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## Introduction - Why should you listen to me?

Hello. My name is Ivin Viljoen and I'm a professional blogger. My claim to fame is that I wrote a book in 3 days and had a published, printed copy in my hands 5 days later. However, that achievement is not applicable here.

The achievements that are applicable to this specific report is that I owe a large part of my success to commenting. Once I started using what I call 'The Commenting Blueprint' I was able to build more than 17,278 do-follow links to my website in as little as 3 months.

Links to your site	
Domains	Total links
<a href="http://blogengage.com">blogengage.com</a>	17,278
<a href="http://authopublisher.com">authopublisher.com</a>	3,522
<a href="http://extremejohn.com">extremejohn.com</a>	828
<a href="http://blogspot.com">blogspot.com</a>	169
<a href="http://acutepenman.com">acutepenman.com</a>	55
<a href="#">More »</a>	

Now, remember that I didn't pay anything for those links, I built them with the sweat of my brow and following my blueprint.

Besides the amazing link building, I was able to get my blog from a PR0 to a PR 4 in the same 3 months of hustling with commenting.

I won an award for the best publishing blog in 2011-2012 thanks a large part to commenting and using my blueprint. I won the award, not for great metrics, but because of a community I built on my blog using my blueprint as well as building relationships with publishers and authors, affording me the blessing of having up to ten writers writing for my blog at the time.

By using my blueprint, I was also able to forge relationships with many high profile bloggers that afforded me the following privileges:

- I have author access to many high profile blogs' WordPress back ends. Which means I can write posts at any time and have them published on those blogs within a week. This privilege could be accounted to writing great content, but I think it could be mainly because I am able to garner lots of comments on my guest posts.

## Why You Should Make Your Blog a Business Blog Today!

BY IVIN VILJOEN  FEBRUARY 28, 2013

I have recently started making my blog a business blog. Competition is so fierce and even though people know me for having hustling (hard work) as my creed, I realized lately that I've been working hard, but more like a chicken running around with his head cut off. Here are the steps I'm going to take and this is how you, can start to focus on your business blog too.



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- I am involved in many JV's in producing products for high profile bloggers.
- When I approach high profile bloggers about anything, I simple send them an email and there's no questions they'll know who I am or read my email. This is very, very valuable.

Do you see how this blueprint gave me an open door?

## Purpose of Commenting

Let's talk about commenting for a moment. You can look at commenting as a social experience. There's a reason the Web 2.0 has been called the 'Social Web'. It's all about being present, hanging out and being seen.

With your Gravatar and extending that recognizable avatar to other platforms (which I'll explain better later in this report), you can easily build a recognizable brand, personal or professional. When it comes to commenting, you want your face to be seen everywhere.

So, you can think of the greater web as a social cosmos, like a varsity campus, a small town, a professional network etc. The only way you will become popular and recognized is by hanging out, being involved in communities, playing sports, belonging to some clubs, attending social events and parties etc.

Now and then people may realize that you have something valuable to add and you may get invited to talk at a rally, at a social club, and sometimes you'll be asked to do dirty work, like clean up after an event, making posters for the dance etc. It's all part of being involved.

Let's take what I explained online.

You just started blogging after carefully choosing your niche. You got a domain and started writing a few pillar articles that adds value to people's lives. Now, who's going to read what you wrote? It's time to let people know who you are.

In a social setting a spammer, as we know it, would go to a party and visit every circle and tell people there's another party (his) just a few blocks away. Like someone doing advertising for hot scones in front of his competitors bakery.

Then, just before he leaves, the spammer goes and stands on the drinks table or the bar and shouts 'Party at my place!!!' Will that guy ever be popular? No. Will anyone want to talk to him? Nope. Will anyone ever do

anything cool with him? No.

Why is that? Because this guy doesn't work for anything. He doesn't add value to anyone's experience and he leaves you with a taste in your mouth like you've just been violated.

Let's look at the next guy:

The next guy just wrote some great posts and introduces himself to a blogger of a high profile blog that lots of people read and where lots of people communicating with each other. He carefully addresses the blog owner and perhaps the post author (if they're not the same person) and adds a comment asking a question, providing an opposite opinion or adding to the conversation, perhaps providing an extra nugget that weren't mentioned in the post.

He does the blog owner a solid, because he does 'The Button Dance' and retweets the post, shares the post on Facebook, gives it a Plus on Google and pins the image on Pinterest. The entire exercise took him a couple minutes and he does this on eight to ten blog posts that day.

He then visits one or two forums, look for topics being discussed that he wrote about on his blog. He leaves a thoughtful comment with a question or opposing view, kinda like he did on the blogs he just visited.

Unlike the douche bag that just came into the forum, exclaimed he can give you 'Get 10,000 Twitter Free!!!' The poor dude is not even on for a couple minutes and his hard work looking for the thread, commenting and signing up with a signature is wasted.

The douche bag spent a lot more time, wanting to do this once in a '*wham-bam-thank-you-ma'am*' fashion for no results.

The cool guy spent less time doing what he does, but he does it consistently, everyday, and eventually gets noticed because he doesn't just hang out there, he also hits people up on Twitter simply greeting, adding to a conversation or simply Retweeting someone.

So, '*Lovely Homes in LA*', never gets anywhere online and '*Jim @ Millionaire in the making*' is later invited to parties, called upon to '*join us for a road trip*' and perhaps even '*gets the girl*'.

Do you see the value of a consistent presence, however brief sometimes? Rather than walking into a room and bombastically telling people you just '*passed Physics and you're celebrating with a party at the rec*' .

I know the story is a little interwoven with each other, but I hope you could see how social media online and using commenting as a tool is just like a social cosmos like varsity or a sports club.

Let's look at what applying these principles can help you do:

### **Build networks.**

You can carve out a nice little network for yourself by always being present, commenting on blogs you like or hang out at because you see a benefit for you there, hang out on a forum and become a regular, valuable member of it, guest posting on those blogs because you have built a relationship with its owner, supporting others efforts by sharing their posts and promoting what they do.

One day you may need some help promoting a post, promoting an event or launching a product and because of your efforts you are now able to call on this network to help you out. It may also be interesting to note not one person online has exactly the same network.

### **Generate and increase traffic.**

As you become more visible and people get to know what you're all about and what you have to offer, they start visiting your blog, commenting in exchange and hitting you up when you could add value to their platforms.

## **Sales.**

By commenting online it affects and increases your sales numbers, directly and indirectly. Indirectly, because your adding value online building trust with people. Directly, because you can have a campaign promoting a special promotion or event that will either result in immediate sales or capture leads into a sales funnel.

## **Search Engine Rankings.**

In the old days bloggers built links with comments. These links were no-follow links that didn't really mean anything but gave a little authority to their blogs.

Then the internet got smart and do-follow links were introduced where every link you posted with your comment behind your name gave your site more search engine link juice.

Then, developers got involved and ways were invented for your link to be an anchor text without being spammy. In the same comment you can also have a link point back to your latest post or even a static page.

The above results in direct traffic through links and search engine traffic, through rankings for keywords.

## **Ways of Using Commenting**

I hope I have whetted your appetite a little bit with the preceding portions within this book. However, I touched on a few concepts in the illustrations above that could maybe be explained a bit better by sharing how you can use certain things to achieve what you want online.

### **Social blogging platforms**

A social blogging platform is one where people come together and share their blog posts, comment on each others content, join competitions and get exposed to both a wider audience and a network of blog owners. This is a great way to build your own network if you have a good blueprint to work from.

### **Forums**

A forum is similar to a blog, you can post ideas in what people call 'threads' or even respond to other people's threads. There are many different topics and discussions going on at the same time where you can just fall in and add your contributions.

It's a great way to get known and build your authority, if you have a proper blueprint to work from. Traffic and sales is also a spin-off.

### **Link building**

With a good blueprint to work from you can build passive, no-follow, do-follow and anchor text links to your blog. You need to make sure you know where to post them, what keywords to use and what the best tools are to comment with.

### **List Building**

A list is truly the best way to make passive income with and stay in contact with your fans. If you have a proper strategy in place, you can get a lot of leads into your sales funnel simple by commenting.

## **Landing Guest Posts**

As I shared before, commenting is probably the main tool I used to open up guest posting opportunities for me. If you have a blueprint plan to work from, you can get in virtually anywhere.

## **Social Media**

Commenting is really communicating and adding value to a conversation, if it's done correctly. Commenting and interacting on social media with your followers, followers of your followers or even complete strangers are great ways to build a network, your brand, trust, your following and your traffic. A good blueprint on how it's done is necessary to make sure it's done correctly.

## **What modern plug-ins enable you to do.**

WordPress is a great platform to build websites, manage a blog and many other things. One reason it's so great is because it's pretty much an open source platform, and because of that there are a lot of developers constantly developing plug-ins that adds great functionalities to our blogs/websites.

In the list below, I want to share with you what you are able to do with commenting:

### **Building a list**

I know I mentioned this in the previous portion, but what I haven't mentioned is how it's done. Let's see how it's done through a plug-in. Ready?

There's a plug-in that allows people to opt in to your newsletter and receive your free report/gift when they sign up simply when they comment. You can set it to automatically sign them up (which is a bit intrusive and it can get you into trouble) or they can tick a box in the comment section to do so.

### **Draw comments from Youtube**

There's a plug-in available that draws in your comments you receive on a Youtube video, on Youtube into your blog post where the video is featured, adding to the social proof of your post or video.

### **Draw Twitter activity into WordPress.**

You can show people what is going on on Twitter around your post with a simple plug-in that supplements your comments section and obviously shows off the social proof of the post. It will display mentions and Retweets and comment on your post inside your blog posts comment section.

## **Subscribing to comments**

There are plug ins that enable your readers to get any additional comments posted on the blog post they commented on delivered straight to their inbox.

## **Get notified of replies.**

There are plug-ins that can let both the post author or the commentator know that they received a reply to their post or comment. Very handy for proper administration.

## **Highlight author comments**

There's a plug-in that modifies your CSS so that the replies of the blog owner or post author shows up in a different colour than all the other comments, so people can differentiate with a simple glance what comments belong to whom.

## **Thread your comments**

This is a feature Facebook adopted recently, but has been functional on WordPress blogs long ago. This feature is for comments to be nested below the comment it has been replied to, also to help make sense in the aesthetics to the reader and the blog owner.

## **Showcase top commentators**

There are many plug-ins that motivate people to comment on certain blogs, and one such motivator is a plug-in that shows the people who comment the most on your blog and provides the link in the sidebar. So it's like a blogroll reward for commenting on your blog!

There are other plug-ins advancing this concept and showcases the latest posts of those top commentators.

## **See all your communications on one platform**

WordPress is compatible with third party plug-ins and quite a few have surfaced the last couple years. A lot of them have this great capability to show you on one page all the comments you left all over the internet (on blogs that use this third party platform). It's easy to then manage your conversations and grow your social presence this way.

### **Integrate Facebook into your site.**

This functionality is actually used on a lot of internet marketing-type websites. What's great about this is that it's preset to show the comment on the commentators profile on Facebook. So if you happen to get a comment from someone with a large, active following, you will get more traffic to your site.

## **Ninja Tricks.**

Allow me to share some ninja commenting tricks that I picked up over the years. These come from commenting months on end and gathering lots of experience on different platforms and all kinds of blogs.

### **Scanning a post.**

Sometimes you're on a commenting campaign to promote something specific on blogs and you find yourself reading posts of 1500-2500 words. Now, these posts are considered great content and we shouldn't snark at them or the author. Instead, as you want to do around 10 comments in an hour, and therefore don't have the time to read every single post, you may find it useful to scan the post.

I know, the post author would like you to read the post and absorb his 'infinite' wisdom and expertise on a subject, but let's be real for a moment. He's going to appreciate it more if you comment and maybe 'dance' on some buttons, right? So, let's participate and add to the community.

What you want to do here is scan the post. Good blogs with good content on it usually break up their content with headings and images. What you'd want to do is find a specific paragraph that you are drawn to, either because you agree, or it's something you haven't thought of, or you may have a different view on. Then, refer to the paragraph in your comment. Not like a spammer that would 'quote the specific paragraph heading'. No, refer to it in a casual manner without sounding like a robot.

### **Re purposing spam.**

Many times we get a lot of spam comments. I have that problem on my publishing blog. I would venture to say that 70% of the comments there get nuked. So, if you want the social proof, what you'd want to do is make editing your spam part of your moderation or blog editing process.

Spam comments are usually 'good post' etc. So nuke those, but if you get

a comment with a spammy link, just go and remove the link in the 'name section, or make the name 'East Coast Customs' a real name. Through this way your comments don't go to waste.

## **Targeting your comments**

When you comment, you don't want to comment willy-nilly. You'd want to make sure that each comment counts. And each comment should count towards the goal you set out for each comment.

Below are just some quick ideas on how you can target your commenting:

- If your goal is traffic, you need to go comment on related blogs. I would make sure I'm in the top 3 of those comments.
- You could go even further, and when you're promoting a post with link building as the topic, go and comment on posts about link building, especially on authority sites and leave the link to your post. You can do this without spamming by leaving your real name. This way, leaving a thoughtful and valuable comment, people would click through because they wanted to.
- If you're goal is list building, you'll want to hang out on blogs that cover topics your free report (which you build you list with) is all about. Better yet, hang out in forum threads covering your topic and place your free report link in your signature.
- If your goal is building a network, hang out on social blogging platforms and promote the crap out of other people's stuff. Reciprocity works for you.

## **Leveraging WordPress to automate moderation.**

Did you know that within a Wordpress blog there are certain comments you can moderate by setting up your >WP-Admin>Settings>Discussion tab.

## **High profile blogs for greatest exposure and to get more traffic.**

When you comment online, you want to make it count. You have to make

sure that the blogs you comment on meet certain criteria. For everything I mentioned in this report so far to work, you may want to look at the following parameters when choosing blogs to comment on.

- What is the blogs Alexa rank? This is usually a very good indication that they have decent traffic, which you can piggy back off of.
- What is the PR rating of the blog? A Pr rating from 3 is decent. This is important when your goal is link building.
- How many other comments do the blog average per post? A blog with no comments usually have no readers of the comment section. A lot of comments usually mean good, engaged readers.
- How often do the blog post new content. I like blogs that post regularly, like at least 3 times week. That means your comments will get traction.

### **Landing guest posts.**

By using commenting you can grab the attention of the host blogger in as a little as a couple weeks. If you're consistent in producing comments that add value to the blog, create conversation and encourages community, the blog owner will take notice of you, because good commenting structures are usually managed by the blog owner who reads and moderates it's comments. So, the moment you ask to guest posts, they would have no qualms about it.

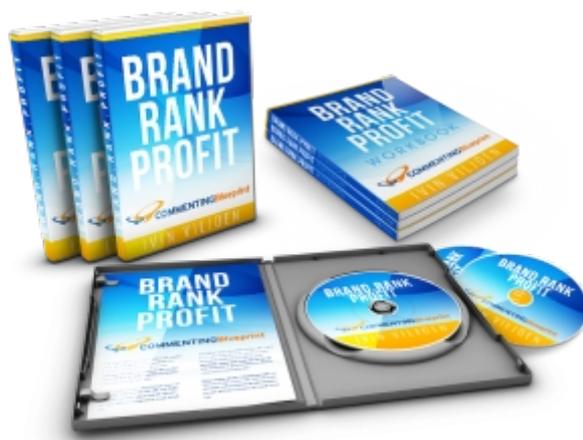
**WARNING!** If you're commenting on blogs with the goal of landing a guest post, don't bother with the big blogs. I'm talking about blogs like Shoemoney, Problogger etc. In these cases, your comment isn't read by the blog owner, it's read by a moderator or editor who gets paid to do data capturing.

This employee isn't interested in seeing who's who and looking at valuable comments. Don't waste your time. Rather, comment on blogs where you know the author is still personally invested in his blog.

## How can I do all this?

I realize I have left a lot of questions unanswered in this report, and that is because there just isn't space or time to put all the 'how-tos' and tutorials of how to achieve the different goals and milestones mentioned within this report.

And therefore, I have put together a course with over 60 powerful tutorial videos to show you exactly how everything I mentioned being possible can be done. Simply [click here](#) or on the image below to find out more about it.



## **Who this blueprint is for.**

### **Newbie bloggers**

This blueprint is great for a new blogger, especially if he has the following things done and in place.

- 10 Pillar posts that serve as evergreen content.
- His blog is properly set up with all the tech working properly.
- He has something valuable to offer as a free gift.

### **Intermediate bloggers**

As an intermediate blogger, this course will favour you even better. Because you have settled nicely into your niche and you're a little more knowledgeable than you were before. You also know the value of posting regular content and therefore can greatly benefit from commenting online.

### **Probloggers**

You have a knack for social media and a large following. So much better for you to use (and teach) this course because you can leverage your community to build pretty much anything.

Your opinion matters to people and therefore there is great value in using a comment blueprint and strategy to engage your fans and followers online.

You may think, as a problogger, that you don't have to comment anymore. In fact, people like Gary Vaynerchuck and Zac Johnson are commenting harder than ever to make sure they stay ahead and prominent in the greater online community.

Just look an image below as proof of that.

**Evan** April 8, 2013 at 3:08 AM



Picking the right niche – that could be a real headache... I remember the times when I was trying to figure out what niche I want to write about. The first thought was to start writing about the topic I'm crazy about, lets say cars. But then I thought what new I can discover here – nothing so I decided to start blogging about the topic I'm not so good at and it was a real Bingo!

Evan recently posted..[2013 review of Storefront Themes – Everything Goes On Sale](#) ❤️

REPLY

**Zac Johnson**

**Twitter:** [moneyreign](#)



April 9, 2013 at 12:25 PM

Software and tools can make the process a lot easier now. You can easily see what niches and keywords will allow you to rank easier and how much competition is already out there.

Zac Johnson recently posted..[How to be a Super Hero Internet Marketer](#) ❤️

REPLY

I mean, let's be honest. Zac is a pretty big blogger, and he doesn't have to comment on other blogs. So, above you find a reply he made on a guest post he did on Basic Blog Tips.

Have a look below for an example of a comment by Zac on my personal

The screenshot shows a comment thread on a blog. At the top is a comment by Zac Johnson, dated 07. Mar, 2013. His profile picture is on the left. The comment text is: "Great list and tips. Thanks for listing BloggingTips.com! Zac Johnson recently posted..[Free Affiliate Blog Training Webinar with Zac Johnson](#) ❤️". Below the comment is a "Reply to this comment" link. Underneath is a reply by Ivin Viljoen. His profile picture is on the left. The reply text is: "Thanks Zac. It's always nice seeing you around. Ivin Viljoen recently posted..[Home Business Starter Report: Preparation](#) ❤️". Below the reply is another "Reply to this comment" link. At the bottom left, there is a "Twitter: [ivinviljoen](#)" link.

blog.

See? Zac didn't have to do that. And that makes him even more awesome is that I didn't even mention his blog, I mentioned the blog he is a host of. Blogging Tips. Somehow he is so clued up he knows when you mention his blog. That's a successful blogger that has staying power.

## **Conclusion**

I hope you can see, through this report, that there is a world opened up to people that use commenting properly and have knowledge of the right tools. There are so many methods, tools and strategies hidden and less practised that can greatly influence your experience online.

Go on to the next page for a free video on how to get started today!

## Get free videos.

Get your first video free by [clicking here](#) or the image below.

