

Easy Link Building **With** **Do Follow Blogs!**



RSS Feeds

**A Simple Guide to
Commenting on Do Follow
Blogs the Right Way!**



Blogger



WordPress

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Introduction

This is going to be a quick introduction, because I want to get to the good stuff as soon as possible.

What you are reading is the result of research and experience. You will see that it is easy to build links using the simple tips, tricks, and techniques in this guide.

Whether you are new to Internet marketing, or have been doing it for years and are looking for new strategies - you will benefit from the easy to follow step-by-step format.

We'll start at the beginning of what blogs are, then go through to getting the most from them. The what, why and how is all here.

Let's get started!

Link Building and How It Can Boost Your Online Business

What is link building? - In short, it is the process used to create links back to your site. This can be done by creating pages that link to each other, through article marketing, forum signatures, and commenting on blogs (which is what this guide is all about).

All of the above mentioned methods would be under my control, for the most part. I could also build links by getting other site owners to link back to me; either through a direct exchange, or by creating a site they will want to link to. While that won't be covered here, I wanted to mention them as options.

The Reason Why Link Building is Important

The easiest answer to why link building is important is that it gets more people to see my site. However, link building also implies direct action - doing something. This is a better alternative to hoping and waiting for other websites to discover what's on one of my sites.

By purposefully link building, I'm taking a proactive approach on getting my site seen by blog visitors, and search engines.

Why you need it - It all comes down to traffic. It has been said before, but it's true: The best site in the world is meaningless if no one visits it.

Google's page rank is another factor. While their algorithms are not public knowledge, it makes sense that getting a link from a higher ranking site, will improve the ranking of the site being linked to.

Then there is the question of quality and quantity. The days of creating a bunch of garbage sites that contain nothing but links to get better ranking are over. Getting links from several high-quality sites does make a difference. The more quality sites linking to a page, the better!

The Basics of Blogs and Blog Comments

What is a blog? - A blog is simply a website that is updated frequently. It is short for web log, and they started as a kind of online personal journal.

They now take many different forms, but the best blogs have a strong personality and a loyal following. Those two things go hand in hand.

What are comments? - Comments are an integral part of most blogs. It creates a connection between the blog author and their visitors. This interaction is one of the things that make blogs so popular.

It's the comments that often create the loyal following at a blog. People like to feel they are being heard, and like to defend their position. Not only will people see individual comments, but they will also come back to the same blog over and over again, to see how the discussion is going!

Comments and Link Building - Adding Your Comments to Blogs Has Many Advantages

Getting your link seen by other visitors to the blog, and search engines; developing a following; and offering value to the discussion are a few of the benefits. But as you will see, not all blog's comment sections are created equal.

Do Follow vs. No Follow

There are two basic types of comments from a link building point of view, and knowing the difference is crucial to success.

No Follow - Just like they sound, No Follow comments are not read by the search engines. This is done in the coding of the site and prevents the links from being followed. Why? No Follow comments were started as a way to cut down on the number of spam comments. After all, if the links don't help, then there's no reason to spam a blog, right? Right, but that bit of logic hasn't stopped, or slowed down, spam comments on blogs.

Because the links are not followed, these blogs are less-than-ideal for getting links back to a site. Of course, there are some reasons why I may use them, but straightforward link building is not one of them.

Do Follow - These are the opposite of No Follow comments. These are the blogs that allow links to be followed. Obviously, these are the ones I'm the most interested in when it comes to building backlinks to my site.

Yes, you can maybe get people to click on a No Follow link, but a Do Follow lets spiders, bots, and search engines automate part of the process.

Next we will take a look at how to find Do Follow blogs, and how to make the most of them.

Step by Step Approach to Finding Do Follow Blogs

When it comes to actually finding Do Follow blogs, there are several options. No one way is automatically better than the other, but each one should give plenty of options.

A. Software

While it is available, using software for finding Do Follow blogs has its advantages and disadvantages.

The advantage is that it makes searching a little bit easier. That's about all, and as you will see, it's not that difficult to find Do Follows on your own.

There are two main disadvantages to Do Follow software. First, you can do the searches for free (see next section). Second, you are installing software which presents its own set of problems: potential software conflicts, being buggy, or a backdoor for viruses (not that any of this will happen, but it's always a risk with software).

However, over the long term, the time savings of software can really add up.

Search queries - This is as easy as entering your keywords followed by a phrase that's likely to appear on a Do Follow blog.

"auto racing" + "leave a comment" is one example.

The searches you do this way won't filter out all of the No Follows, but it will help you to zero in on what you need.

On the plus side, the search can be narrowed down by topic. There's no need to sift through Do Follow blogs on the topic of cattle ranching if you are looking for flower gardening,

B. Image search

Some Do Follow blogs use an image from "U Comment I Follow" to show they allow Do Follow links on their blogs. This is good to know, because most blog owners won't change the default label for the image.

Therefore, an image search (try other engines besides Google for more possibilities) using the term "u comment I

follow" will bring up sites where the images with the particular label are found.

In this case, it will be Do Follow blogs. Enter these related terms individually to get lots of results.

ifollow-blue.gif (do the color searches without dashes, too)

ifollow-green.gif

ifollow-red.gif

ifollow.gif (try with .jpg and .png too)

ifollow-magenta.gif

ifollow-orange.gif

ifollow-pink.gif

ifollow-purple.gif

ifollow-white.gif

utrackback_ifollow.gif

Now, take these image names and add a keyword to them. This will help narrow down the search to a few specific blogs.

Note: The above search terms are based on the actual file names for the images.

C. Directories and lists

A simple search engine search for "do follow blogs", "do follow blog list", "do follow blog directory", or anything similar will reveal sites that have tried to put Do Follow blogs into one location. Not all of these sites are good, and it's nearly impossible for them to stay up to the minute with all of the new blogs that are coming online every day.

They still can be of use though, and are worth a look.

D. Do Your Part

Any blog I'm going to start will be Do Follow. It's the right thing to do, but there's more to it than that. It would also attract more people who are looking for Do Follow blogs, which in turn, would build relationships with more people, increase the right kind of traffic, and encourage visitors to leave better comments (assuming they understand the philosophy of this report).

If we all work together, and use other means of getting rid of spam, then there is no reason why Do Follow shouldn't soon be the norm.

7 Ways to Get the Most from Comments

It doesn't matter if a blog is Do Follow or not, if nobody is going to click on your link. Yes, you may get a boost in the search engine rankings, but that's only part of the story.

Make the most of your comments at Do Follow blogs. Provide insights, useful commentary, ask interesting questions - in short, provide value to the blog and its readers. Finding Do Follow blogs is only a small portion of building backlinks and getting targeted traffic. Here are the seven steps I take when leaving comments at any blogs I find.

A. Read any posts completely before commenting - I always make sure to read the post before commenting on it. Any work I do finding Do Follow blogs is completely useless if my remarks don't make any sense. I want people to value what I say so they will be interested enough to actually click on the link back to my site.

Another reason I make sure to read the post is that the search engines give high priority to relevance. In other

words, if they are ranking a blog high, then comments that match the ranking criteria should get extra consideration.

B. Read the blog - While reading posts is important, it's also important to get an overall feel for the blog itself. When I really get to know what a blog is about, it makes it easier to write thoughtful comments.

Let's say I only read one post that I disagree with, and comment accordingly (I don't argue, but present my side in a calm and intelligent manner). But how would my comments be different if the rest of the posts on the blog do not fit the same mold?

Perhaps the blogger is trying to make a point, or being satirical - there is no way for me to know this if I don't get to know the whole blog. This could lead to me making comments that make no sense in the full context of the blog, and such remarks could do more harm than good.

C. Use a real name - The way I figure it, people like to know that a real person left the comments. By adding a name (real or alias) I am also showing that I am not trying to hide; it adds to the power of my comments. A business name, or user name just don't have the same impact; they lack credibility.

If it's between someone named Nick Watsonfeld, or "businessbasix4790", I know whose link I'm more likely to click on.

D. Comment early - Because many blogs keep the first comment on the top, I like to be the first to comment if at all possible. However, even for the blogs that put new comments on top of old ones, I still have the benefit of being seen by those who want to see the discussion from the beginning.

Also, after the blogger makes a post, they are more likely to keep checking to read the first comments. While I want the search engines to see my link, I also want to get noticed by the author of the blog, as well as their followers.

There's another reason I like to be first. It means the search engines will see my comments for a longer amount of time (that is, every time they spider the blog in question) than those who comment after I do.

The final reason for commenting early is that, in a way, I get to set the tone of the following discussion. Of course I'm going to put the right spin on it to get people interested in checking out my site.

E. Comment often - I don't comment more than necessary, but I do try to keep a dialog going once it has started.

Also, by being a regular commenter on a blog, I have a better chance to...

F. Build a Relationship - To get even more mileage from leaving blog comments, I like to build relationships at the blogs I visit. This works in both directions, so be sure to let others build relationships with you, too. There are three reasons why this is important.

- When the blog owner gets to know me, there is a better chance that they will mention me in a post, or will highlight my comments. Either way, I win. To be fair, I am always willing to return the favor. I'm not trying to make it a one way transaction.

- As I become better known, I can build a sort of following on someone else's blog. It's still their blog, but if I create a presence there, other visitors will grow accustomed to, and (hopefully) look forward to my comments.

- There is always the possibility that I will be asked to write a guest column, if my comments are good enough. Once that happens, I'm tapping into that blogs entire reader base
- this is being at the "top of the game".

- Have a personality - Injecting life into my comments prevents people from getting bored and skipping to the other comments. I want it to be a lively discussion. Adding my personality also gives people a chance to get to know me before they click through to my site.

Final Thoughts

Once they click through, make sure any expectations the readers are likely to have (based on your comments) are met or exceeded. In this way, the links back to your site will have served their purpose. Mainly, that's getting people to stay at your site, and having them do what you want them to do (order, opt-in, read, etc.)

There is a massive benefit when you are able to build a relationship with the readers of someone else's blog.

Building links is often seen as one of the mysteries of Internet marketing. And, while there are several ways to do it, it's easier when you know where to expend your effort. That's why the Do Follow strategies shared in this guide are so important.

Taking a few moments to apply the simple techniques mentioned above will keep you from going down unnecessary dead ends.

You can comment at any blog you choose, but if you are commenting to increase exposure to your site, then Do Follow blogs are the way to go.

Now that you know the secrets, it's time to apply them. You have the backlink building methods laid out before you, you have the power to succeed, so now it's time to have success!

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