

Getting Links Without Begging or Spamming

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Note

Feel free to pass this along to anyone you think will benefit from it. But please do not modify the file or claim authorship. I really appreciate it thank you!

How to get link backs all over the Internet without asking or spamming

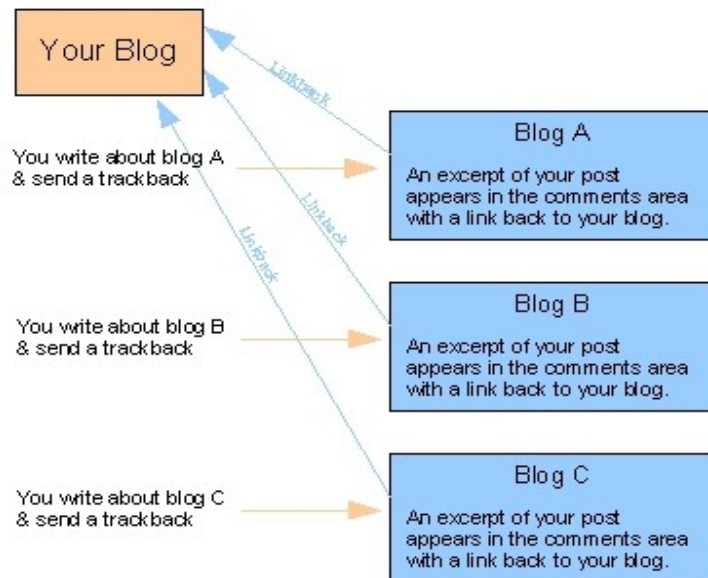
With Trackback!

Before I go any further I must warn you, understanding trackbacks require quite a bit of imagination. It took me over a whole week's researching and reading to finally figure out what trackback was. So take your time and be prepared to sit back and visualize.

I've also tried to make it as easy as possible to understand but honestly, if you have a working knowledge of how blogging and commenting works, it will be a whole lot easier. If you don't even know what is a blog or how to comment on a blog stop right there and take time learn about it first. Yes, it is that important because a huge part about trackback hinges on blogging and blog comments. To learn all about blogging and get your own started, you might want to grab a copy of the Blogging Starter Pack.

What is it?

The best way to describe trackback is illustration. Take a few minutes to review the following diagram.



It's very much like a manual link exchange isn't it? Except it's all automated... well somewhat. Instead of sending emails and asking people for a link exchange, you're making your computers do the work. Keep reading and you'll see.

What happens here is, When other bloggers see a post on your blog they think is interesting, they blog about your post. They then send your blog a trackback ping. Your blog application will receive that information and update your post with a their link and comments.

On the flip side, you find a blog post about something you find interesting. You blog about their post and send their blog a trackback ping. Now your link and comments appear on their blog. Do this often enough and you'll get your links throughout the internet without having to ask for it or spamming.

Another way you can trackback is you blog about a topic. Later, you find a blog post about the very same, related or similar topic. All you need to do now is send that guy's blog a trackback ping and now you've got your link on his blog without even posting anything extra. You can also send your own blog a trackback ping. Yes! There's no law that says only other people can trackback to you. Why would you want to do that? Read on.

At this point I'll qualify that statement about spamming. Don't spam other people's blogs by putting in useless comments just to get that link back. If you think email spamming will hurt you wait till you try to spam a blogger. Especially one who is not into the making money, business aspects of things.

Comments and trackback spamming is an increasing concern for bloggers and a blog will behave like a blog. They can be extremely viral. If you spam and they decide they want to get back at you, your name and business will spread all over the Internet faster than you can blink and all for the wrong reasons. So take this as a warning, don't do it.

Why you should use trackback

I'm sure the reason is pretty apparent to you by now. Essentially, trackback is just a way of commenting on other people's blog from a remote location - your blog. Sometimes whole conversations are scattered around the web through trackback. If done right (no spamming) you will get many link backs.

These trackbacks that go back and forth have been reported to up your page rank and search engine ranking. So much that some techies say it's 'messing up Google'. Trackbacks can also get you a lot of click throughs if not for ranking. I've noticed each time I post a trackback to this one very popular blog, my reads for that post come in faster than other posts and they get read about 30% more often than the others. This just shows the viral like nature of blogs. It works - fast.

If you understand blogging, you'll probably be thinking why can't you use the comment feature instead? Most blogs have a comment feature and if you want your link on their blog you just comment with your links in it. You're absolutely right! And I'm glad you asked. The answer is yes, you could use comments of course but that would also mean you've 'lost' a chance to add more rich content onto your blog. Remember, by commenting your comments and any information you post is on their blog. With trackback, your comments and all the keyword rich good stuff is on YOUR blog.

Why you should enable trackback

At first trackback may seem to benefit other bloggers by giving them the power to put their link on your site. That may be so on the surface however, most legitimate trackback posts will make a quick link back to your site since they are making you their reference point. Many of them will even mention your name or company! I'm no SEO expert nor do I claim to be one but personally, there's much benefit in having your name or company name positively mentioned all over the Internet. Sooner or later people are going to wonder who are these people and find their way back to you. And that really is the beauty of blogging.

When that happens, something magical also happens over at sites like [Technorati](#). If you get linked enough by bloggers, you could appear on these site's popular links. People look at these 'Top Blogs' for buzz research or simply to find out what everyone's talking about.

Search engines apart, a lot of things we do is to please search engines but if you think about it, trackbacking to and from others is really good to gain eyeballs. Real people. Some people are loyal followers of someone else's blog. If you comment or trackback often enough on their blog and assuming you don't offend the blogger in question, there will come to a point when people start to see and value your inputs and start adding your blog to their list of blogs to follow and it usually doesn't stop there, they'll pass it along. In some ways it's almost like accessing other people's contact list.

Ok so how do I get it?

Well... unfortunately if you use Blogger and I trust a good majority of you reading this are, you have a less than ideal method of trackback available to you. Blogger has what they call Backlinks which displays any trackbacks people send you.

It does not support the sending of trackbacks to other people's blog. But there is a free service you can use that will allow you to do that. It's Haloscan.

If you're using any other blogging application, almost all of them - I don't know very many of them who don't - support trackback. Movable Type (the trackback originator), WordPress, Nucleus, b2, pMachine all have trackback capabilities.

The down side

Now, I've got to be realistic and honest with you. There is down side - every technology has a down side. That is, trackback has to be enabled meaning if the blogger has not enabled or allowed the trackback feature, you're pretty much out of luck. But if you enable trackback on your blog, you can still always send yourself a trackback ping with your own comments and add more keyword rich content. Here's something I do - when things are a little slow - if I find a blog that has not enabled trackback, I'll still blog about them and even mention them. Then, I go over and comment on their site about it - yes, when no trackback presents, use the backup feature - commenting. In that comment I'll do a very subtle mention about my post something like "this is exactly my thoughts too" and link that back to my blog.

That's it for this report. Everyday there's technology emerging that could be of much use to marketers. Some blog related, some not and some aren't even new, just very much over looked or used to be very expensive. If you'd like to know more about them, receive advice on how to maximize technology for your marketing efforts, [signup for my newsletter](#) if you haven't already. There's much I want to share with you that can improve your productivity, customer relationship and bottom line.

IMPORTANT UPDATE!

Major search engines may not to follow links contained in blog comments or trackbacks. This is because again - spammers have spoilt the market for us. Still, I feel trackbacks and commenting are important to blogs and our use of it because comments and trackbacks can still product live person traffic. To read more on this, [click here.](#)

Cheers!

*Lynette
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P.P.S. : [Learn How To Unleash The Selling Power of Your Blog](#)

P.P.S. : New to blogging? [Start it right.](#)

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