link to the pages that you posted to so that you can verify if your comment was approved.

### **Customer Support**

If you have any problems while using the program you can click on the customer support icon in the top navigation of the program.



Thanks for using Comment Kahuna, hope you enjoy the software!