



BLOG PROFIT CAMP

John  Chow
.com

PRESENTS

the Secrets

**To Getting
Blog Comments**



Watch a Video

STANDOUT
comments

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Introduction

A blog is a two way communication tool between the blogger and his readers. However, for most bloggers, their blogs are a one way street. They write the blog posts but for some reason, nobody ever comments. Does this sound like your blog? Want to change it so there are comments after comments whenever you write a new blog post? Then this eBook is for you!

Comments on a blog are a better sign of activity than how often a blog is updated. A blog can do multiple posts per day but if there are no comments in any of them, a reader will question if anyone reads the blog.

Throughout this eBook, I will give you tips and tricks on how to create a blog that readers will want to comment on. My blog, [John Chow dot Com](#), averages over 50 comments per blog post. It gets so competitive sometimes that some readers won't even finish reading the post because they want to be the first to comment.

I hope you enjoy this eBook and I hope it helps your blog get more comments and readers. Your comments and opinions are always welcome. Feel free to contact me at [my blog](#), [Twitter](#) or [Facebook](#). I look forward to hearing from you.

John Chow

Nobody Likes a Zero

Have you ever gone to the mall and noticed that some stores have many customers while others have zero? The store with the customers has very little trouble attracting more customers, while nobody seems to want to go into the store with no customers.

The reason for this is because the world is populated by way more followers than leaders. The fact of the matter is most people are not and do not want to be leaders. They will not enter an empty store until someone else enters first.

This same mentality applies to the Internet and blog commenting. Most people will not comment on a blog that has no comments on it. This presents a bit of a dilemma. If people won't comment because there are no comments, then how do you get people to comment in the first place?

The hardest comment to get is the first one. Once that's done, the other comments will come quite easily because social proof has been established.

So how do you get that first comment? The easiest way is simply to do it yourself...

Seeding The Comments

If you want people to comment on your blog, then it's important to make your blog look active. Sometimes, this mean you will have to seed the blog with your own comments using an alias name.

Now you may think this is dishonest but in marketing, perception is everything and the perception is a blog without any comments on it is a dead blog.

I have seen blog posts where the blogger posted a question to his readers. A couple of days later I go back there and there are zero comments to the question. That does not look good.

Asking a question in a blog post is a great way to get readers to comment but if there's no reply after a day, then you should answer the questions yourself using an alias.

Letting a question post go for days without a comment is a mistake I see many bloggers make. They would ask questions on their blogs and then wait for comments that never come. This just provide more social proof to the reader that the blog is a dead blog and not worth commenting on.

Having even one comment on a blog post is better than having none. That one comment may be all that is needed to get the comment ball rolling. Here are some other ways to seed a blog with that first comment.

Start a Commenting Group

We all know about Digg groups that get together to Digg their stories to the front page. You can get together with a few other bloggers and start a commenting group or just join an existing one. You all agree to comment on each others' blogs and this helps to maintain a level of minimum comment activity on your blog.

Setting up a comment group is kinda like taking link exchanges to the next level. Link exchanges help readers and search engines discover other blogs but they don't create a sense of activity and creating activity is the key to getting blog comments.

This is not to say you should comment on blogs that only comment on your blog. Commenting on other people's blog, especially the big ones, is a very good way to bring targeted traffic to your blog.

Ask Your Friends To Comments

Your friends reply to you on Twitter and comment on your Facebook updates. There's no reason why they shouldn't comment on your blog if you ask them to. After making a new blog post, I send the link out to friends on Twitter and Facebook and ask them to comment on it. Well, I used to do that. Now I just send out the link.

Friends and family are a great source of first comments. You don't need an army of friends to do this either. You only have

to seed the post with a comment or two. There's no need to go crazy. The key is to get that first comment in the post to remove the pressure of being the first commentator for the reader. When your blog becomes really big, you won't have this problem because everyone will want to be the first commentator. Until then, you got to seed.

Buy The Comments

If you can't find a comment group, or have no friends, then you can try to buy the comments. While you can pay people to comment on your blog, a better way would be to dangle a carrot in front of them with a reply to contest. Whenever I post about a contest that requires a simple reply to enter, I easily get up over 100 comments in the post.

Now, my blog already gets enough comments as it is so why do I still do reply contests? It is all part of the overall marketing plan. A large percentage of readers are new. When they see a post with over 100 comments, it tells them that this is a happening blog and that they should be a part of it.

The main problem with a reply to contest is it only generates comments to one post. It looks very strange to see one post with a ton of comments and the rest with none. The solution would be to seed those other post and give commentators additional entries if they leave a comment in those posts as well.

Comment Your Way To The Top

Leaving comments on other people's blog is a good way to not only get the blog owners to notice you (and maybe comment on your blog), it can also be a good source of traffic because blog readers will notice you as well.

You don't have to be as prolific as some of the top commentators who comment on my blog but being part of a blog community brings many advantages. Here are a few ways to get maximum benefit out of commenting on other blogs.

Be The First To Comment

If you're after traffic, then be the first to comment. Blog readers rarely read comments after the first ten so the chance of you receiving any traffic benefit if your comment is near the bottom is very slim.

I remember telling Ed Lau of EdEdition.com to be the first to comment on Digg stories that matched his blog posts. Ed would sneak in a link to his related post in the comments of a front page Digg story and the resulting traffic was better than if he had submitted a Digg story that didn't make the front page.

Here's another example. My friend Carl Nelson got a front page Digg to [his tech site](#) and someone made a comment that his RSS button was very big. I made a reply that said, "That's not a big RSS button. [THIS is a big RSS button!](#)" That reply sent almost 500 Digg readers to check out the button.

Go After The Big Blogs

Technorati has a list of the [top 100 blogs](#) on the Net. These blogs get a ton of traffic and they all have comment system. The key is not to spam those blogs with a ton of comments. All you need is to be among the first 10 or so to make a comment to the latest post. It's best to go after big blogs with topics that are related to yours. Make a nice thought provoking comment and there's a good chance readers will check out your blog.

Look For Blogs With Top Commentators List

If you're going to be active in a blog, you should be rewarded for it. After all, you are helping to drive traffic and keep the blog active.

The top commentators list is the way I reward bloggers for helping to maintain an active community. This WordPress plugin lists the commentators with the highest comment count over the past five days (it can be set for whatever time period you like). The link does not have a nofollow tag so the commentators gets full SEO benefit as well.

When commenting on a blog with a top commentators list, don't use your name. Instead use a keyword that you want to target and rank for. Chances are, you're already number 1 on Google for your name so target another keyword.

Using The WordPress Plugins

There are two main WordPress plugins that I use to encourage comments on my blog: Standout Comments and Show Top Commentators. Together, they help bring in over 50 comments per blog post. I have also tried CommentLuv with good results. DoFollow for WordPress is something I put out there if you want to try it.

Standout Comments



The image shows a screenshot of a WordPress comment form. It features a large, empty rectangular text area for entering a comment. Below the text area, there is a checkbox labeled "Notify me of follow-up comments by email". To the left of this checkbox is a small Twitter icon, and to its right is the text "Follow @sallychow on Twitter". At the bottom of the form is a dark grey button with the text "Submit Comment" in white.

[Standout Comments](#) is one of the most feature rich comment plugins for WordPress. Among its most useful feature is the email follow-up.

The check box allows blog readers to keep track of their comments. When a new comment is made to the post, an email

is sent to the subscriber notifying them. This is a much better system than subscribing to the individual comment RSS feed. I make 60 to 100 posts per month on John Chow dot Com. That's a lot of individual RSS subscriptions to manage. Only readers who have made a comment can use the follow-up feature. That in itself encourages comments.

Show Top Commentators

The second Plugin I use is call [Show Top Commentators](#). This Plugin encourages feedback and discussion by rewarding reader for making a comment. The top commentators are displayed on my blog's right sidebar (under Recent Photos) along with the number of comments made and a link back to their blog.

Unlike links in my comment section, the links on the Top Commentators are full links without a nofollow tag. That mean the commentators get SEO benefits as well as additional traffic.

The plugin is as easy to install as Standout Comments. Simply upload the single file to the WordPress plugins folder and activate it in your WordPress plugins control panel. Then add

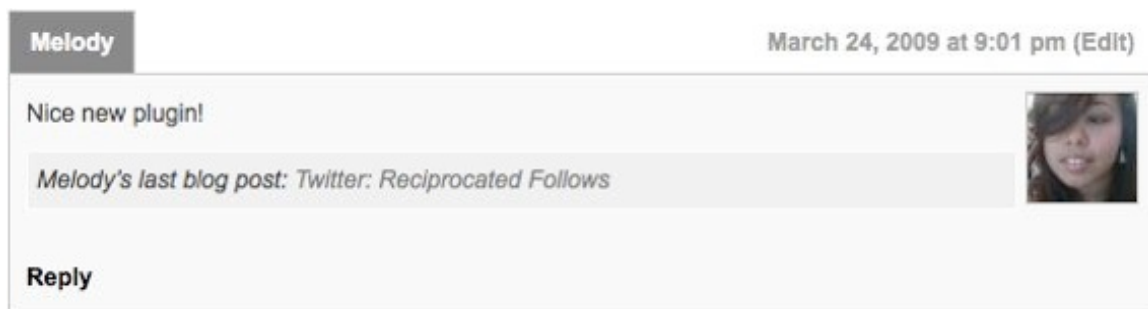
```
<?php ns_show_top_commentators(); ?>
```

to the part of your blog template where you want the top commentators to appear. The sidebar would be the most common place.

Show Top Commentators gives you the option to add the total number of comments made by a reader over a set time, say a month, and then reset to zero for the next time period.

However, I prefer to use its running total option. I have my top commentators on a running five day total. If a reader stop commenting, he will fall off the list within a few days. The running total encourages to readers to comment everyday. This also prevents comment spammers from gaming the system.

CommentLuv



[CommentLuv](#) works by checking the RSS feed of the commentator's blog and pulling the last updated post and displaying it along with his or her comment. The plugin is very easy to install and offers a decent level of customization.

You can control the styling of the text, background and link. You can take advantage of the extended features of CommentLuv by registering your URL. Doing that allows you to see the top 20 active sites and see which of your last blog post links have been clicked. It's a good way to find out if your comments are bringing you any traffic.

Unlike the Show Top Commentators plugin, which only rewards the most active readers, CommentLuv gives every commentator with a blog a little link love.

DoFollow for WordPress

NoFollow is an HTML attribute value used to instruct some search engine that a link should not influence the link target's ranking in the search engine's index. It is intended to reduce the effectiveness of certain types of search engine spam, thereby improving the quality of search engine results and preventing spamdexing from occurring.

[DoFollow for WordPress](#) removes the nofollow attribute from the WordPress comment system. The thinking is that a blog reader would be more likely to comment because the links will be followed by Google and that could result in a higher search engine ranking. However, I advise caution if you wish to run this plugin.

Google has stated that blogs should nofollow their links in their comment section to help prevent spam. Removing the nofollow attribute violates Google's guidelines and that could result in your blog getting hit with the dreaded Google slap.

Another problem with the DoFollow plugin is it does attract spammers who will make canned comments on your blog just to get the dofollow links back to their spam blogs.

I have never used DoFollow for WordPress on my blog but I have listed it here in case you want to try it. While I wouldn't run the plugin on my blog, I must admit that I am more tempted to comment on a blog with this plugin on because of the dofollow link.

Handling Negative Comments

Most bloggers hate negative comments. I have received my share of negative comments on my blog. The commentators aren't happy with the level of advertising, number of sponsored reviews, promotion of affiliate products, the food posts, etc. They warn that my blog is not what it used to be, that I am on a slippery slope, and that my traffic will go down if I continue on this path. My reply to all this is, "Thanks for making my blog bigger!"

Negative Comments Are a Good Thing

I actually look forward to negative comments in my blog because it's an indication of growth. This is a general rule to keep in mind: **as your blog gets bigger, the number of negative comments increases.**

Therefore, don't look at negative comments in a blog as a bad thing. It's really a good thing – your blog is growing! Evil rule to remember: **if you're not pissing somebody off, you're not doing it right.**

This does not mean you should purposely try to piss readers off. That would be stupid. What it does mean is you cannot please everyone all the time and you shouldn't even try. That goal is not possible no matter how much we wish for it. The blogosphere is too diverse a place for everyone to be happy with what you have to say or do.

Negative Comments Encourage Discussions

Let's face it, a blog comment section would be pretty boring if everyone replied, "Great post! I completely agree with you."

Having a negative comment show up in a post encourages discussions among the readership. It's the same as a flame war in a forum. While many people say flame wars are bad, most forum owners won't stop it once it starts because it generates a lot of traffic and traffic equals money.

This is one reason why I allow negative comments on the blog. I know the negative comments will bring people on both sides of the issue to post their views. It's ironic that the negative commentators warning of traffic decline are in fact helping to increase traffic.

People Who Say They're Leaving Don't

No one really completely leaves a site. They may not visit as often as they used to but it's rare for anyone to never come back. I've had commentators post that my blog had changed for the worst and they're leaving and never coming back. The next day, they're flaming me again for another post.

How To Handle Negative Comments

The best way to handle a negative comment is to thank the reader for making it and then address his concerns. Never flame the reader even if he flames you. That makes you look extremely unprofessional.

While you can edit a negative comment for profanity, you should never delete it. A comment is the same as content and content drives traffic.

The next time you read a few negative comments on your blog, don't look at it as a bad thing. Instead, see it as a sign that your blog is growing and you're doing something right. If you never get a single negative comment on your blog, you're doing it wrong.

Bonus Lesson - Guilty By Association

Like my [Ultimate Blog Profit Module eBook](#), I just couldn't let you leave without giving you a bonus lesson. I hope you enjoy it and take my advice at the end.

Many years ago, I used to run my websites out of an office building in an industrial part of Richmond. There were two other tenants in the building. One was an auto repair shop. The other was a drug dealer who used his unit to make illegal substances. He was eventually busted after a month long police sting operation. I thought that was hilarious because the previous tenant was a marijuana grow op.

The laugh ended when the landlord informed me that I would have to leave or be evicted. It seem he thought I was a drug dealer as well because I had associated with the dealer and my lifestyle seem to mirror his. I wouldn't show up to the office until around noon and the first thing I did was go for lunch. I used the office for more as a hang out than anything else. The sign on the door read "By Appointment Only" but there was no phone number listed anywhere for people to call.

Of course, I wasn't a drug dealer but that didn't seem to matter to the landlord. I was guilty by association.

You Are Who You Associate With

Have you ever noticed that successful people hang around other successful people? Birds of feather really do flock

together. If you're a jock, then chances are most of your friends are jocks as well. If you're a nerd, then you hang around other nerds, If you're broke, then chances are you don't have many rich friends. This is not by accident. This is the Law of Attraction at work. You attract to you what you are.

One of the reasons many commentators disagreed with my [Never Live On Cash](#) post is because of the power of association. The commentators asked me how many people I knew who never run a credit card balance? The answer is everyone I know. I hang around financially responsible people who know the difference between good debt and bad debt. I don't hang around people who are financially irresponsible.

The people you hang with affects your reality. I had assumed that everyone paid off their credit cards because all my friends did that. However, others assume most don't pay off the balance because none of their friends do.

The power of association is extremely powerful in the way it dictates who you are and how much money you make. If you want to change yourself or you lifestyle, then quite often, it will require you to change the circle of people you associate with.

Are Your Friends Keeping You Down?

It is said that you are the average of the five people you hang out with most. Take a look at your five closest friends. If they are not where you want to be, then it may be time to find five new people who are.

Dumping friends because they're not where you want to be may seem cold but one of the biggest barriers to success is quite often the people you hang around with. They laugh at your crazy dreams and say you're wasting time trying to be a big money blogger. More often than not, you'll let your friends keep you down because of peer pressure and the desire for acceptance.

However, If you want to break out of the rat race, then you may need to stop spending so much time with your current buddies and start associating with people who have the same dreams and goals as you.

The truth of the matter is, you're not really leaving your friends. More often than not, it will be your friends who will leave you. As you move up the ladder of success, your old friends will no longer be able to relate to you. There will also be the jealousy factor as well.

In order to continue climbing the ladder of success, I make sure I associate with other successful people. I thought I was doing well when I was making \$10,000 per month. Then I started associating with people like [Shoemoney](#) and [Neil Patel](#). Now, I can't imagine living on only \$10K per month.

If you aspired to be more than what your friends want to achieve, then you're going to have to find others at your level or above and start associating with them. Birds of feather flock together. Success breeds success. This is why the rich get richer. If you want to become rich, you need to hang with the rich.

Perception is 9/10 Reality

I wasn't a drug dealer. But because my landlord saw me associating with a drug dealer, I got branded a drug dealer. Perception is a really powerful thing. For a politician, perception is reality. For the rest of us, perception is 9/10 reality.

Just by hanging around successful people, you are perceived as a successful person yourself. This is based on the birds of feather flock together mentality. It is perceived that the rich don't hang out with the poor and vica verse.

If you associate with successful people, you are perceived as successful even if you're not. The cool thing about this perception is it can manifest into reality. Hang around successful people long enough and you'll become one of them.

Success Is a Team Effort

Success really is a team effort. No man or woman has ever done it alone. Sure, it may seem like it sometimes. But I assure you, anyone who have achieved success had a supporting cast.

Like it or not, the people you hang with is your supporting cast. They will either keep you down or lift you up. If they're keeping you down, then it may be time to find a new supporting cast.

My advice. Don't associate with a drug dealer.