



What Commenting Can Do For Your Blog

Commenting is what blogs are all about. You started your blog so you could comment - make your opinion or advice known. You allow others to comment on your blog to create a sense of community and ask and answer questions. The right kind of comment can stimulate discussion and provide a lively buzz that will make your blog well known and popular, drawing more traffic to your site.

Even critical comment from others can do the same thing if there is a huge difference of opinion. One person may find something you said disagreeable, but others may have found it good, funny or otherwise acceptable and so they write in to comment about the other person's opinion, or to reassure you that you are on the right track. Too much adverse comment of course can go against your blog and make it less than successful.

Commenting on other people's blog can help give you that authority figure brand, but to get this, you need to have a distinctive name and sign it the same way every time so that everyone will eventually recognize it. To become known, you need to sign your full name or at least one given name and your last name. There are many Marys, Johns and Harry's out there, so what makes your name stand out? Yup, your last name.

If you have a very common last name, you could try altering the spelling of it, but then don't forget to sign it this way every time. Or you could add a slogan of some kind after your name. Suppose your blog was all about cat care, you could sign your name then follow it with - the cat lady or something even more appropriate. Another way to make your name memorable would be to hyphenate two given names.

If you continually comment in a cynical or critical fashion you may become well known - as the person that everyone loves to hate. While you may be well known, you are not likely to become very successful at making money from the blog - at least not if you are selling a product or services. Your comments need to be positive and helpful if you want to be a popular figure in the blogging world.

Comments are the lifeblood of blogs and set them apart from a website. Bloggers love the interaction that their comments and replies give, but there is often a fine line between interaction and aggravation. For this reason it is a good idea to instigate a comments policy, so you'll then be within your rights to remove comments that could be nasty.



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