

Wordpress Trackback Tutorial

Research on getting traffic from blog trackbacks...

I found out the trackback thing isn't as complicated as I thought.

What started out as a pretty grey hat technique as posted on the Warrior Forum can be used totally white hat (I like that) to generate traffic. In a nutshell, TrackBack was designed to provide a method of notification between websites: it is a method of person A saying to person B, "This is something you may be interested in." To do that, person A sends a TrackBack ping to person B.

When you send it a trackback, a link with a short excerpt of your entry will appear on the referenced website.

But there's more. Look at how this can benefit you.

I learned the most from the OptiNiche site. Read the whole article here <http://www.optiniche.com/blog/117/wordpress-trackback-tutorial/trackback/>
Here is the bulk of the article with a few edits:

When you want to trackback, you will need to use a special link provided on the blog you want to reference. Most trackback links appear just after the blog post content and before the comments. Sometimes the link will appear as a plain text link and sometimes a hyperlink. The link above is the trackback URL.

Not all blogs display their trackback URL in plain view and some blogs even turn off their trackback. When in doubt, contact the blog author. Keep all your efforts above board and use the strategy to build links AND relationships.
Sending A Trackback

Before you publish your blog entry, you'll need to tell WordPress to send your trackback notices. Paste the trackback URLs into the box next to "Send Trackbacks To." In WordPress 1.5, the box appears in the Advanced section below the post content box. Note: you'll need to be in Advanced Editing mode to see the Advanced options box. In WordPress 2.0, it's just below the Upload box. If the Trackback box itself isn't revealed, click on the '+' sign.
WordPress' Built In Ping Feature

WordPress takes trackback to a new level by allowing pingbacks.

Pingbacks allow you to notify a weblog of your entry just by posting its permalink directly in the content of your blog entry. No special trackback link necessary.

To enable pingback URLs in the blog entry, make sure there is a check mark next to "Attempt to notify any Weblogs linked to from the article (slows down posting.)" in the "Options->Discussion" section of the WordPress admin panel.

Checking If Your Trackback or Was Successful

Successful trackbacks and pingbacks usually appear within moments of publishing your blog entry, but remember that trackbacks and pingbacks can be moderated or disabled by the blog owners. You can also verify that the trackback and pingback were sent successfully by clicking on Edit next to the blog entry you published and scrolling down below the Custom Fields. WordPress will display all the URLs that were notified about your blog entry. Avoid sending a trackback unless you actually reference or link to the site you're sending the trackback to, otherwise, it can be considered spam. Valuable step-by-step trackback info from the WF...

1. Go to your search engine (Yahoo, etc.) Type in "[niche]" blog trackback

2. Go to the results
3. Ctrl+F. Find the trackback link to a recent post.
4. Open your Wordpress Admin of your blog
5. Write a New Post. Include a reference and link to the site you are backtracking.
6. DONT CLICK PUBLISH YET. Scroll down some to the "Trackback" entry. Click the plus sign.
7. Go back to the site you're trackbacking. Copy and paste in the trackback link. It will usually say "trackback"
8. Publish the post, BAM! Your done!

(WF thread http://www.warriorforum.com/forum/topic.asp?TOPIC_ID=210558)

Another great article

<http://www.problogger.net/archives/2006/02/26/introduction-to-trackbacks/>