



Forum Commenting and Posting as a Lead and Traffic Generation (and SEO) Strategy

Is forum commenting and posting still a viable traffic strategy? Yes!

It may not be as exciting or fast paced as social media. But the great thing about forums is that it can bring relevant traffic to your website. And compared to other SEO strategies, it's easier to implement.

All you need to do is:

1. Find the right forum,
2. share valuable information, and
3. build good relationships.

With regular forum commenting and posting, you:

- Build credibility for your site
- Get in touch with your target market
- Push traffic to your website that's ripe for conversion and
- Build relevant backlinks to your site.

It's so easy, you can just give them this training material and they can start working pretty much right away. But for best results, we recommend that you give your virtual assistants as much background information or resources on the niche they'll be working on. This will make it easier for them to contribute to forums as soon as possible.

Steps

1. Research forums within the relevant industry or niche. Try to get as many as possible (20+) and put it all in a list.
2. Try to sign up for as many forums as you can. Make sure you keep track of your logins. You can use a simple table like this to help you keep track.

Forum Name/URL	Username	Password



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3. When creating your profile, avoid using fake profiles as much as possible. Make it as complete as you can. Put in a profile picture, profile description, website and social accounts.
4. Make sure you follow the rules. Some forums don't allow you to put links in the signature until you've spent enough time on the forum. Some forums might even ban you outright if you break the rules.
5. Go to the beginners section and introduce yourself! If they have pinned threads or resources there, read them. It will help you get up to speed with what's going on in the forum.
6. Take the time to read through the threads and comments, even if you don't have anything to add yet. It's part of the job. If you're not comfortable writing anything yet, like or upvote the posts you like to show activity.
7. You don't need to be on the forums everyday but you do need to interact with the forums on a regular basis. Set up a schedule of when you're supposed to login to those forums. When logged in, make sure you do at least one of the following:
 - a. Liking
 - b. Sharing
 - c. Commenting/answer questions
 - d. Ask questions/share resource
8. Keep track of requests or rewards that come up on your profile. When it's finally possible or allowed, update profile with signature
9. Always be on the lookout for appropriate posts that would allow you to insert relevant links from your website.
10. If you find the same questions/topics being covered over and over again, consider writing a detailed guide to that topic on your website. Then link to it when the topic comes up again.

Do's:

- Post threads or respond to threads even if you're not linking anything to it. Being an active and respected member of the forum will bring in more traffic than leaving links.
- Interact with members who responded to your questions or quoted your comments





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- Add, network or link with other users whom you have established a good relationship with.
- Keep track of posts and comments. Give updates if you have them.
- Ask questions if you have them. Asking questions is just as valuable as responding to them.
- Follow influential members and members you like in the forum

Dont's:

- Spam threads and posts with your links. Forums don't like this and it WILL get you banned from the site.
- Respond without thinking. Take the time to research to provide valuable answers to questions posted on the forum.
- Be afraid to participate in quiet threads. It's easier to standout when your responses aren't drowned out.

