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Chapter 5 - Getting Involved on Other Blogs BLC5-1

Your blog will grow if others find & like you - but they have to find & like you for it to grow - Catch 22!

Simple solution - other bloggers have been thru process.

They've attracted readers & have a loyal audience

If you strike up conversation with them, and they like what you say, they'll pass along their audience -> Earned Publicity

Established bloggers keep their audience by presenting ^{great} info some stuff they write - some is new: yours.

This progression - like a Social Contract:

You present content with great value.

Other bloggers find it and pass it along to ^{their} audience by writing about it & linking to your post.

They get some credit for finding what you wrote

In exchange - you get visitors & links

Your job, when you launch blog - connect to other bloggers!

I. Connecting with Other Bloggers

1. Find the bloggers with whom you want to connect

Use Google blog search, Technorati, or any SE

Locate a few really authoritative blogs

606 2. Make contact - look at Book VII - Social Media

Set up a Twitter acct & follow bloggers there

Write about their posts on your blog & link to them.

Intro. yourself with your content and with your comments on their content

Take your time with this!

No blogger likes to be harassed.

II. Leaving Great Comments

(606) Best way to introduce yourself to another blogger
= by contributing to her posts.

Easiest way to do this = thru comments

Well-written well-thought-out comment → blog post

Prompts discussion in a way that only
audience participation can

Bloggers appreciate it!

1. Read the whole post first; + jump to wrong conclusions
2. Read all other comments before yours - do you want to reply?
3. Don't be afraid to bring up a conflicting pt. of view
4. Don't link to your site unless there's something relevant

Ideas for responses to posts:

- 607
- 1) Agreeing + adding another idea / point / tip
 - 2) Agreeing but with a qualification about / or another tip
 - 3) Politely disagreeing with 1 pt + offering an alternative
 - 4) Following up to someone else's comment

Return to the same blog + comment on other posts

A. Blog author will notice you're a contributor

A. Tracking replies to your comments

Hard to keep track of comments on 2-3 blog/week.

Use Commentful to keep track of what people say
in response to your comments

1. Go to www.blogflux.com
2. Set up an account
3. Under Select Blogflux services choose Commercial
4. Click Add URL to my Watchlist button

608 5. In the URL field of the Add URL to My Watchlist window paste the address of blog post on which you commented

6. Click Add.

7. (Optional) If you want, select Subscribe to Daily Updates by E-mail

If you don't sign up for e-mail alerts, check on Commentful page to see new comments

8. Or, subscribe to Commentful via RSS

Suggestion - don't keep track of every page you comment
Keep track only of pages where

- 1) you know there might be a discussion
- 2) there are already a lot of comments
- 3) You've had lots of folks respond to your C. before

B. Avoiding foot-in-mouth syndrome

609 Speaking in person, you're aided by body language, tone of voice, & expression - but on a blog, these emotions are communicated

Minimize the risks of misunderstanding:

1. Don't be sarcastic - relies on tone of voice
2. Don't be nasty.
3. Don't make jokes unless they're very clear.

Make smart, polite, helpful comments - > blogging relationships

III. Linking to Other Blogs

Links = the lifeblood of the blogging world

- 610 1. Use the link list - pick 3 or 4 related posts
Write a short summary of each, why you like it, and link to it

2. Cite another post as support for an argument you're making in your blog + link to it
3. Cite another post as an additional resource, + link to it.
4. Use the step-by-step review + critique -
 Write a post reviewing each point in another's piece
 Add your own clarifications, changes, additions
 Most bloggers - obsessive: check analytics reports
 to see which sites are sending them visitors
 If your site is 1 of them, they'll check it out
 If they like what you're saying, they'll reciprocate
 These links will help you move up in the SEs
 Links act like a reference:
 Blogger who links to you says you've made an impact
 This will get you visitors!

IV. Giving Credit Where Credit is Due

Always give credit! If you reference another's post
 Link to it and
 give the author's name

Plagiarism - common on web + bloggers are on lookout
 so - never quote a blog w/o giving a link + a reference
 Don't use nofollow to deny links from your blog to another
 search engines will ignore those links

 link

This denies the other blogger the search engine
 optimization benefits of the link!

so - give credit where credit is due.

Remove the nofollow

V. Writing a Guest Post

(6/10)

= 1 great way to build traffic to your blog
Bloggers want great content

Guest posts help them build it

6/11

Guest posts help authors cover the blog when on vacation
help expand their coverage
find extra expertise

Don't invite yourself to guest-post but you can
offer to trade guest posts with another

1. Blog owner gets some control over what you write
Will review it

May suggest a few ideas he'd like you to write about

2. Put in extra time on the writing

3. Be clear with blog owner about linking:

Is it ok to link to your own site?

Will he likewise do it for you?

4. Provide a little biography of yourself.

Chances are, blog owner will want to include it

VI. Joining Blog Carnivals

= scheduled events where a single author or editor
solicit posts on a specific topic

= usu. scheduled & managed thru a central site
such as Blog Carnival

Carnival host collects posts & publishes them,
with links, on the host's blog

Carnivals usu. travel with diff. hosts/editors/authors

Host = blogger who publishes posts on his blog

(6H)

Getting involved in a blog carnival = easy

Do a Google search: blog carnivals or [topic] blog carnival

Find a few + read submission requirements

If you have a great post idea that can contribute submit it! When you do,

1. Check the history of the carnival

Make sure editor + have history of steady content

Do a search on carnival host's name

2. Think about whether you'd want to host the carnival

You'll want to participate if you submit more than once

3. Check linking policies - is it ok to link to your blog?

Will the host link to you as part of the carnival?

4. Be sure to submit your most published, highest-quality content - you're in front of a larger audience

you're part of a team

It's your responsibility to put your best content out there

VII. The Art of Asking Nicely

Never - ask a blogger for a link more than once

ask a blogger for a link if you
+ already corresponded with him

Always - say please

say thank you

reciprocate -

if blogger links to you, link back

if blogger comments on your blog,

check his + see if you can comment