

Spam Evolves: Watch Out

A few weeks ago I wrote a simple blog post [“How do I get more comments on my blog?”](#) My brother Damian Dayton wrote this thoughtful reply in the comments section:

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questions lead to engagement. I forget this when I am blogging. Hey, Why didn't you ask a question in your blog post.

P.S. great use of Old 97's.

I approved the comment, it didn't have perfect punctuation, but it came from my brother, so I quickly approved it. A few days later, I had a new comment awaiting approval (always a nice sign) except this time it was from someone named “Karen” who has a goal setting website (which I will not link to here for obvious reasons.) What did she have to say about my blog post?

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The second comment was EXACTLY the same as my brother's previous post, and if I hadn't read it carefully I might have just approved it out of habit. This spam comment is obviously created by some sort of automated SPAM bot that copies comments, and then automatically posts them under another name. Since then I have had 8 more comments that were similar trying to get me to link to different websites.

There are a couple of problems with these new “spam” comments. First, Wordpress doesn't recognize them as spam comments because they seem legitimate- so they need to be moderated. Second, if you have somebody else moderating your blog (that moderates many blogs) then these messages will likely slip through sometimes. Be on the lookout.

There is one other form these “spam” comments take. They will also quote Twitter comments about your post, and then link back to the their site. Don't approve these! It will only encourage those dastardly spammers.