

# BLOG i360™ Training

## BLOG i360™

REAL CONNECTIONS. REAL PROFITS. REAL SIMPLE.



## Managing Comments in your BLOG i360™ Hub Site

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## Comments and BLOG i360™

Interacting with your visitors is one of the major benefits to why blogs are so popular. By allowing comments to be added to posts, you not only engage your visitors, but get feedback that can help you to define your niche, product or service more clearly.

Unfortunately, like eMail, blog comments also come with a lot of spam. Through this worksheet we'll explore:

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## General Discussion Settings

The screenshot shows the WordPress Discussion Settings page for the site 'Tribal Seduction'. The page is titled 'Discussion Settings' and is part of the 'General Options' section. It contains several settings categories, each with a numbered callout (1-7):

- 1 Default article settings:** Includes checkboxes for 'Attempt to notify any blogs linked to from the article (slows down posting.)', 'Allow link notifications from other blogs (pingbacks and trackbacks.)', and 'Allow people to post comments on the article'. A note states '(These settings may be overridden for individual articles.)'
- 2 E-mail me whenever:** Includes checkboxes for 'Anyone posts a comment' and 'A comment is held for moderation'.
- 3 Before a comment appears:** Includes checkboxes for 'An administrator must always approve the comment', 'comment author must fill out name and e-mail', and 'comment author must have a previously approved comment'.
- 4 Comment Moderation:** Includes a text input for 'Hold a comment in the queue if it contains' followed by a number '2' and 'or more links. (A common characteristic of comment spam is a large number of hyperlinks.)'. Below is a text area for 'When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be held in the moderation queue. One word or IP per line. It will match inside words, so "press" will match "WordPress".'
- 5 Comment Blacklist:** Includes a text area for 'When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be marked as spam. One word or IP per line. It will match inside words, so "press" will match "WordPress".'
- 6 Avatar display:** Includes radio buttons for 'Don't show Avatars' and 'Show Avatars'.
- 7 Maximum Rating:** Includes radio buttons for 'G - Suitable for all audiences', 'PG - Possibly offensive, usually for audiences 13 and above', 'R - Intended for adult audiences above 17', and 'X - Even more mature than above'.

At the bottom of the settings area is a 'Save Changes' button. The footer of the page includes links for 'Login to your BLOG i360 Account', 'Training Area', 'Support Desk', and 'Blog360 - Version 3.2.2.6 (Updated: Aug-14-2008)'.

While the Setup Angel guides you through these settings, we'll go through this in a little more detail. You can find your "Discussion" settings (otherwise known as "comments" under "General Options" >> "Discussion". (The follow details are adapted from WordPress documentation provided at: [http://codex.wordpress.org/Discussion\\_Options](http://codex.wordpress.org/Discussion_Options))



- 1 **Default article settings:** These settings may be overridden for individual articles within the “Create” >> “Post” section while you are writing your blog posts. It is recommended you check each of these options
  - a. **Attempt to notify any blogs linked to from the article (slows down posting)** – When you add a link within your post to an outside source (such as a blog post on another site) this options will allow BLOG i360™ to send out a “ping” to the site or article. This is similar to a trackback in the mention of their site will be posted within their comment section This may slow down the system if you have a lot of links within your post.
  - b. **Allow link notifications from other blogs (pingbacks and trackbacks)** – When other sites include references to your articles, by selecting this option you are allowing that site to add a comment to your post including the reference they have made.
  - c. **Allow people to post comments on the article** – By checking this box you are allowing visitors to leave comments on your post.
- 2 **Email me whenever:** These settings determine when you are eMailed regarding comment activity on your site. While it isn’t necessary to select the first option once your blog comments start to pick up, we highly recommend selecting the second option.
  - a. **Anyone posts a comment** – This option will notify you by email every time someone leaves a comment on your site. This is not a necessary option and can create quite an influx of eMail once your site becomes really active.
  - b. **A comment is held for moderation** – This option will notify you when there is a comment waiting for your approval (awaiting moderation). It is recommended you select this option so you are notified as soon as a comment needs your attention.
- 3 **Before a comment appears:** These settings provide you even more control over the instances of when and how comments are posted.
  - a. **An administrator must always approve the comment** - Select this option to force comments to be approved, whether the comment looks like spam or not, and whether or not the comment author has posted comments previously. This is NOT a necessary option, and is recommended that you do not leave this checked.





- 6 **Avatars:** By default WordPress uses Gravatars — short for Globally Recognized Avatars — for the pictures that show up next to comments. Plugins may override this. *This is a recent addition to BLOG i360™ that has not been fully tested yet. If you have used this option, please let us know by contacting the support desk at <http://www.blogi360.com/support>.*
  - a. Avatar display
    - i. **Don't show Avatars** - Check this radio button to suppress avatar display in comments.
    - ii. **Show Avatars** - Check this so comment author avatars are displayed along with the comments.
  - b. Maximum Rating: This setting controls (or limits) the 'highest' level or rating of gravatar you allow to be displayed. (Please note that it would be against [BLOG i360™ terms of service](#) to allow gravatars with a rating of X.)
    - i. G — Suitable for all audiences
    - ii. PG — Possibly offensive, usually for audiences 13 and above
    - iii. R — Intended for adult audiences above 17
    - iv. X — Even more mature than above

## Setting up SpamKarma2

SpamKarma 2 is the chosen plugin that BLOG i360™ has implemented to assist you in managing comment spam. While many of these settings may be confusing, we have found that this is the most robust program available, and once you have the settings all worked out, it really makes managing your comments much easier.

You can reach Spam Karma 2 by going to “Comments” >> “Spam Karma 2” from your BLOG i360™ Dashboard.

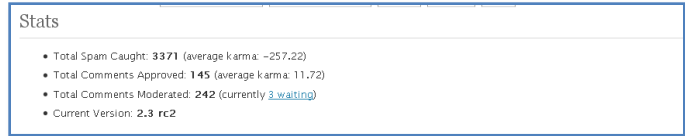
*The documentation provided below has been adapted from [Spam Karma 2's User's Guide](#).*



## Spam Karma 2 General Settings

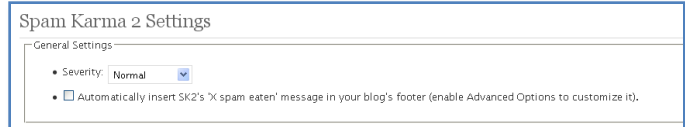
### Spam Stats

The stats displayed at the top of the page show you how many comments have been marked as spam, the average “Karma” rating, etc.

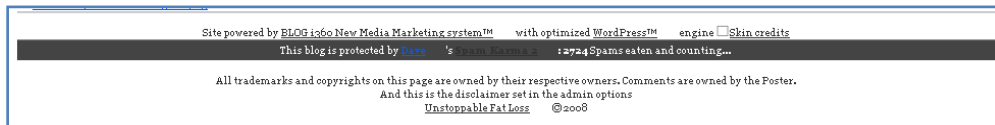


### Spam Karma 2 Settings

Within the settings box you can adjust the severity level to anything from “Lovey Dovey” to “Total Beatch”. Leaving this set at “Normal” is fine.



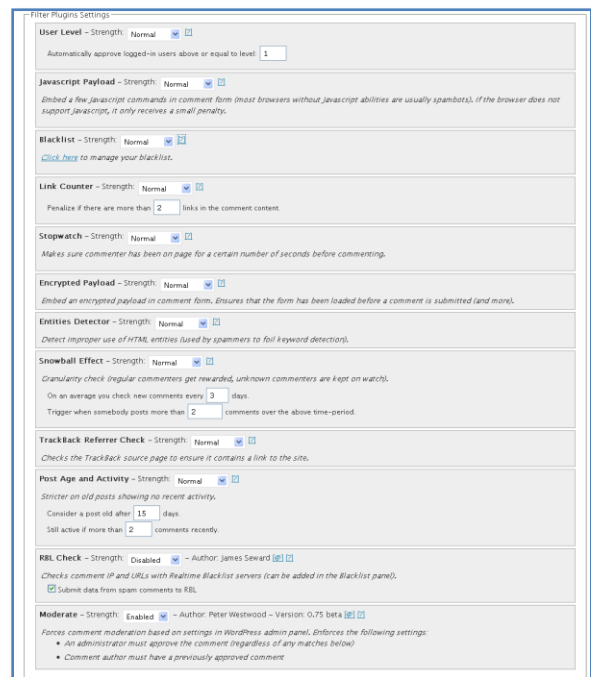
The second part of this is whether or not you’d like to have your spam stats displayed in the footer of your site. It appears like this:



There is no reason to leave this checked. If you’d like to remove it, simply go to your Spam Karma 2 page and uncheck the “Automatically insert SK2” option.

### Filter Plugin Settings

Unfortunately the documentation on these settings is rather sparse. In using the system and playing with the various filters available, we have found that keeping them set at “normal” or with the default settings works just as well.



If you find that too much spam is getting through, or perhaps too many comments are being marked as spam, feel free to change these settings as you see fit. Each option gives an explanation as to what it is used for.



## Treatment Plugins

Treatment Plugins Settings

**Captcha Check** – Strength: Disabled

*If (and only if) the comment's karma is within a certain error margin, provide the commenter with a chance to clear himself by solving a Captcha.*

**Anubis** – Strength: Enabled

*This plugin is the ultimate judge of a comment's fate: the comment's karma is weighted and it is either discarded as spam, moderated or displayed. **Do not** disable, unless you really know what you are doing.*

**Simple Digest** – Strength: Enabled  – Author: Peter Westwood – Version: 1.3

*Emails a spam summary. (Sent first comment past interval)*

Send digest every  hours.

Skip spam with karma under

Order comments by karma rather than date.

*Last run was 2 hours, 39 minutes ago*

The Treatment Plugins located near the bottom of the “General Settings” page.

**Captcha Check** is the form visitors would have to fill out typing the words that are shown in the image. We highly recommend you disabling this option. While it will be more likely to prevent spam, it is highly likely to prevent comments as well.

**Anubis** is the basic machine behind Spam Karma 2. If at any point you want to turn off the spam filter within BLOG i360™, disable Anubis. This is not recommended.

**Simple Digest** is the email report you receive giving you basic statistics of how much spam was caught and if there are any comments awaiting moderation. You can determine how often you want to receive this report along with the lowest karma rating you should be sent (i.e., you wouldn't want to consistently receive reports about karma rating that are too low such as -100 as these are almost certainly spam).



## Recent Spam Harvest

Admin Home Howdy, Susie! | Log Out | Help | Forums

**Tribal Seduction** [Visit Site](#)

[Create](#) [Manage](#) [Comments](#) [Design Center](#) [New Media PRO Options](#) [Users](#) [General Options](#)

Comments [Spam Karma 2](#)

[General Settings](#) **Recent Spam Harvest** [Approved Comments](#) [Blacklist](#) [SK2 Logs](#) [About](#)

### Spams Caught by SK2

Browse

Display  comments per page, skipping first:  with karma lower than

Clean

(outlined in red)

Purge Comment Spams: older than  days  (do it automatically from now on).

([Invert Checkbox Selection](#))

Recover

([Invert Checkbox Selection](#))

Filter

through   ([Invert Checkbox Selection](#))

Only displaying comments with a karma above -20:

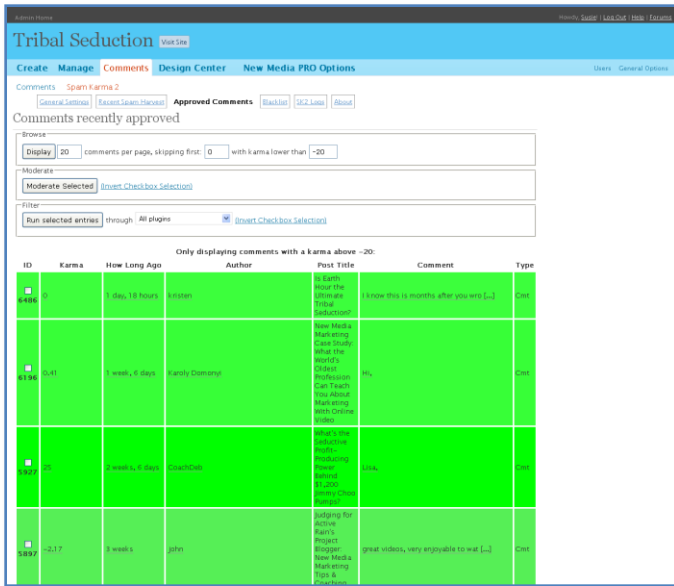
ID	Karma	How Long Ago	Author	Post Title	Comment	Type
<input type="checkbox"/> 6436	-5.25	3 days, 3 hours	gscwfixn lpbkun	Judging for Active Rain's Project Blogger: New Media Marketing Tips & Coaching	fykdmjz xcqosf obfcwx tsmdcb codb [...]	Cmt
<input type="checkbox"/> 6391	-1	5 days, 3 hours	Business Owners Prof	How To MySpace for Fun and Profit (EPI 03 A and B) - Pimp Your PROFILE Page	[...] Best ways to keep a High Prof [...]	PB
<input type="checkbox"/> 6317	-1	1 week, 1 day	Imagine how much fun	New Improved YouTube Tracking Gives a Boost to New Media Marketers	[...] software can provide results [...]	PB
<input type="checkbox"/> 6520	-18.67	20 hours, 41 minutes	xashruak	Marketing in New Media Oz: Will the Wicked Witches Kill You Too?	Air travel has become a major part [...]	Cmt
<input type="checkbox"/> 6491	-16.5	1 day, 15 hours	wrnlgqzs	What is Social Bookmarking?	AWr6ww ohtppvigogh, [url=http://r [...]	Cmt
<input type="checkbox"/> 6489	-11.5	1 day, 16 hours	jeroen	MySpace Marketing Guide, Episode 02: Branding yourself with a custom URL on MySpace	I have always wanted a compendium o [...]	Cmt
<input type="checkbox"/> 6379	-11.5	5 days, 11 hours	Ron	MySpace Marketing Guide, Episode 02: Branding yourself with a custom URL on MySpace	I have always wanted a compendium o [...]	Cmt

Within the Recent Spam Harvest sub-menu, you'll find not only settings on how the page should be laid out, but also a list of the most recent "spam activity" on your site. You'll want to view these comments on occasion as some legitimate comments may be flagged as spam.

To recover a comment from the Spam Harvest, check the box on the far left, then click on "Recover Selected". This will change the comment's status to "approved" and allow it to be visible within your site.



## Approved Comments



The approved comments area is similar to your Recent Spam Harvest. Here you can send comments back into moderation. The varying shades of green that you see are a quick visual guide of the Karma Rating that Spam Karma 2 has giving the comment.

To move a comment back into moderation, simply check the box next to the comment, then click on the “Moderate Selected” button.

## Spam Karma 2 Blacklist

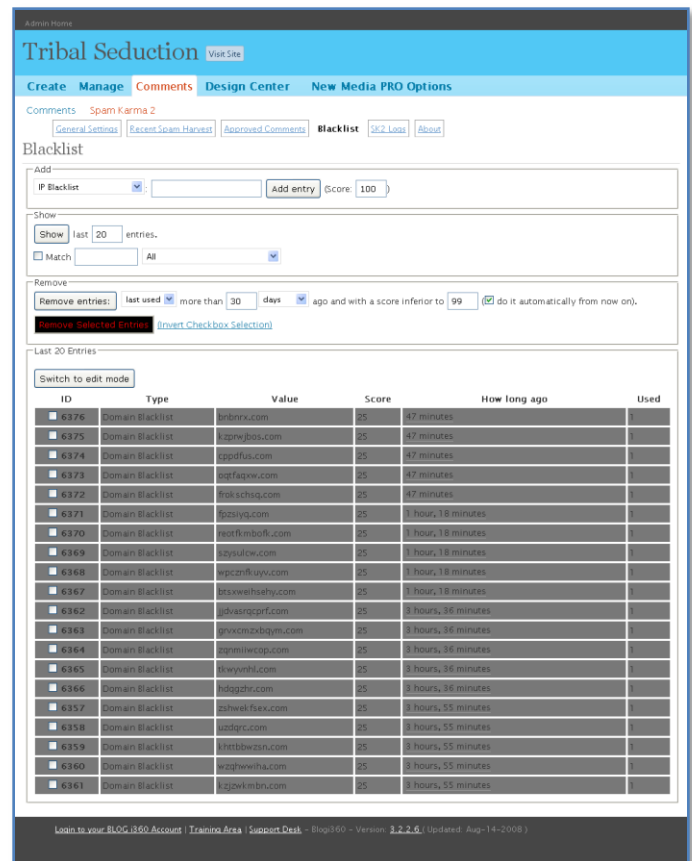
Within the Spam Karma 2 area, the “Blacklist” and “Whitelist” are both managed under the “Blacklist” sub-menu.

Here you will find a list of domains, IP addresses, etc, that Spam Karma 2 considers to be spam and will mark as such automatically.

The difference between **black list** and **white list** is simple. All black list items are automatically marked as spam whereas all white list items are automatically approved.

You can add your own items to the blacklist/whitelist by adding the IP address, domain, email, etc in the form at the top and selecting the appropriate item from the drop down menu.

If there is an item within the list that you





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feel has been “black-listed” inappropriately, you can edit this item by clicking on the “Switch to Edit Mode” button.

From there, you can mark a specific domain a “Domain Whitelist” or make any changes you deem necessary.

Last 20 Entries

Switch to view mode

ID	Type	Value	Score	How long ago	Used
6376	Domain Blacklist	bbrnrx.com	25	53 minutes	
6375	Domain Blacklist	kzprwjbos.com	25	53 minutes	
6374	Domain Blacklist	cppdfus.com	25	53 minutes	
6373	Domain Blacklist	oqtfaqrw.com	25	53 minutes	
6372	Domain Blacklist	frokschsq.com	25	53 minutes	
6271	Domain Blacklist	fpzsyq.com	25	1 hour, 24 minutes	
6370	Domain Blacklist	rsotfmbof.com	25	1 hour, 24 minutes	
6369	Domain Blacklist	szsulcw.com	25	1 hour, 24 minutes	
6368	Domain Blacklist	wpczfkuyv.com	25	1 hour, 24 minutes	
6367	Domain Blacklist	btsweihsehy.com	25	1 hour, 24 minutes	
6362	Domain Blacklist	jjdasracprf.com	25	3 hours, 42 minutes	
6363	Domain Blacklist	grvcmzxbqym.com	25	3 hours, 42 minutes	
6364	Domain Blacklist	zqpmiwcop.com	25	3 hours, 42 minutes	
6365	Domain Blacklist	tkwyvrhl.com	25	3 hours, 42 minutes	
6366	Domain Blacklist	hdqgzh.com	25	3 hours, 42 minutes	
6357	Domain Blacklist	zshwekfsex.com	25	4 hours, 1 minute	
6358	Domain Blacklist	uzdgrc.com	25	4 hours, 1 minute	
6359	Domain Blacklist	lhttbwzsn.com	25	4 hours, 1 minute	
6360	Domain Blacklist	wzqhwihh.com	25	4 hours, 1 minute	
6361	Domain Blacklist	kzjzwmkn.com	25	4 hours, 1 minute	



## Managing Your Comments

When you first log into your dashboard, you'll notice on the right-side a box for your "Recent Comments", along with the number of comments awaiting moderation. You can either click this link, or go to the "Comments" tab to manage your comments.

The screenshot shows the Tribal Seduction dashboard. The navigation menu at the top includes 'Create', 'Manage', 'Comments', 'Design Center', and 'New Media PRO Options'. The 'Comments' tab is highlighted with a pink arrow. The dashboard content includes a 'Jump to:' section with buttons for 'New blog post', 'New blog page', and 'New Marketing PRO page'. Below this, a summary states: 'You have 65 posts, 3 pages, 15 drafts, contained within 31 categories and 150 tags.' The 'Getting Started with BLOG i360' section features an image of the Tribal Seduction logo and a link: 'Click here to let me guide you through the setup of your BLOG i360 site!'. The 'Recent Comments' section shows '2 comments awaiting moderation' and a list of recent comments with links to view them. The 'BLOG i360 Member Updates' section includes 'Excel Membership Upgrades' (7 days ago) and 'BLOG i360 Webinar Audio - Affiliate Updates' (20 days ago). The 'Incoming Links' section lists several external links. The 'Marketing Tools, Tips & Resources' section includes 'BLOG i360 Members Forum' and 'Tribal Seduction Marketing-for-Life Home Study course'. The footer contains login information and version details: 'Login to your BLOG i360 Account | Training Area | Support Desk - Blog i360 - Version: 3.2.2.6 (Updated: Aug-14-2008)'.



# Managing Comments in your BLOG i360™ Hub Site

# BLOG i360

Once you're within your "Manage Comments" area, you'll see a list of the comments that are either approved or awaiting your approval or "awaiting moderation". You'll notice the different in that the yellow highlighted comments are "awaiting moderation."

The screenshot shows the 'Manage Comments' interface for the 'Tribal Seduction' blog. The page has a blue header with the blog name and navigation tabs: 'Create', 'Manage', 'Comments', 'Design Center', and 'New Media PRO Options'. Below the header, there's a search bar and a list of comments. The comments are organized into a table with columns for 'Comment', 'Date', and 'Actions'. The first comment is from 'kristen' and is approved. The next three comments are from 'gscwfixn lpbun', 'Business Owners Profit Guide. | 7Wins.eu', and 'Imagine how much fun your company could have with social media | The Sweetspot', all of which are highlighted in yellow and marked as 'SPAM'. The last comment is from 'Karoly Domonyi' and is approved. The interface includes navigation tabs like 'Create', 'Manage', 'Comments', and 'Design Center', and a search bar for comments. There are also buttons for 'Approve', 'Mark as Spam', 'Unapprove', and 'Delete' for each comment.

On the far left of each comment is a check box. You can select all by clicking on the Comment Checkbox at the top of the page. Or, you can manage just a few that you select by checking their box, or even manage each comment individually.



## Manage Comments

[Show All Comments](#) | [Awaiting Moderation \(3\)](#) | [Approved](#)

It's also possible to filter your comments by selecting either the "Awaiting Moderation" or "Approved" links at the top of your comment list.

<input type="checkbox"/>	<b>kristen</b> <a href="http://www.xanga.com/more_thn_ordinary">http://www.xanga.com/more_thn_ordinary</a>   <a href="mailto:kschuss@gmail.com">kschuss@gmail.com</a>   96.228.14.226	2008/10/14	<a href="#">Unapprove</a>   <a href="#">Spam</a>   <a href="#">Delete</a>
<p>I know this is months after you wrote this post, but I just came across it and am pleased that I'm not the only one in the world with common sense. You should read an amazing book titled "The Politically Incorrect Guide to Global Warming and Environmentalism", (easily found on amazon). Similarly structured to your discussion of global warming, it provides supplemental texts for further research. It expounds on the UN's proposals, and on exactly why those proposals lacked crucial climate information, and on what exactly would happen if we were to accept the Kyoto protocol, what the media refuses to tell us. And on top of all that, it's written with a sense of humor!</p> <p>I'm becoming impatient for the day when I can tell them all, "I told you so."</p> <p>From <a href="#">Is Earth Hour the Ultimate Tribal Seduction?</a>, 2008/10/14 at 2:52 PM</p>			

If you're managing individual comments, you'll notice your option at the top right of that particular comment. You can unapprove previously approved comments (or approve those not yet approved), mark the comment as spam, or delete the comment entirely.

If you'd prefer to "Mass Manage" your comments, either "Select All" or select specific comments by click in the checkbox on the left of the comment.



To mass manage your comments, there are 4 options available at the top of the page:

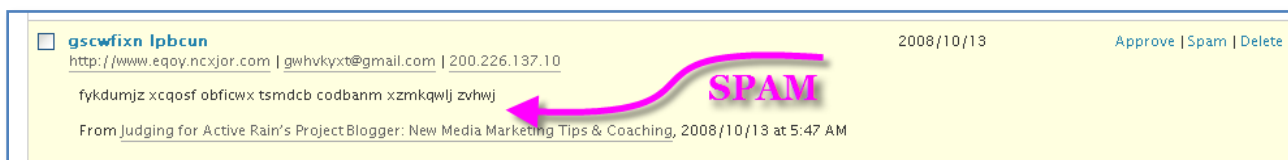


- 1) **Approve:** click to approve selected comments. By approving the comment you are allowing these comments to be viewed within your site.
- 2) **Mark as Spam:** selected comments will be marked as Spam by the system (more on comment spam below)
- 3) **Unapprove:** mark previously approved comments as “unapproved”. This will remove a comment from your site, but leave it available within the Manage Comments area.
- 4) **Delete:** This will completely remove a comment from your site without marking it as spam. This is especially useful if your clients are trying to contact you personally through your blog... sometimes it’s best to take them to eMail rather than leaving them within your site.

## Defining Spam

Everyone has their own definition of what spam is. However, we’ll attempt to show you some examples of the types of comments you should avoid. A lot of what you find in “Comment Spam” or “Blog Spam” is the same as the spam you find in your email...

### Gibberish:



This is the most obvious type of spam. There is no content within the comment, just a bunch of junk. These generally come from spambots and are the easiest to identify. Mark it spam, don’t just delete it. The system learns from what you teach it.



## Link Farms/ Blog Harvests

The screenshot shows a blog page with a blue header containing the text 'businessuu' and a 'HOME' link. Below the header, there are four article snippets, each with a title, a short description, and a date with a 'Comment' link.

- Medical Representative - Oman, GCC**  
Location: GCC Industry: Medical Published: 13th October 2008 A well reputed Pharmaceutical Distributor in OMAN, looking for: MEDICAL REPRESENTATIVES - Pharmacy Graduates with a field experience of minimum 3 years, ...  
Original machiavellian  
October 13, 2008 -Comment
- Actel FPGAs Enable Miniaturization, Portability in Medical Equipment**  
Leveraging its history of providing highly reliable FPGAs, Actel Corporation (Nasdaq: ACTL) announced that its mixed-signal Fusion and low-power IGLOO and ProASIC3 families are enabling designers of medical equipment to stay ahead of ...  
Original EDA Geek News Staff  
October 13, 2008 -Comment
- The Purpose Of A Medical Power Of Attorney Form**  
The main purpose of a medical power of attorney form also known as a health care power of attorney form, is made to give some one the right to control the decisions relating to your medical care if you can not communicate those ...  
Original Prasart  
October 13, 2008 -Comment
- BEIKS Pocket Medical Encyclopedia for Palm OS 6.0**  
BEIKS Pocket Medical Encyclopedia for Palm OS - MobiHand Medical Encyclopedia for Palm OS. Buy Now: \$39.95.  
Original unknown  
October 13, 2008 -Comment

While some of these types of sites are easy to spot just within the comment section, it may take a little more investigation to find them. This site is a perfect example. When we clicked on the link from our comment area, we were taken to a short snippet from our article.

By looking at the home page of this site, we notice that this whole blog is made up of snippets of articles from other bloggers. While we can't say they're stealing content as they aren't using entire posts, there is no original content on the linking site, and would therefore be considered spam.

### Trackback Spam

Trackback spam isn't always as easily recognized as the Blog Harvest sites. You'll want to be sure to visit any sites

that are sending links to you, and ask yourself one question... will this site benefit my tribe? If the answer is yes, then it's a great reference for you to approve.