

# the commenting **roadmap**



for bloggers, entrepreneurs and  
online business owners



# welcome!

*Commenting on other people's website and blogs is a great way to increase your visibility.*

*It also creates a link back to your website and helps boost your SEO.*

*What's not to love about blog commenting?*

Commenting on blog posts can be tough. You might not know what to say. You might wonder how your comment will add value to the post and you. This content roadmap will help you create comments that not only increase your visibility but ensure you leave a positive impact!

*Kevin & Sarah*

# six-step roadmap



1

## STEP ONE

Comments = visibility  
The more you comment on the content of your ideal customer, the more visible you are to them.

2

## STEP TWO

Remember not all comments are equal. Commenting on a Facebook post won't boost your SEO but it will increase your FB visibility.

3

## STEP THREE

Comments that require a social login will not boost your SEO, but may increase followers on the specific platform.

4

## STEP FOUR

Add feeds to your reader so you never miss a post from your ideal customers. Add at least 50 feeds need to be added because not everyone updates their blog on a regular basis!

5

## STEP FIVE

Comment effectively! Don't leave a one-liner response.

6

## STEP SIX

Aim to comment on 10 different posts a week. Commenting is something you can do when you're procrastinating, when you're waiting for something, during commercials etc. If you're using commenting for networking purposes, then you may want to schedule specific times to leave comments.

# How to comment on a friend's blog

## COMMENT METHOD 1

When leaving a comment on a friend's blog you need to remember it's not just you and your friend that will see the comment, other people will see it as well.

In-jokes can look like attacks and a one liner can make you look like a spammer.

**Say something that indicates you've read the post and you're a friend:**

"Hi Sue, I remember that day in the park well. I can't believe we got caught in the rain"

**Then say something that acknowledge the main point of the blog post.**

"Wow, I can't believe little Joey is 6, how the time flies"

**And then address the purpose or main message in the post:**

"I'm sure the cake was fab, and that it will be a great story to tell in years to come, of how the cat knocked the cake off of the fridge."

**And then say something reassuring.**

"I'm surprised it's not happened to more people actually, I'm always leaving things on top of the fridge"

Commenting doesn't have to be hugely elaborate comments, just acknowledgements of what's been said and what happened, with a little reassurance that it's all okay.

This is the perfect way to comment on a friend's article and not come across as a spammer!

# How to comment as part of a community

## COMMENT METHOD 2

You're part of a community where you comment on each other's posts, and you're now faced with commenting on a post about the early life of slugs.

Rule number one - don't lie, don't say you find the topic fascinating if you don't love slugs. For slugs read anything you don't know or love. As with your friend's blog other people will read the comments so start with an acknowledgement.

**"Hi Joe, you certainly know a lot about the early life of slugs"**

Then draw on a fact or statistic that's included in the post, and ask it in the form of a question. This allows Joe to share a bit more knowledge in his reply.

**"Why do only 3% of slugs mature into adults?"**

And finally close the comment and tell Joe what you're going to do next...

**"I belong to a gardening group on Facebook and I'm going to share this post there. I think they'll appreciate the extra knowledge."**

Share the post where it will be appreciated, which isn't always LinkedIn or Twitter. Joe will thank you for it and so will the people you share it with. **Your comment is 3 lines and it's effective and encouraging.** You've not said that you love slugs, you've not gushed, and you appear thoughtful and considerate. Not bad considering you know zip all about slugs, and have zero interest in them. Use this method when commenting as part of a community because you will come across content you don't like, but need to comment on.

# How to comment on someone's first blog post

## COMMENT METHOD 3

An online friend has just started blogging. She's putting her toe in the water and you know you have to comment, after all she was your first commenter or a regular commenter on your posts, and you just can't just not comment. Start at the beginning and start with the obvious...

**"Congratulations on setting up your blog"**

Look for something in the post that you can comment about and praise

**"Your headline and opening paragraph are really attention grabbing. I've never considered how much money I could save by washing laundry at night"**

Add to the conversation

**"Washing clothes at a slightly lower temperature also saves money."**

And then ask a question

**"Would you advise lowering the temperatures?"**

You've just made your online friend happy, left a comment that adds value and it's 4 lines, but we're not finished yet. Then look for her call to action. If she has one, mention that as well or highlight her advice and in what context you'd get in touch with her.

**"Thank you for sharing your advice, I know where to come if I'm buying a new washing machine".**

5 lines in total, and everyone is happy!

# How to comment when you disagree...

## COMMENT METHOD 4

Be it the veganism when you're a carnivore or vice versa, commenting when you disagree with the premise of the post is tough. If done well, you'll make friends and if done badly... well, you know what will happen...

Start with the elephant in the room

**"Jane, I'm a carnivore and although I don't agree with veganism, I do respect your choice"**

Pick out an element of the post you can agree with even if it's just that the post is up to date.

**"This post is very up to date and I'm sure vegans will love it"**

Add a useful fact to the conversation and allow the post author to show their expertise

**"Although I get my protein through meat, I understand getting protein as a vegan can be hard. How do you get more in your diet?"**

Avoid being confrontational if you can, but if you're that fired up, then pop in that part between the second and third sentence to lessen the impact of your words.

**Remember, there's a human being reading your words and if you wouldn't say it to their face, then don't type it in a comment.**

This type of comment is mostly made when you are a member of a commenting community, or you think the person is an ideal customer and you're looking to make a connection!

# three quick commenting tips



## tip number one

Comment on a regular basis so that you gain links. The Feedly app will help you manage this.

## tip number two

Comment on blogs and websites that are related to your industry. If you're talking sales, comment on other sales blogs. If you're talking marketing comment on other marketing blogs. This helps create gentle, relevant links back to your site.

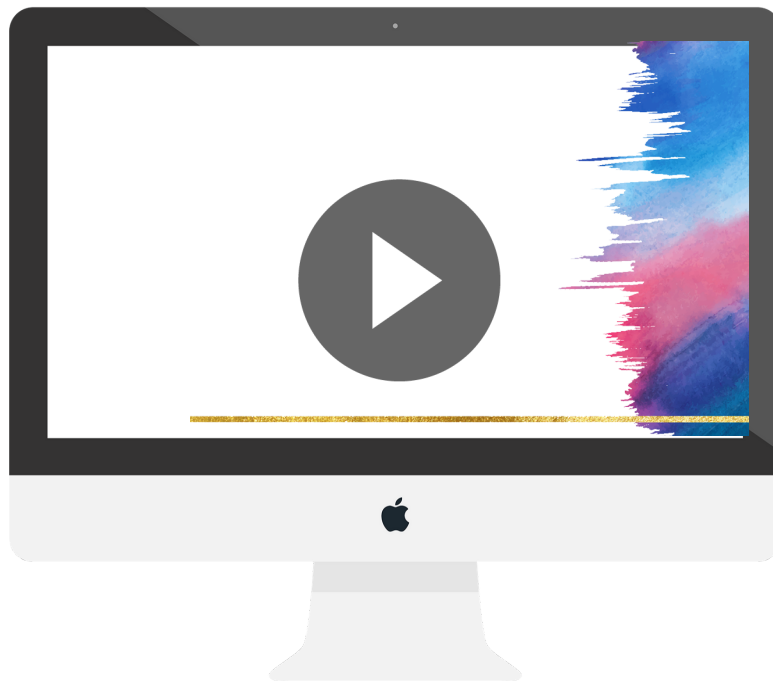


## tip number three

Commenting can be outsourced and if you have someone who knows your business well will be able to comment on other sites and build your reputation this way.







**Ready to step up your  
commenting game?  
Book a call!**

We're happy to help you create a commenting strategy where  
you can increase your links and

**BOOK A CALL**