

How Trackbacks work

The creators of the Movable Type blog software originally developed the Trackback technology and then opened it up for use by all blogging software. It was designed to be a user service, not a traffic exchange tool, by letting a reader interested in reading everything on a topic see what else was available online. You can get a feel for how this looks in action on WIL WHEATON dot NET, Wil Wheaton's blog is at www.wilwheaton.net and in the figure.

Trackbacks work like this:

1. You come across a great posting on a blog that your readers should see and that you can add a little more information to.
2. You write an entry on your blog and publish it. As it's published, your blog software sends a Trackback ping (notification) to the original post.
3. The blog software used by the blogger you linked to automatically picks up the information in your ping and adds a link back to you, including a summary of your posting.

Because some blog spammers have tried to use Trackback technology as a traffic-generation tool, some bloggers do not allow Trackbacks on their blogs.

