

Link Building with Blog Comments

A powerful way to quickly build inbound links to your website is to comment on other peoples relevant blog's with interesting and useful commentary. However due to spamdexing or comment spam many of the blog's and guestbook's out there today have introduced the use of the no follow (rel="nofollow") tag.

While this doesn't always prevent me from commenting on topics that I find interesting or relevant to the content of my website it does help to regularly post to blog's that not only do not have a nofollow tag but also have some page rank.

There is a free tool called Comment Kahuna that simplifies a lot of the process and makes building links and traffic that much simpler. It will automatically scan for blog posts on sites that do not use the nofollow tag and sort the results by the blog's page rank.

Use of the tool on a regular basis can generate a lot of traffic, not only from the blog itself but your rise in rankings for you keywords due to the extra inbound links. You'll be able to find high authority niche blog's and get free backlinks.

Finding relevant blogs to comment on however is just the first part of building quality backlinks. Finding something interesting and useful to say is also part of the process.

This is where it helps that you have built your website around a topic or subject that you find interesting. Read through the post, even if its just a speed reading quick scan and get the overall feel for the blogger's perspective on the subject. If you have any familiarity with the subject matter you should be able to quickly come up with a two or three sentence response.

If you aren't really familiar with the subject matter it is possible to copy a sentence from within the blog post, paste it into the comment box and reword it as if you are agreeing with whatever was being discussed.

That is not a technique that I use often as I tend to build websites around topics that I would want to read blog posts about and I recommend to clients that they do the same.

While writing an interesting comment is important as that is what determines whether or not your comment actually gets published upon review, your name is also very important as this is going to be your anchor text for the link back to your website.

Many people make the mistake of actually typing in their real name in this field. This is where the keywords should go that you want your website to rank highly for as that is how the search engines will interpret the link.

Depending on a blog's page rank your link can be indexed quickly and you will soon see the power of building backlinks through commenting on relevant blog posts.

About the Author

Chris Miller is the owner of Rank Bullet, a Premier [Link Building Service](#) that specializes in getting quality links for one low price. If you have struggled with [link building](#) then you know how difficult and time consuming it can be. Don't work hard, let Rank Bullet do it for you.

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