

Everything You Should Know About Guest Posting **AND MORE**



TABLE OF CONTENTS

Introduction.....	3
What is Guest Posting?	4
WHY IT'S GOOD FOR YOU TO GUEST POST	4
5 Reasons Why Guest Posting Benefits You.....	4
WHY HAVING GUEST POSTERS HELPS YOU	6
3 Reasons Why Accepting Guest Posts Benefits You.....	6
How Guest Posting Works	8
GUEST POSTING AND SEO.....	8
What is SEO?	8
How Guest Posting Fits in the World of SEO.....	9
Social Media, Guest Posting, Looking for Opportunities .	12
USING GUEST POSTING AND SOCIAL MEDIA.....	12
FINDING THE RIGHT PLACES TO GUEST POST.....	13
How to Find the Best Guest Posting Opportunities.....	14
Taking the Proper Steps to Guest Post Success.....	17
EVALUATING YOUR FINDINGS	17
PITCHING YOUR POST	19
Using E-mail and Social Media.....	20
Some Odds and Ends of Guest Posting.....	23
ACCEPTING GUEST POST WRITERS	23
TRACKING GUEST POSTING.....	25
OUTSOURCING GUEST POSTS	25
IMPORTANCE OF A GUEST POSTING SCHEDULE	27
Conclusion.....	29
About.....	30

Introduction

The internet is expanding faster than the universe. Ok, maybe not that fast, but it's hard to believe that ten years ago people were just starting to adopt high-speed internet and few cellphones had color screens, let alone keyboards. Apple had only introduced its second-generation iPod, and the first iPhone was five years away. Google search had only been out of beta for three years.

Since then it seems that things have been changing exponentially in the web and tech world. The prominence of the internet in today's world is undeniable. There are so many gadgets and technologies that we interact with on a daily basis that at times it can be as overwhelming as it is amazing.

But one thing remains ever-important on the internet: how to be heard, noticed, and listened to. How to get your name, your company, or your brand out there for the world to see. The rules change a lot over the years, but there are tactics and strategies available to everyone that will improve their visibility on the web.

One such tactic is Guest Posting. The following guide will provide you with a complete understanding of guest posting, how it fits on the Internet, and how you can benefit from it. If you're at all curious about what guest posting can do for you and your small business, be sure to read on. You'll learn everything you need to know about the benefits of all aspects of guest posting.

Chapter 1:

What is Guest Posting?

Guest posting has been around for quite some time now. It's also becoming more important in the world of Search Engine Optimization (SEO), social media, and networking – topics that will be discussed in depth later. At the most basic, guest posting is exactly what it sounds like. A guest writer makes a post on your website or blog. Or, you write a post for someone else's blog or website. Sounds simple enough.

Of course, as it seems with all things in today's world, there is a lot more to guest posting than this simple explanation. But to start things off, let's just get the basics down as to why guest posting is important and move on from there. Because, as [Jeff Goins](#) writes, “Guest-posting is the single most important strategy for growing your blog readership and platform.”

WHY IT'S GOOD FOR YOU TO GUEST POST

If you're a self-employed writer, a writer for a corporation, or a small business with a blog, there are a number of benefits to guest posting. for you and for your writers. As problogger James Chartrand [proclaims](#), “Guest posting is one of the best – and cheapest – ways to market your business, put your product or services in front of new buyers and boost your potential for success quickly.” Now, onward to those benefits you're so curious about.

5 Reasons Why Guest Posting Benefits You

1. Guest Posting Builds Relationships

A lot of sites on the web go on and on about how important it is for a blogger or writer to build relationships and a network to gain credibility. This is definitely true and can propel a writer to greater success quickly. But this benefit of guest posting not only applies to the individual writer, but also to the businesses. The more people you know the wider the market you have access to.

Writing posts for other popular blogs (especially ones covering topics in which you have a respectable understanding of) not only improves the visibility of your business, it also improves the public's perception of your company. A company that is engaged with the community of customers it serves is more likely to maintain customer loyalty. They also benefit from customer feedback as well as recommendations from loyal fans. Guest post writers can even be paid for their work!

2. Guest Posting Builds Authority

The more your name or business name is seen online in the blogosphere, the better. Of course, it's better only if you provide meaningful insight into whatever topic you are writing about. As people become familiar with your name or business, they will respect it more. Your input will become more appreciated and you will have access to more and more blogs. If a business establishes itself as an authority figure in a large portion of the market it can be very good for sales!

3. Guest Posting Gives you a Chance to Improve (or create) Your Brand

To quote Robert Gembarski of [Branding Personality](#), "Guest posting will ensure that you share your ideas with readers who are genuinely interested in the information you have to offer." As a business, guest posting gives you the opportunity to target specific audiences. You can then use your knowledge to build your brand to those audiences most receptive to what your business has to offer customers.

4. Guest Posting is good for SEO

The hardest part about doing business on the internet? People finding you on the internet. There are hundreds of millions of websites on the net. Of course, there are strategies that businesses and people can use to improve their standing in search results. These strategies are collectively called Search Engine Optimization. One aspect of SEO – generating good backlinks and links with authority sites (a topic discussed later) – can be effectively accomplished by guest posting. Plus, guest posting gives your site a chance to be found outside of organic search!

5. Exposure on Social Media Expands with Guest Posting

As the internet continues to become a more interconnected network (think [Web 2.0](#)), guest posting is growing in importance. Guest posting gives a person or

a business another avenue to spread awareness through social media. It's very easy now to share whatever you read on the internet with others via services like Facebook, Google Plus, Twitter, LinkedIn and more. If you provide worthwhile information, it will be shared.

WHY HAVING GUEST POSTERS HELPS YOU

Guest posting isn't just a one-sided coin though. There is another side of guest posting: accepting guest posts. Some of the benefits behind publishing guest posts on your blog are the same as the benefits one receives from writing guest posts. Some are not. The following are a selection of some of the best reasons for accepting guest posts on your site.

3 Reasons Why Accepting Guest Posts Benefits You

1. Accepting Guest Posts Benefits You as Much as Writing Them Does

Like writing guest posts, accepting guest posts serves as a way to expand a personal or business network. Being in contact with guest post writers in your industry shows how involved you are.

By serving as a virtual venue where guest posters look to write builds your authority in your niche or business field. The more authority you have as a good resource the more consumers will head to your site and trust your services.

Attracting and accepting great writers to guest post on your blog or company website means that you can develop your brand as a trusted and desired commodity.

You gain SEO benefits from hosting guest posters on your site. While it might not be as effective as it is for writers, it is still worthwhile for a business.

Allowing a guest writer to post on your site or blog brings their entire social network to yours. This is an excellent reason why it's beneficial to accept guest posters. The more customers that know about you, the better.

2. Free (or almost free) Content for Your Blog

Oftentimes guest bloggers or writers will offer their services free of charge. This is because of the SEO benefits they will receive from having their post and their name on your site. This is also beneficial for you as well, for obvious reasons.

Free content is great. A lot of people say nothing in life is free – well guest posts basically are. All you have to do allow the writer to post their blog or website in the bio. It's a win-win situation for both parties.

3. Frees You to Guest Post

Having guest bloggers writing for your blog or company website means that you can take time to guest post on other sites. That way you get the benefits listed above from both sides of the arrangement.

So, as you can see, there are some solid benefits to guest posting for all parties involved. What's listed above is the majority of benefits you can get out of guest posting. But there's a lot more to this guest posting thing than simply benefits. The rest of this guide will cover how guest posting works, the role of SEO and social media, and practical information and tips about guest posting. Keep reading to learn more!

Chapter 2:

How Guest Posting Works

So by now you know how guest posting benefits people and businesses. Guest posting is an important part of managing and growing a presence online and will only continue to increase in importance. If you're going to use guest posting (as you should), you need to know how it works.

GUEST POSTING AND SEO

If you haven't gathered it from the first chapter, guest posting involves someone writing for a website that isn't their own. It also involves someone accepting the guest post. That's the basics of the exchange. But why did guest posting come about? Even seasoned internet surfers that have seen guest posts are likely to be unaware that guest posting is a well thought out and effective strategy on the web. Unless you're involved in ecommerce you probably don't know much about where guest posting came from.

Guest posting grew out of the need to build a strong link profile for a website. Adam Heitzman at [Higher Visibility](#) writes that, "one of the most important things that you need to get your website ranking well is quality links" and guest posting is "one of the most efficient and cost effective ways to get links." It certainly helps in guest postings' favor that the benefits we mentioned in chapter one also apply.

So guest posting has a lot to do with SEO. To further understand the value of guest posting, you need to understand a bit more about SEO and how it interacts with guest posting.

What is SEO?

Put simply, thanks to [SEOMoz](#), "SEO is the practice of improving and promoting a web site in order to increase the number of visitors the site receives from search engines." Within that definition are a lot of specifics that make SEO what it is.

There are a variety of factors involved, like word choice, quality of inbound and outbound links, authority, and more. Businesses have been built solely on search

engine optimization because it is a service in high demand by other businesses online.

SEO is important because “if your site cannot be found by search engines or your content cannot be put into their databases, you miss out on incredible business opportunities provided via search.” A majority of consumers use search engines like Google, Bing, and Yahoo! to find what they need and want. Without SEO you or your business will be lost in the hundreds of millions of websites on the net, never to be found by web denizens. So obviously, SEO is important. It’s vital if you’re running a business or moving your business online.

How Guest Posting Fits in the World of SEO

There is a definite SEO benefit from guest posting for the individual and business. Guest posting functions on a variety of levels within SEO by its very nature. The following list covers the most important aspects of how guest posting works as a tool for SEO.

Link Juice

Once again Robert Gembariski has a great [description](#) of the link benefit gained from guest posting. “One of the many criteria for search engines is the quality of links that point towards a website. These are called off page links.” They are also known as backlinks. The opposite (page links) work also, just not as strongly.

On [Higher Visibility](#) they state, “One of the most difficult parts of performing SEO: Trying to get other websites to link back to your website. In a nutshell this is the foundation of SEO.” Luckily, guest posting helps you build links with authoritative websites that will then link to you. The more quality links pointing to your website the better your site will look to a search engine, thus improving your placement.

Spreads Awareness

A well-written, informative, and properly placed guest post can yield exceptional results. According to Kathryn Hawkins [one guest post](#) for SEOMoz “was ultimately shared more than 200,000 times.” The repercussions of this go back to the importance of links going to and from your site. The more people sharing and discussing, the more relevant a website is seen to be in the eyes of a search engine.

Provides Opportunity for Links from High Authority Sites

This is arguably the holy grail of guest posting and SEO. The chance to be [linked](#) to a .edu or .gov site is “a sure sign of authority.” When you can provide high quality content as an individual or a business to a .edu or .gov site the boost in search engine ranking is very noticeable.

Pivotal in Social Marketing Campaign

As the major search engines like Google start to evaluate social media interaction as part of their ranking criteria, guest posting is becoming even more important. Nick Stamoulis on [SiteProNews](#) explains, “Every time a piece of content is shared on sites like Facebook, Twitter, LinkedIn or Google+, a social signal is created that tells the search engines that this piece of content is valuable.” Accepting and writing guest posts creates an immediate burst in social sharing for both parties involved.

Guest posting does all of the above and more. The way the whole guest posting, sharing, and networking process works aids in building a websites ranking in the eyes of search engines. [Guest posting](#) “helps to improve page rank, page authority, domain authority, alexa rankings, and also improves the search engine result page ranks of your website.” That pretty much sums it all up.

Where Google is Going

Let’s take a minor tangent quickly. It’s important to understand that the way search engines determine relevance is not a static formula. There’s a reason Google has 80% of the search engine market. They are [continually improving](#) the algorithms that go into delivering the relevant information that gets displayed immediately after you type something into the search bar.

The most recent significant update to the Google algorithm came in late April. It was given the name Penguin and was aimed at penalizing sites that engaged and abused optimizations without regard for quality. Amrit Hallan at the [Content Marketing Institute](#) explains, “In terms of improving search quality, this is a good change. ... But, as happens with most ‘simple’ changes like this, there has been some collateral damage.” Some people have reported having taken huge hits in their rankings from this update.

Whether they deserved them or not, there are ways to ensure your genuine site or business site ranks as well (or better) as it used to before Penguin. Can you guess what one of those recommendations is?

Yep - “Create content for other websites and blogs”—aka guest posting—is one of the top things you can do to “create effective content that Google and other search engines love.”

Put in [other words](#), guest posting is “the most effective method of combining content and link building[,]... getting quality links from authority websites and blogs without resorting to objectionable methods ... which Google frowns upon.”

So, as you can see, hosting and writing guest posts isn’t only an effective strategy now, but it will continue to be an effective strategy in the future because Google wants its search to provide you the most relevant and useful links it can. That means quality, authority, and relevance are key and will continue to be so. Well-written and useful guest posting strategies can propel your SEO. This only benefits you or your business in the long run in terms of awareness and revenue.

Chapter 3:

Social Media, Guest Posting, and Looking for Opportunities

Social media is becoming one of the most influential aspects of the internet. With likely [over a billion](#) people using social media, you – as a person or as a business – can no longer ignore the importance of the medium. In this chapter, you’ll learn about the importance of the interaction between social media and guest posting and how to find places to guest post.

USING GUEST POSTING AND SOCIAL MEDIA

So far, this guide has touched on the interaction of social media and guest posting, especially in regards to its effect on SEO. But as a business operating in the online world, social media of some kind needs to be part of your overall strategy. You can’t focus solely on SEO and expect conversions. Social media is important. In fact, a [guest post](#) on Problogger discusses the idea that “a social media account has an intrinsic value.” Basically, for a business, “a social media account is an asset in the right hands, as is an email list.” So what to do with this asset...

A great direction for developing a strategy and using this asset of social media is to implement guest posting from the beginning. Not only does guest posting help improve SEO for your business, build networks, and forge relationships, it will also expand your social media network.

It can be very hard for a commercial site to get exposure on high traffic sites or social media. To break through to sites like this, the best way to do it is with guest posting. Guest posting will give you a chance to target your efforts to consumers who are likely to already be prone to purchasing whatever it is you have to offer. It also opens up your business or brand to further social media exposure.

Maybe you have in-house writers, or a [writing service](#), manage your social accounts and do your social media posts and tweets. If you don't, you should consider one or the other, or both (more on that later). There's no reason why they couldn't do guest posts for you as well. You can also look for bloggers and people from within your industry and offer a plug or payment for a guest post.

Loren Baker at [BlueGlass](#) tells the story of a guest post they made which achieved "2,900+ natural retweets in two days." It gets better. The same post "hit the front page of Digg 12 hours later. It now has over 250 incoming links, and according to Google Analytics is still seen by hundreds of users a day." That's a lot of people viewing content and ultimately learning about your business. Guest posting is like a gift that keeps on giving, and social media is a huge part of that.

Maybe you won't be able to create a post as huge as the one that Baker discussed. That's not a big deal. As long as you remain consistent and provide quality content, you will be rewarded. [3 in 1 SEO Services](#) explains that "both the guest and the host share the post on social media sites like Twitter." Ok, that's all good and nice, but that's two people. But wait. "Let's say that each of them has 15 routine tweeters who share their posts." That's 30 more people plus everyone who follows those 30 people. See how it grows? The level of awareness of your guest post grows exponentially with the power of social media, even with a small initial audience.

Can you hear Jeff Goins' words from earlier in the guide? "Guest-posting is the single most important strategy for growing your blog readership and platform." It's also definitely one of the most important strategies for growing your business and brand awareness online too. But where should you look?

FINDING THE RIGHT PLACES TO GUEST POST

So you're convinced that guest posting is something you will implement to get all of those wonderful benefits you've read about in this guide. Good. Now you have to utilize some solid judgment and search skills to make sure you get the most out of your guest posting. So let's dive right into how you can find guest posting opportunities that will yield the best results for you and your business.

How to Find the Best Guest Posting Opportunities

It would be nice if you could just have a list of the best places for you to guest post to reap the benefits mentioned above. Unfortunately, guest posting takes some legwork on the front end, but truly pays off as more time goes on. The beginning is the hardest part.

Getting Started

Before you find the best places to guest post, you need to plan a little. The most important thing to do first is to determine what your goals are for your guest posting. Saying you want all the benefits doesn't help you focus on your priorities. Certainly there are aspects of your presence online that are more important than others, right?

[KISSmetrics](#) has a wonderful guide to guest posting and states that knowing your goals “ahead of time is key in determining the right kind of blogs to submit guest posts to.” That's definitely true. Three of the most common goals, according to their guide, are:

1. Positioning yourself as an authority and well-known name in the industry
2. Getting exposure (traffic) back to your website.
3. Building backlinks to your website.

If your business is new to the internet, you would likely have goal #2 as your main priority, followed by goal #3, and then goal #1. Once you know what your priority is (and these three goals are not the only goals you can have), you can better judge opportunities you find. For example, seeking #2 as a priority means that you will be targeting blogs on sites that are heavily trafficked, versus ones that are more technical, and this would build your authority quicker.

Where to Look

So, you need to find some sites to start get your guest posting strategy in motion. The following is a list of places, strategies, and links you can use to find guest posts.

Google

There are a wide variety of ways to utilize Google to find sites to guest post on. You can search for prominent individuals in your industry or niche, search for

your competitors, and more. One of the absolute best guides to utilizing Google to find guest posting opportunities is right [here](#). Plus, you can utilize [Google Blog search](#) to help.

Direct Contact

Contacting popular blogs and writers in your business or niche is a great way to open up communication about writing and/or receiving guest posts. Get in touch with anyone in the industry that you have connections with and discuss how guest posting will help out both parties.

Analyze Competitors

There are some SEO tools available that allow you to learn about your competitor's guest posting. KISSmetrics writes, "If you have access to tools like [Open Site Explorer](#), you can look at the backlinks of your competitors and spot any blogs they have written for." Use that information to research their posts and more importantly, where they post.

Social Media

Search social platforms like Twitter, Facebook, LinkedIn, and Google+ for guest posts in your industry and discover where they frequently occur. Social media is also a great place to find authors to guest post for you as well.

Craigslist and Forums

You can use Craigslist to ask or look for guest posting opportunities. Often times, you'll be able to find something there. If you can find a forum that is related to your niche, getting involved and eventually asking about guest posting can also be a way to find opportunities.

Think Big Picture

If you are in an obscure niche or little-known business, when searching for guest posting opportunities you must think in broad terms. [Search Engine Watch](#) writes, "If your market space is too much of a niche to have a decent number of influencers, look to those market categories which are supersets of yours. Influencers in those superset areas probably want to provide coverage of your topic occasionally, and that is all you really need."

Links and Hubs

You can utilize link [lists](#) and guest posting [hubs](#) if you really have to, but it's best to try to find opportunities that are in your industry or niche with the aforementioned methods.

So now you've got the basics (and a little more) for starting the search for guest posting. It can be intimidating and slow going at first, but the payoff is huge, as you've already read above. However, things get a little more complicated when it comes to evaluating and pitching yourself to start making guest posts.

Chapter 4:

Taking the Proper Steps to Guest Post Success

So you've managed to do all of the dirty work and found some sites that, at first glance, look pretty good. But you can't just go ahead and assume they are great sites to guest post for. Yep, you guessed it, you're going to have to do a little more legwork and figure out which places are the best for you to post on.

EVALUATING YOUR FINDINGS

It's important to narrow down your guest posting opportunities if you've managed to find a lot. Simply releasing your quality information to any site that will accept it could, in fact, hurt you more than help you. Posting to the wrong blogs – ones with little or no authority – is like sabotaging your efforts from the beginning. Going after the right sites will save you lots of time as well. As [Peng Joon](#) writes, “if you apply the same technique that got your article published at intermediate blogs, you can get approved as well on Authority Blogs.”

There are quite a few guides out there on the web about how to evaluate your potential guest posting locations. There is no way to guarantee that the place you guest post will always be a top-notch site. Things change over time, especially on the web. But you can take precautions and be smart about where you post in order to give your posts the best chance of accomplishing your goals. Here is a list of the most common and effective ways to determine whether your guest posting opportunity is a great one and will meet your desired goals for years to come.

Look for Activity

Just because a blog or site looks like a great opportunity it might not be. Make sure that there is recent information on the site. More than that, make sure there is a pattern of frequent updating on the site to ensure that regular visitors will see your guest post.

Evaluate Quality and Quantity

Spend a good amount of time looking over the blog. Are there well-written and informative posts that generate conversation and sharing? Can you find the site sourced anywhere else on the web? Does it have a professional and purpose-driven look to it? Make sure that there is a respectable amount of content on the site as well. These questions are important to ask, and their answers provide valuable information about the quality of a site.

Determine Relevance

Make sure that the site attracts users that will get something out of visiting your site. Also, take a look at the ads on the site - are they relevant to the content on the site? Irrelevant ads (or too many ads) can be a sign to stay away from that opportunity.

Look for Social Media

Social media is an absolute must for any website. Make sure the site or blog you are checking out for a guest posting opportunity is well entrenched in social media. Do they have links to Twitter, LinkedIn, Facebook, Google+, and more? Do people on their social media pages interact with them? Do they “like” or “+1” or retweet posts? The more social media activity the better.

Check Out Comments

If you can find blog posts or guest posts already on the site, skim over the comments that are on those posts. If you find irrelevant comments – or even spam – you might want to reconsider using that site to guest post. Bad comment sections can indicate neglect and can be a sign of other problems.

Find the Staff

Make sure that the site is staffed and has a dedicated blogger or regular staff that edits and writes posts. This is a sure sign of professionalism and quality that makes it easy to determine whether or not a guest posting opportunity is good or not.

Find the Contact Info

Make sure the site you are considering has easy-to-find contact info. Also, ensure they go out of their way to let themselves be contacted. They should be active on social media. Easy-to-contact sites (through e-mail or social media) mean that you’re dealing with a site that is well kept.

Investigate SEO Stats

If you or someone you know or work with is familiar with SEO, take a look at your potential opportunity in terms of SEO. Check out their page rank, domain authority, page authority, and their link quality. If you can't, simply following the above steps still provides a solid way to evaluate a posting opportunity.

If the sites you're thinking of posting on meet all of or most of these requirements, it's likely a good place to use for your guest posting. Besides, as [Search Engine Watch](#) writes, "the best value comes from picking out the top tier targets. Don't waste your time writing articles for lots of blogs that few people will ever read." Now, to get you and your business accepted to post, that's another story.

PITCHING YOUR POST

Now that you know exactly where you want to focus your guest posting efforts, you need to seal the deal and get these sites to accept your guest posts. Like most things in business, the way to go about this requires planning, research, and forwardness.

Here are 6 steps you need to take to get your guest post pitch more readily accepted.

1. Make Sure You're Ready

Remember that list of steps for evaluating a guest post opportunity? Look over that and make sure you are not guilty of any serious violations. People who accept guest posts are not going to want to have a bad or poorly designed site linking back to theirs. Remember, since you found a quality opportunity, they will be doing their research on YOU too.

2. Participate Before You Contact

If you can take a few weeks or months to participate on the site, this will only work in your favor. If you provide useful and informative comments—while also sharing the posts you read on a potential guest posting site—it will be much easier to approach the owner/editor instead of popping up out of nowhere.

3. Utilize Twitter and E-mail

These tools are [essential](#) for contacting potential guest posting sites. Follow the webmaster or main blogger and interact with them before asking about an opportunity to guest post.

4. Have a Portfolio

Offering to write guest posts is a lot like getting hired for a job. You need to have credentials and some evidence that you can create quality content. Be ready show a solid portfolio to anyone who asks for it.

5. Know the Guidelines, Beforehand

Take the time to research a posting opportunity's guidelines. It will show you are serious about your guest posting opportunity and will do it properly, especially if you are writing the post beforehand.

6. Research the Blogger and the Site

Learn as much as you can about the site and about the people involved with it. That way you can mold your pitch to better suit their style.

If you keep these tips in mind when making your pitch, you'll likely get many more accepting answers for your pitches than rejections. How should your pitch look to have the most positive impact up front? There are a few options for that.

Using E-mail and Social Media

Two of the best ways to get in touch with the places you want to guest post are e-mail and social media. This was mentioned above but deserves a lot more detail, especially when it comes down to crafting your pitch.

There's a great description from a guest posting guide on [StartUpNation](#) that is worth providing here: "Pitching your article to an editor is where the walking on eggshells seems to begin." It can be tough to say and do the right things, but it's not horribly difficult.

A great way to [approach bloggers](#) is through Twitter. Gregory Smith has some great examples of how to pitch your guest posts. Some tweets he has used to generate successful interactions are as follows:

“@seosmarty I’d be interested in guest posting on your blog, how do I get started lol ?”

“@PointBlankSEO I would like to guest post on your blog, let me know if that’s something you’re interested in!”

“@karonthackston RxSEO.net is interested in doing an interview with you. Let us know if you’re interested.”

“@rustybrick I may be interested in guest posting on your blog, is this something you may be interested in?”

As you can see, your social media pitch doesn’t have to be anything special. Be personable and relaxed. All you are doing here is opening up the conversation. Usually things will be ironed out through e-mail correspondence later.

The effort and research you put in upfront come in handy when you start e-mailing. You will be able to present yourself as a well informed, professional, and a beneficial partner to work with (which you are). Being a business and looking for guest posting opportunities brings a lot more credibility upfront, so take advantage of that once the lanes of communication are open.

But don’t act too business-like. One blogger at the [Content Marketing Institute](#) writes, “My biggest content marketing successes have come from being completely honest and personable with the editor I was pitching.” Keep things light, but also professional. It’s the internet, not a board meeting.

Flatter and impress bloggers you are approaching. “There is a huge difference between, “Dear Jane, Your post on content marketing for nonprofits helped me land a great guest post on the ACLU website” and “Dear Jane, Your blog is really cool.”” If you avoid focusing on yourself—and instead focus on how and why you can benefit the blog you want to guest post for—you’ll be in a good position at all times.

There is an absolutely wonderful guide to pitching guest posts written on [Write to Done](#) which, if you feel the need to learn more, should be your first stop after this guide. There are some prime examples of e-mails that yield success—and e-mails that don’t—that will be covered there.

First, a boring and unimaginative e-mail: “I would like to have a guest post on Write to Done. I suggest coming to a mutually beneficial arrangement. Maybe we could exchange guest posts.” Really? That’s not going to grab attention. This is a better example: “Yes, I would like to write a guest post for Write to Done. In particular, I would love to write an article about being a ‘quote hunter’. Just as well this is an email and not Skype with sound and vision – I squealed and scared one of my kids!” That response provides quality information, as well as some personality, behind it.

Humor can work as well. For example, “Sure, Mary, publish it whenever fits your evil master plan blogging schedule.” Little touches like that can go a long way in getting you remembered, especially if your contribution to a site is of high quality. After all, being remembered is the first step in developing [Long-term relationships](#), the key to guest blogging. “Building several high quality articles on a reputable blog or website will increase your chances of attracting higher-quality leads and more recognition within your industry.”

Ultimately, pitching your guest posts for you or your business is about people skills. Be humble, genuine, creative, funny, and most importantly: be yourself. If you approach someone in a nice way and provide solid reasons and evidence for why they should accept your pitch, they likely will.

Chapter 5:

Some Odds and Ends of Guest Posting

To wrap things up, you'll be able to learn about a few of the less discussed aspects of guest posting that are useful. So far, the major parts of guest posting have been covered. If you're at all curious for some advice about how you can use guest posting on your site, how to track your results, sample schedules for guest posting, or how to outsource your guest posting, read on.

ACCEPTING GUEST POST WRITERS

First of all, much of the advice you can find in this blog can apply to you and your business on the receiving end of guest posts. If you know how to find guest posting opportunities and evaluate them (which you should know by now), you can easily apply those skills to determine whether a guest poster is of high quality or not. [ProBlogger](#) has a nice little analogy of being a guest post host: "Similarly to inviting guests to your home, you want your guests to feel welcome, relaxed, and oh yeah, they should provide a gift to the party—worthwhile content!" Additionally, if you want to be on the receiving end of guest posts, there are still a few bits of specific advice you should follow.

Strong Guidelines

Make sure you have the guidelines for your site ready for any guest posters. Develop them to provide the right amount of technical or specific info to your guest poster so that their post will deviate as little as possible from what you want. "Your home, your rules."

Advertise the Opportunity

If you want guest posters, be sure to advertise it in blog posts, on your website, and on your social media pages. This sort of passive recruitment can generate many offers!

Be Professional

Don't slack off on receiving guest posts. Be as attentive and humble as you are when you search for guest posting opportunities yourself. Respond to requests, even if you intend to deny them, and do it in a reasonable amount of time.

Communicate

Always, always, always choose communication over assumption. If you need to ask or tell your guest poster anything, do it as soon as possible and don't worry about how they might feel. Communication is probably more important online than it is in real life since it's easy for people to misinterpret what someone types versus what they say in person.

Ask for Posts

Want a certain expert or well-renowned blogger to guest post for you and your business? Do not be afraid to ask. Use e-mail, social media, or their own webpage to pitch your idea. You can easily follow the same guidelines for pitching one of your own guest posts to asking for a guest poster's quality content. Besides, people always enjoy a chance to "show off" and be appreciated for it.

Share, Share, and Share

When you do receive guest posts, do everything you can to promote them. Post on all of your social media accounts and inform as many people as you can. This will be a sign to other guest bloggers of the positives of working with you. You can then continue to attract high quality guest posters and develop long-term relationships.

Be Organized

Keep track of your pending guest posts and use a calendar to help your writers submit posts on time and help you post on time. This can also help you if you plan to commission a [guest posting series](#).

Don't focus solely on doing guest posting of your own while neglecting guest posting on your site. It's important to be a place for guest posters to provide quality content for you. This way you gain the benefits of both sides of guest posting.

TRACKING GUEST POSTING

Whatever the goals you and your business have for guest posting, it's important to know if your efforts are working. There are some obvious indicators that you can look at to determine this.

Increased activity on your social media is one sign that your guest posting efforts are working. Increased interaction by readers on your blog is another. You may also receive e-mails from other potential guest posters; this means that the guest posts are being noticed. But there are also ways for tracking how well the post is doing that are not so obvious to the human eye.

One of the best ways, according to [KISSmetrics](#), to track guest posts is by using Google Analytics. More specifically, creating an [Advanced Segment](#) in Google Analytics. While the "how to" of using Google Analytics is beyond the scope of this guide, the article provides a solid understanding if you choose to read it. You can monitor Google Analytics yourself, or you can have someone in your business—or the company that does your SEO work—do it for you.

Another easier way to get a general indication of how well your post is doing is by using [Google search](#) itself. You can search for yourself or your business as the author. All you need to do is query Google with:

```
inpostauthor:"firstname lastname"
```

You can also utilize this tool to search the posts of authors who request to guest post on your site! You can also use a variety of [SEO trackers](#) that are available on the market.

Tracking is important. It allows you to target your efforts once you get a lot of data. Don't neglect it. If you have to, hire someone to do it for you! Just make sure you use the information to update and enhance your guest posting strategies.

OUTSOURCING GUEST POSTS

Say you're a small business. Everyone in your business is busy and works on important things. You don't have the funds available to have someone in your company start guest posting or manage your website to accept guest posts. If

you don't have the in-house resources available to get these things done, there are other options. One of those options is to have someone else do the work for you. Sure it has a cost, but it's a lot cheaper than hiring a new person to handle it. Think of all of the extra expenses associated with adding employees!

Basically, what you need to do is hire freelance writers to write guest posts on your behalf. There's nothing wrong with it, as long as the content is true, beneficial, and quality. Another option available is to work with a content marketing or [writing service](#) that has its own set of writers that can work with you. Another source for writers is discussed on the [YouMoz blog](#). Here, they break down three locations or resources you can use to find writers, freelance sites, students, and industry experts. Use the link to find out more.

Either way, there are a few bits of advice that are good to keep in mind if you the outsourcing route.

Be Patient

When you first start working with writers or a writing service, be patient with them. Until they get used to your content, the writers might not be able to create exactly what you want. As time goes on, quality and speed will improve.

Communicate

Communicate your concerns with your writers if you have any. Writers want to do things right the first time, and most will gladly make changes you feel they need. They are working for you, after all. The more communication, the better.

Take Your Time with Instructions

Take your time giving instructions and information to your writers. Make them as concise and informative as possible. As Steve Lazuka writes in his own guest post on [HubSpot](#), "mastering this skill is critical to your success at outsourcing content creation, because your writers simply cannot read your mind, or that of your clients."

Be Appreciative

If you get a piece of work from a writer that you are impressed with or is simply well-done, let them know it! Nothing makes a person feel better than to hear that their work is appreciated and of quality. It doesn't matter if they are your direct employee or not. Often times, if writers know they are appreciated, they will work

even harder for you the next time you need content. It is even better to be explicit about the fact that you are requesting a certain writer.

Don't Limit Yourself

Don't be afraid to send out "feelers" to multiple writers or writing services. It might cost a little more than choosing one, but it gives you a chance to see what is out there on the market. This way, you can easily find what sort of situation or writer works for you.

Outsourcing can be the right path for you and your business to take. Don't rule it out before you give it a shot.

IMPORTANCE OF A GUEST POSTING SCHEDULE

Something that relates to outsourcing writers, tracking your posts, accepting guest posts, and much of the rest of the information in this guide is **creating a guest posting schedule**. There isn't a whole lot of information out there on the net about this, but it's a very good idea for a few reasons.

You can think of a guest posting schedule as essentially another editorial calendar. It can be as effective as an editorial calendar is too. Like all things in life, if your guest posting strategy is planned in advanced with specific goals, its effect will be greater. Guest posting schedules help make that possible.

Whether you are writing for your business or outsourcing your guest posts, a schedule helps. Some sites set their own guest posting schedules. For example, a site may schedule two or more guest posts per month to be accepted. If you're looking to build your presence in the market, you should aim to have at least 2-4 posts a month, on one or more quality guest posting locations. Planning these posts—and their topics—ahead of time makes everything easier. It allows you the chance to really nail down what message you want to convey about yourself as a guest poster.

Just looking for backlinks and an SEO boost? Maybe set up a calendar for one or two posts a month on one or two sites. You can plan these out well in ahead of time, write everything you need (or outsource it), and save them for your planned time to post them.

Use common sense here. Take a look at what your goals are with guest posting, how much time you have, and how much willpower or money you have to devote to the process. Don't schedule 5 posts a week if there's no way it can be done. Change it to one to two posts a week—or month even—if you need to. Doing some guest posting is leaps and bounds better than doing no guest posting.

Conclusion

Hopefully you now find yourself with a greater (or new) understanding of what guest posting is. If you need more information, there are plenty of sources linked throughout this guide that might have the information you're seeking. Or head to Google.

If you've learned an appreciation for guest posting with this guide, it has been a success. Use it to get started with guest posts that can provide a great deal of exposure, networking, and ultimately conversions. The web is showing no signs of slowing down in its growth. It's best to hop on for the ride; guest posting is a great way to get you—and your business—a small seat for the journey.

About

Content Equals Money is a content writing service that serves a wide variety of clients with top-shelf, sharable content. We cater to SEO marketing agencies as well as small business, providing content marketing strategies applicable to many fields. Whether you need content for yourself or content for your clients, Content Equals Money is the insource writing service to suit your needs!

Check out our social media here:



LIKE THIS GUIDE?

From beginning to end, this guide is a little over 8k words long; it would cost you roughly \$960 from start to finish, formatting included.

Feel free to get in contact with us today for a custom quote on a guide made and presented specifically for your business!

301 Owsley Ave
Lexington, KY 40502
<http://contentequalsmoney.com>
info@contentequalsmoney.com
(866) 945-7252