



Pingbacks & Trackbacks

Pingbacks – a pingback is a linkback to a blog from another blog. It typically notifies the newly linked blog owner. The different between pingbacks and trackbacks are that Pingbacks are really just a link that stays on one web site, while a trackback adds content to both linked blogs.

Example: Blog A writes an article and references Blog B by linking back to Blog B's post in the body of Blog A's post. Blog B owner is notified that there is a link and can approve or deny.

This is a pingback.

Trackbacks – a trackback is a remote comment. It allows you to comment about someone else's blog on your blog and the software tells the other blog owner that you have commented.

Why use a trackback?

- Good for the SEO of both blogs (if you use them other people will use them)
- You can continue a discussion from another blog onto your blog

Example: I read a blog A post about a new Apple product and I want to write about it too. So I create a post B about this new product. I provide a direct link within the post B to blog A post and add a trackback in post B to the blog post A.

A trackback comment will then appear on post A linking the post back to me, post B. Now people reading my blog B and people reading that person's blog A can link and read into both blogs, increasing traffic and visibility.

How to use a trackback?

1. Write a new post
2. In your post add a link to the post you are referencing.

Hot Tip: Make sure you link to the "permalink" URL for that post. This URL is the full URL for that one post and not just the blog site. Example: this is my blog URL: <http://www.internet-marketing-consulting.us/> and this is the URL for one of my posts (the permalink URL for that particular article <http://www.internet-marketing-consulting.us/do-you-yelp-small-business-marketing-tip/>). You can find this link typically by clicking on the title of the post and copying the URL from that new page.



3. Then go to the post you are referencing and copy to Trackback URL, which is usually at the bottom of the post, titled "Trackback URL"
4. Take that trackback URL and add it to the "send trackbacks to" section at the bottom/middle of your post. The area looks like this:

A screenshot of the 'Send Trackbacks' form in a WordPress post editor. The form has a title 'Send Trackbacks' in a grey header. Below the title is a text input field with the label 'Send trackbacks to:'. Underneath the input field is the instruction '(Separate multiple URLs with spaces)'. At the bottom of the form, there is a note: 'Trackbacks are a way to notify legacy blog [pingbacks](#), no other action necessary.'

5. Publish your post as normal and the trackback has now been established

You can go to the site where you sent the trackback and see if you are displayed. It may look something like this:

October 31, 2010
[cymglobal](#) said (trackback):

Shopping online is easy

6. Make sure your post allows "Pings and Comments" at the bottom of your post to ensure that you can accept trackbacks.

More information on pingbacks and trackbacks from Wordpress.org

(this information comes straight from their web site)

There are three significant differences between pingbacks and trackbacks, though.

1. Pingbacks and trackbacks use drastically different communication technologies (XML-RPC and HTTP POST, respectively).
2. Pingbacks do not send any content.



The best way to think about pingbacks is as **remote comments**:

- Person A posts something on his blog.
- Person B posts on her own blog, linking to Person A's post. This automatically sends a pingback to Person A when both have pingback enabled blogs.
- Person A's blog receives the pingback, then **automatically** goes to Person B's post to confirm that the pingback did, in fact, originate there.

The pingback is generally displayed on Person A's blog as simply a link to Person B's post. In this way, all editorial control over posts rests exclusively with the individual authors

(unlike the trackback excerpt, which can be edited by the trackback recipient). The automatic verification process introduces a level of authenticity, making it harder to fake a pingback.

Some feel that trackbacks are superior because readers of Person A's blog can at least see some of what Person B has to say, and then decide if they want to read more (and therefore click over to Person B's blog). Others feel that pingbacks are superior because they create a verifiable connection between posts.

Verifying Pingbacks and Trackbacks

Comments on blogs are often criticized as lacking **authority**, since anyone can post anything using any name they like: there's no verification process to ensure that the person is who they claim to be. Trackbacks and Pingbacks both aim to provide some verification to blog commenting.

Comment Moderation

Comment Moderation is a feature which allows the website owner and author to monitor and control the comments on the different article posts, and can help in tackling comment spam. It lets you moderate comments, & you can delete unwanted comments, approve cool comments and make other decisions about the comments.

Comment Spam

Comment Spam refers to useless comments (or trackbacks, or pingbacks) to posts on a blog. These are often irrelevant to the context value of the post. They can contain one or more links to other websites or domains. Spammers use Comment Spam as a medium to get higher page rank for their domains in Google, so that they can sell those domains at a higher price sometime in future or to obtain a high ranking in search results for an existing website.

Spammers are relentless; because there can be substantial money involved, they work hard at their "job." They even build automated tools (robots) to rapidly submit their spam to the same or multiple weblogs. Many bloggers, especially beginners, sometimes feel overwhelmed by Comment Spam.



There are solutions, though, to avoiding Comment Spam. WordPress includes many tools for combating [Comment Spam](#). With a little up front effort, Comment Spam can be manageable, and certainly no reason to give up weblogging.

[Alison Elliott](#) is a [Marketing Expert](#) and founder of [Corner Your Market Global Marketing](#). She helps small businesses market themselves online by setting up social media and optimized blogs for small business owners and solopreneurs. She then trains small business owners to use their blogs and social media to drive traffic and increase interest in their business.

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