

GUEST BLOG TO
MAXIMUM BENEFIT
MYBLOGGUEST.COM

[GUEST BLOGGING EBOOK]

[Based on many months of hard work and guest blogging **Ann Smarty**, owner of MyBlogGuest.com, the first guest blogging community ever, shares her tips and actionable advice on how to guest blog for maximum benefit]



MEET YOUR PERFECT **BLOG PARTNER**

JOIN FREE

TABLE OF CONTENTS

Table of Contents	2
➔ What is Guest Blogging?	5
➔ Benefits of Guest Blogging.....	6
Building a Targeted Audience	6
Building Your Reputation	6
Going Viral.....	7
Link Building	7
Networking.....	8
>>>> In short, the overview of multiple benefits of guest bloggers:	9
➔ What Guest Blogging Is NOT	10
Guest blogging is NOT link building.....	10
Guest Blogging Is NOT Article Marketing	11
And some details on each point.....	12

➔ How to Find Guest Posting Opportunities	15
How to Use Google to Find Guest Blogging Opportunities	15
1. Make sure you use ALL synonyms	15
2. Take advantage of wildcard (*) operator	16
3. Use 'OR' and '~' operators to better describe your niche	18
More Ways to Find Guest Blogging Opportunities.....	18
1. Look around Your Current Blogging Contacts	18
2. Look for New, Rapidly-Growing Competitors.....	19
3. Search and Track Twitter.....	19
4. Join Guest Blogging community	21
➔ How to Approach the Blog Owner	23
How to choose the blog to guest post for.....	23
1. Use Your Own Judgment	23
2. Evaluate Social Media Popularity	24
The First Thing to Do: Go Through Guest Posting Guidelines	26
Now Proceed to Brainstorming a Cool Guest Post Idea	27
Write a Good Guest Blogging Pitch	29
Useful Tips for Personalizing Your Pitch.....	29
Write and Format the Guest Post	32
Write Your Author Bio (By-line).....	34
Get Enrolled after Your Post is Published.....	35

➔ Guest Blogging Best Practices.....	36
How to Get Organized.....	36
How to Handle No Response and Rejection.....	36
Learn from the Best! Huge Brands that Get Guest Blogging.....	37
#1: Intel: Create and Support a Blogging Celebrity	37
#2: Evernote: Share Your Own Success Case Study	38
#3: Salesforce: Get the Whole Team Involved	39
Conclusion	40

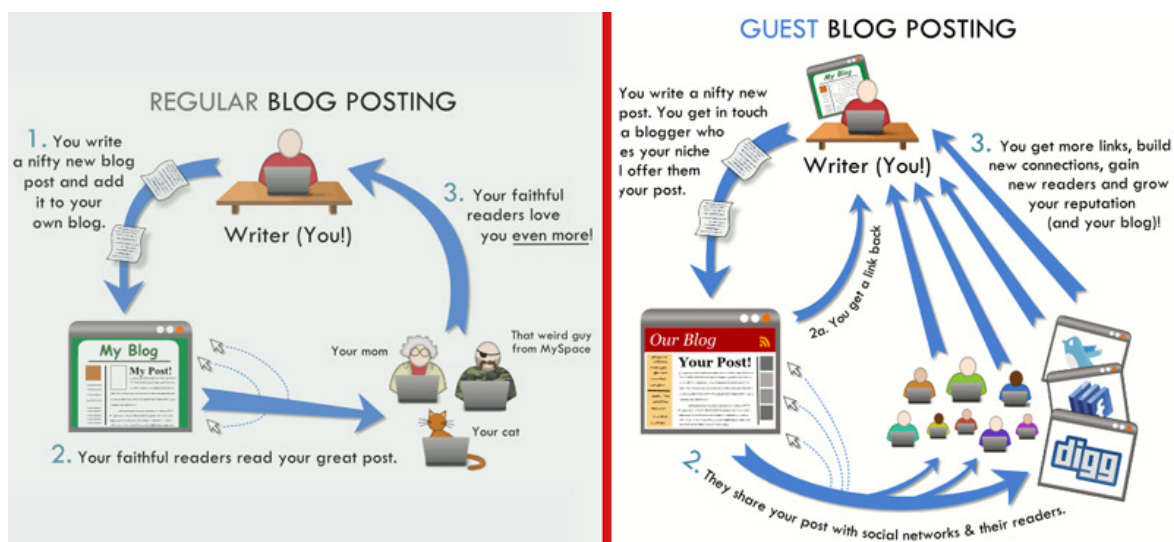
➔ WHAT IS GUEST BLOGGING?

Guest blogging is a mutually beneficial exchange between a blogger and another writer. The concept is quite straightforward:

- The author writes an article and shows it to the blogger;
- The blogger decides if the article fits his blog, and if the answer is yes, publishes it on the site.

Thus, the blog owner who hosts a guest blogger can take a break from creating content, while adding a fresh point of view for readers. The guest blogger gets the chance to reach a new audience, attracting new readers to his or her own blog or website.

Usually it's the would-be guest blogger who gets in touch with a blog owner to request publication. Blog owners who are open to guest contributions will accept pieces that they consider a good fit for the blog. The normal practice is for the blog owner to give proper credit to the guest blogger, and to include his or her contact information.



➔ BENEFITS OF GUEST BLOGGING

There are many benefits to becoming a regular guest blogger. You can grow your audience, build your online reputation, earn more links to your own blog or website, and meet influential people in your industry.

BUILDING A TARGETED AUDIENCE

Guest posting on blogs related to your particular niche can expose you to a whole new community of people who are interested in your area of expertise.

These readers are your potential new fans, followers and long-term readers. If they like your work, they'll promote it to their own fans and followers.

- ➔ Short-term benefit - Quick spike of interest in your site or product.
- ➔ Long-term benefit - Acquisition of loyal readers and followers.

BUILDING YOUR REPUTATION

Every time you write for a different blog within a specific niche, more people interested in that subject area will become acquainted with your work. If you consistently produce high-quality content, you'll soon win recognition and respect as an expert in your niche area.

A credible online reputation will burnish your brand, helping you build trust with prospective followers and customers.

- ➔ Consistent guest blogging helps build trust and a solid reputation.

GOING VIRAL

As your reputation grows and you reach more targeted communities, you will have increased the opportunity for your brand to go viral.

Guest bloggers can achieve viral popularity in two ways: slow and fast.

The slow way is to build a readership across many blogs. You'll gradually spread your influence beyond each blog's core readers to new ones as they share your work with friends in Twitter, Facebook and other social networks.

The fast way requires a lot of hard work and more than a hint of good luck. If you manage to publish a guest blog spot on a particularly active and popular site, your work could suddenly go viral. Your story could hit the front page of Digg, or get tweeted across the entire micro-blogsphere.

- ➔ Short-term benefit - Reach front pages of popular social media sites indirectly by publishing your content on highly popular sites.
- ➔ Long-term benefit - Build up a solid following by consistently exposing your work to social media users who frequent different blogs in your niche.

LINK BUILDING

Most guest bloggers write for established blogs – blogs that search engines regard as pillars of authority and trust in their specific niches. If you're trying to earn high rankings in search results for your own blog or website, backlinks

from these leading blogs can be worth their virtual weight in gold. They'll add an air of relevance and authority to your own site.

Don't treat guest blogging as just another link-building tactic. Most blog owners won't post poorly written content that's been designed solely to get links. On the other hand, well written articles that include links to relevant websites are more than welcome on most blogs.

- ✓ Long-term benefit - Build up high-quality backlinks by providing useful content to high-authority established blogs.

NETWORKING

The established bloggers in any given niche are often connected to prominent figures in the related industry. When you provide good content for these bloggers, you build your visibility and reputation with the people who matter in that industry.

When you're first getting established, this is a great way to win attention for your brand. If you do a good job for the established leaders in your field, they'll be more willing to help promote you and your future projects.

- ➡ Long-term benefit - Establish solid relations with niche influencers and earn their support by providing high-quality content.
- ➡ Remember, the key to guest blogging is to provide high-quality, original, relevant content that adds value to others in your niche. Always strive to produce your best work to make sure you get the most out of your guest blogging strategy.

>>>> IN SHORT, THE OVERVIEW OF MULTIPLE BENEFITS OF GUEST BLOGGERS:

- Generate more traffic to your website;
- Attract (potential) customers / subscribers;
- Build (powerful) links to your site;
- Increase your brand awareness;
- Build the reputation of a real expert in your niche;
- Build contacts with bloggers;
- Learn other bloggers' tactics and methods;
- Get inspired by seeing what other bloggers do;
- Get feedback on what you do "from outside";
- Reach new communities and topic hubs;
- Get introduced to new niches you were unaware of;
- Become known in other "neighboring" niches (where you can expand your business to);
- Find new business partners;
- Share your story to a wider audience;
- Experiment;
- Become a better writer;
- Learn to communicate in various circles;
- Broaden your outlook: get to know more resources in your niche;
- Influence the influential (and become one of them);
- Help your campaign to go viral;
- Create an impressive online resume;
- Learn to cater for various types of audience.

➔ WHAT GUEST BLOGGING IS **NOT**

Before you start guest blogging, you need to clearly understand what it is NOT:

GUEST BLOGGING IS **NOT LINK BUILDING**

Despite the fact that guest blogging does build links to your website, it should not be used purely for this purpose. There are two reasons why:

By focusing on links, you are not going to create good content. Poor-quality content will be rejected by all decent blog owners (especially if they notice you are using them to build links. No one likes being used!);

You may still be able to get it published on a low-quality blog but the link will be worth nothing; the post will go in archive and you'll see no value from your effort (no matter which aim you were pursuing).

Only by trying to get all the aforementioned benefits of guest blogging you are going to get the most out of your strategy:

Guest blogging is valuable only if you understand how things work!

- You will only be able to drive value if you get your posts published at high-quality blogs with a "real" active readership. Links from those blogs will give you much more than just "virtual" link and PageRank power:

- ✓ They will drive actual followers to your site and promoters to your business.
 - ✓ They will "indirectly" result in dozens (maybe hundreds) of links from people who will be citing you, including your posts in round-ups and bookmarking your article at social media sites.
 - ✓ They will position you as expert and build your authority and brand awareness.
- This is only possible if you focus on the quality of your posts, if you sincerely try to provide value and get people interested.

GUEST BLOGGING IS NOT ARTICLE MARKETING

	E0 E0E0E0 E0 E0E0E0E0 26 5M445E3 4E MEESEB0D46	E0 E0E0E0E0 E0 E0E0E0E0E0 20 81E8B2H4 PC 40S1W446B0D46
Unique content?	Yes, absolutely	No (“Spun” content is NOT unique. Period.)
Extra links? (to your article)	Yes!	Hardly possible
Potential promoters and followers?	Yes!	Hardly possible
Increased exposure to social media?	Yes!	No
Networking power?	Yes!	Hardly possible
Boosting reputation?	Yes! (If you are great)	Maybe (if you are great!)

AND NOW SOME DETAILS ON EACH POINT:

Why is it important to build links through unique content?

Google filters out all duplicate-content articles, therefore only one of your links might be considered.

No one knows the exact answer to that question - therefore the safest bet is to create totally unique content (no copying, spinning, etc.)

What is meant by “extra” links here?

Your article published on a well-read blog will be cited, included in round-ups, bookmarked, scraped – this all will result in dozens of backlinks to your actual guest post. This will, indirectly, bring you dozens of backlinks.



Do blogs have more people who are likely to follow and promote your brand in the future?

Yes, absolutely. Let’s face it: blogs and article galleries do have different types of audiences. People check blogs while they only randomly check article

galleries (if they do that at all). Blog readers are much more likely to “stick” to you and help to grow your brand by spreading the word, linking, coming back regularly, etc.

Will a guest post bring you closer to social media front pages?

Absolutely! Blogs are MUCH more social-media friendly than article galleries. Blog readers are social-media savvy than random visitors of article galleries simply because blogs ARE social media. They have communities of their own – people who come daily to Tweet, Like, Digg, and Mixx every single post that gets published there



It's all the matter of contacts!

Now, let's just stop for a second and try to FORGET about links, social media front pages, traffic and all that stuff that we can't live without. Let's get back to the basics: **to people**.

Building contacts with real people is the most important step in promoting your business. You can't do everything yourself. If you think you can, you will fail. You need people who will follow you and trust in you. You need people who will bring friends to your business and who will get the word out when you need it.

Guest posting is the most effective way to **network with influential people** in your niche. By contributing value, you win the bloggers' hearts and turn them into believers. Next time you need them, they will be happy to help!

Building reputation through GREAT content

I've seen quite a few exceptionally great article directory contributors who have built their names via article marketing. But with guest blogging it is just easier. All you need is to be prepared to invest time and create REAL value, and you'll see your guest posts build your reputation – it really is a matter of a few months of active and “proper” guest blogging.

Conclusion: Let's be fair here: if you consistently submit great (not spun, but unique and valuable) content, you are likely to succeed with both the tactics. Besides, if you do guest blogging, it doesn't mean you can't try your hand at article marketing as well. **It all comes to how hard you are prepared to work and how much time you are prepared to invest** because you can't do both with the same content. You'll fail.

➔ HOW TO FIND GUEST POSTING OPPORTUNITIES







HOW TO USE GOOGLE TO FIND GUEST BLOGGING OPPORTUNITIES

Guest posting is one of the most effective ways to promote your blog, meet new audiences and build valuable contacts. Therefore most A-list bloggers guest post, and that's why if you are a blogger, you should too.

This post will help you to start. It lists some useful yet lesser-known Google search tips that will let you find valuable guest posting opportunities in your niche.

1. MAKE SURE YOU USE ALL SYNONYMS

Various bloggers use different words to invite guest authors. Some directly ask to “submit a (guest) post”, others offer to become their author or write for them. Even the most straightforward invitation can be expressed in different words: you can be asked to submit, suggest or send a post for example. Here's more or less complete list of phrases bloggers use to invite people to guest post:

-  “Submit a guest post” / “Submit post” / “Submit blog post”
-  “Add blog post”
-  “Submit an article”
-  “Suggest a guest post”
-  “Send a guest post”
-  “Write for us”;

- ☐ “Become an author”;
- ☐ “Guest bloggers wanted”
- ☐ “Contribute to our site”;
- ☐ “Become a contributor”;
- ☐ “Become guest writer”
- ☐ “(Write for our) guest column”.

Now, you may have noticed that all the phrases are surrounded by quotation marks . This is to force Google to search for the exact match. Otherwise you will get too-general results randomly mentioning “post”, “contribute” and “guest”.

If you add some words that describe the topic of your blog, you will end up getting tightly relevant results.

money "submit guest post"

[Submit a guest post - Get Rich Slowly](#)

www.getrichslowly.org/submit/guest-post

And the guest posts are an important part of what makes Get Rich Slowly a to learn about **money**. Yes, this blog has been about J.D.'s financial ...

[Submit Guest Post | How To Make Money Online For Begin](#)

www.makemoneyonline2dy.com/submit-guest-post/

Anyone interested in featuring his/her articles on this website as a guest post welcome to do so, however there are certain terms or obligations you must .





2. TAKE ADVANTAGE OF WILDCARD (*) OPERATOR

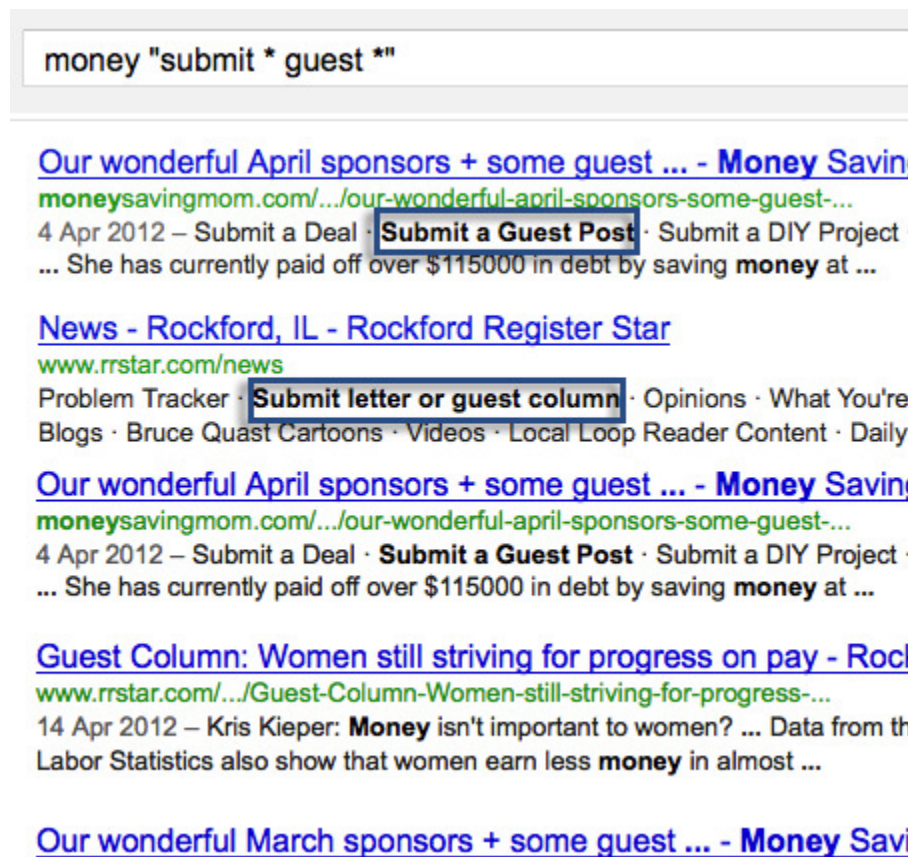
In the previous step I have mentioned using quotation marks for better search results targeting. But some guest invitations can be slightly different. For example, a blogger may write “Become our contributor” instead of “Become contributor” or “Send us your post” instead of “Send your post” but these blogs

will be filtered out because we were using quotation marks and thus instructed Google to search for exact match.

So how can we include all those slightly different results without sacrificing on relevancy?

This can be done with help of Google's Wildcard operator (*) which in search results get substituted by one or more words. So if we, for example, search for "submit * guest post" search results will include:

-  "submit a guest post"
-  "submit your own guest post"
-  "submit your guest post"
-  "submit one guest post", etc



3. USE 'OR' AND '~' OPERATORS TO BETTER DESCRIBE YOUR NICHE

More often than not, it is hard to describe your blog topic with one (or two) words. For example, your blog may be about money, saving, frugality, shopping, etc. The more words you use, the lesser results you will get, because Google will do its best to show you only those pages that have all of those words listed.

To get broader but relevant results, we should instruct Google to search for any relevant words. For that we can use OR operator between the words - “money OR saving OR frugality OR shopping” - because, essentially we are interested in guest blogging on sites covering any of these topics.

To go even further in this direction, we can use ~ operator before a word that may have many synonyms and related words, and thus instruct Google to look for all those synonyms. For example, a “~money” search will include words like “currency”, “finance”, “financial”, etc.

So what do we have in the end after we combine all the tips? Here we go:

MORE WAYS TO FIND GUEST BLOGGING OPPORTUNITIES

1. LOOK AROUND YOUR CURRENT BLOGGING CONTACTS

One of the best ways to start guest blogging is to use your current network. Guest post at your friends’ blogs: this way you’ll be able to try your hand at guest blogging in the friendly community you already know. You’ll get the useful feedback and helpful advice you need for a good and successful start.

2. LOOK FOR NEW, RAPIDLY-GROWING COMPETITORS

Well, the first thing to keep in mind here is that there are no **REAL** competitors when it comes to blogging (this is one of the reasons why I love it). Blogs can't really compete because each of them has its unique voice and thus takes its own place.

But there are blogs in the same niche as you are and it is a good idea to find new, emerging and rapidly growing ones and see what they are doing.

One of the best tips I was ever given was that when it comes to competitive research, **think young**. It is not easy to follow already established, high-authority blogs...they already have solid contacts and fans which help them move further.

New bloggers have nothing; they are hungry and they've got to be creative. Watching what they are doing and following their steps, you can learn a lot. It doesn't mean you have to copy everything they are doing – you'll notice yourself getting inspired by watching those active bloggers. You will also find plenty of unique ideas and way of doing things.

Look out for "places I guest posted" and "my guest posts" sections to see where those new and active bloggers promote their content and how.

3. SEARCH AND TRACK TWITTER

This is somewhat related to the previous one: you won't be able to (easily) find new bloggers in Google, because they don't have enough link authority to outrank more established blogs. But you will surely find them Tweeting. Besides, Twitter search is real-time – meaning that you'll find new and fresh guest posting opportunities.

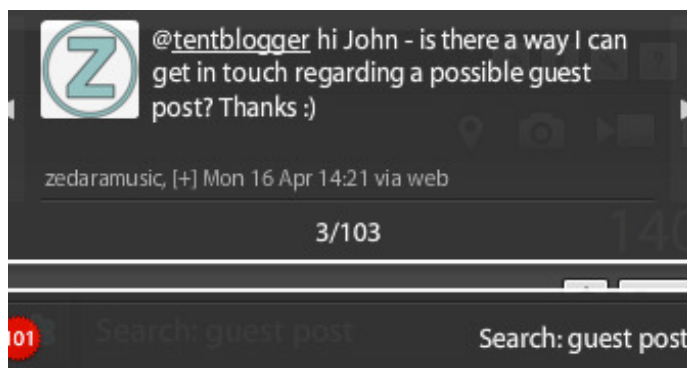
There are plenty of tools allowing to search and track Twitter; one option is to use [Seesmic Desktop](#) or Tweetdeck. Here's how it NOISELESSLY updates me of new related Tweets:

First thing to do is to configure its settings to notify you of new search results. Go to **SETTINGS > NOTIFICATIONS** and put a tick next to "NOTIFY ABOUT NEW SEARCH RESULTS".

You are almost done. Now use Seesmic's built-in search option to search Twitter for what you need. I was searching for "guest posts" in general. You may want to restrict the search to your niche like [guest post diet] or [guest post money].



Your search will be saved automatically and from now on Seesmic will quietly notify you of new search results via small pop-ups.



Now whenever you have new results, just go ahead and check out the new blogs and what they are doing.

4. JOIN GUEST BLOGGING COMMUNITY

[My Blog Guest](#) is a free guest blogging community all guest bloggers must join. It organizes guest posting offers and calls to let users find each other:

- ❖ The forum search is based on tags and allows you to find users sharing similar blogging interests. Profiles and blogs being added to the system are tagged
- ❖ The main forum threads are broken into general categories (like Technology, Business, Creativity, etc). You can filter by any of the categories to see threads within each one.



The screenshot shows the forum's navigation bar with page numbers (1, 2, 3, ..., 150, Next) and a 'New Topic' button. Below is a grid of category icons including Health and Beauty, Traveling, Sports, Cars, SEO & SM, Food, Green, Home Improvement, Family and Personal, Business and Edu, Creativity, Lifestyle, Entertainment, Technology, Finance and Law, Pets (marked as NEW), and General. There are also buttons for 'SUBMIT YOUR LOOKING FOR GUESTS OFFER', 'RSS forum feed', and 'Search in this forum'.

Topics	Replies	Views	Last post
Sticky: [SEO & SM] PageRank 4 MozRank 4.5 SEO , Blogging Tips by Techlunatic (1 2 3 6)	140	3,669	2012-04-05 15:45:44 by avatar33

Except for the basic forum features, there other options that help bloggers build connections through high-quality content.

One of the most effective guest blogging tools inside MyBlogGuest is the [Articles Gallery](#). Basically, it allows members to expose their content to the

gallery for blog owners to come to offer their blogs to publish the posts. **It gives authors one place to publish the articles for blog owners to come and apply.**

The screenshot displays a user interface for a guest blogging platform. At the top, there are eight category icons with labels: [Green], [Home Improvement], [Family and Personal], [Business and Edu], [Entertainment], [Technology], [Finance and Law], and [NEW] [Pets]. Below these are two search fields labeled 'Tag:' and 'Text:'. Underneath the search fields are sorting options: 'Sort by: [Number of Offers](#) [User Rating](#) [Date Submitted](#)'. A yellow banner contains the text 'Thanks to our Articles Gallery 49358 guest articles found awesome' and a 'Read more about' link. Below the banner is a table with columns for 'Title', 'Short Description', and 'Tags'. The first row shows an article titled 'Top 5 Nutrients for Healthy Skin' by an author, categorized under 'Health and Beauty'. It has 727 words, 0 attached media, and 3 offers. The short description and tags are also visible.

Title	Short Description	Tags
Top 5 Nutrients for Healthy Skin Author: [blurred] Category: Health and Beauty Number of words: 727 Attached media: 0 Number of Offers 3	Five nutrients that have amazing skin-enhancing benefits.	food, health, healthy eating, skincare, skincare information, skincare tips

➔ HOW TO APPROACH THE BLOG OWNER

HOW TO CHOOSE THE BLOG TO GUEST POST FOR

While the chapter was about finding the blogs, this section is about how to evaluate the host blog and estimate the value of your guest post there. While such popular metrics as Google PR, Yahoo! backlinks and Alexa rank are something to keep in mind, it is better not to focus on them. They have nothing to do with what really matters: **how large and active the blog audience is.**

The readership of the blog is what really matters. That's the heart of the blog. The readers are who you are going to expose your product or brand or expertise to.

A site may have PR 5 but no "real" (loyal) readers behind it. So, what's the use of writing for it then?

How do you tell if a blog is worth your guest post?

1. USE YOUR OWN JUDGMENT

Just a few minutes of browsing the blog gives you an initial (and most often correct) idea of how popular the blog is. I instantly look for the following footprints:

Random post comment count and quality

- ✓ How many comments are there for the two or three posts I randomly landed at?
- ✓ Are there any spam comments? (if there are, this may mean the blog is not moderated which is never a good sign);
- ✓ How detailed are the comments? (I love it when readers leave long comments detailing their opinion).

Random post social media buttons

- ✓ Twitter count buttons;
- ✓ Facebook likes and shares, ect.

Sidebar widgets:





Pay attention to and click through such widgets as “Recent comments” and “Most popular posts” to get an idea of how long ago the latest comment was posted, and what is well received with the blog's readers.

2. EVALUATE SOCIAL MEDIA POPULARITY

Twitter has made it easier to quickly evaluate any blog popularity. While other social media service (like StumbleUpon and Digg) largely depend on the site niche and topic, Twitter is universal in this respect; everything and anything under the sun gets Tweeted.

This is why how actively the blog is Tweeted usually reflects the overall resource popularity and relevance.

Topsy is a great tool for social media monitoring of this type. Just run a quick search for [site:blogdomain.com] – mind there are no spaces – and you will be able to see:

-  Most Tweeted posts from the domain all the time;
-  Most Tweeted posts from the domain over the past month, week, day or hour;
-  The number of found tweets for each post;
-  How long ago (and by who) each post was first Tweeted:



TOPSY

Search results 1–10 out of 10,856 about site:mashable.com [Create email Alert](#)

 Latest Results

- Past 1 Hour 387
- Past 1 Day 2,472
- Past 7 Day 11K**
- Past 30 Day 34K
- All Time 617K


Search

► Everything

[Trayvon Martin Killer to Be Charged: Twitter Reactions](#)
mashable.com/2012/04/11/zimmerman-charged-trayvon/

 **ochocinco** Chad Ochocinco
 Trayvon Martin Killer to Be Charged, Twitter Cheers – http://
 5 days ago Reply Retweet Favorite 973 more

[Fanpage Mobilizer Turns Your Facebook Page into an App](#)
mashable.com/2012/04/12/mobile-web-app/

 **mashable** Pete Cashmore
 Turn Your Facebook Page Into a Mobile App [VIDEO] – http://
 4 days ago Reply Retweet Favorite 1,574 mor

[Delicious URL search](#) will help you understand what users associate the blog with. It shows which tags people use to bookmark the home page. These tags also reflect the readers’ favorite topics, as well as expectations.

<http://myblogguest.com/>

What's it all about?

Comments

July 25, 2011



almcbride99 saved this link.

1 save

suggested by SEObook forum, resource for finder guest bloggers

◊ business

◊ marketing

◊ design

◊ blog

◊ tools

◊ sas_

◊ blogger

◊ resource

◊ directory

THE FIRST THING TO DO: GO THROUGH GUEST POSTING GUIDELINES

Most blogs accepting guest posts have clearly-cut rules and guidelines for their contributors. Be sure to learn the blog guest posting policy / rules (if there are any), and **follow each point religiously**.

The guest posting guidelines may include:

- ✓ Quality requirements, like how many words the post should have, how useful and unique it should be, etc;
- ✓ The preferred topics and subjects;
- ✓ Linking requirements and policies, like how many links you will be given from your byline, which anchor text you are allowed to use, etc;

- ✓ Post formatting and decorating preferences. For example, if you are required to find nice image to illustrate the main idea of the post, if you are asked to use screenshots, etc;
- ✓ Republishing policies, such as if you are allowed to reuse your article. Note: the usual and default practice is to only use the post ONCE for the target blog.
- ✓ Editorial policies, like if your guest post will be edited and to what extent.

Following each point attentively (and possibly referring to each of them in your email pitch) will be highly appreciated and increase your chances to be approved dramatically.

NOW PROCEED TO BRAINSTORMING A COOL GUEST POST IDEA

Yes, you need to know what goes well on that blog. But no, you don't need to amend your unique style. Blog what you are good at, don't ever try to appeal too much to an audience that can't appreciate who you are. Be yourself. Remember that by accepting a guest post, the blog owner hopes to breathe some fresh air into his resource. He looks for your unique voice, not for something he has already (successfully) done on his site.

Your post idea is crucial. It is going to grab the blogger's attention, interest and prompt him/her to get back to you to discuss the post. A post idea will also get the readers' attention and will make them remember you and your project (or blog). Thus you want the post idea:

- ✓ To be catchy and unique (something not really covered yet at the blog or looking at some other perspective of what has already been mentioned);
- ✓ To be relevant to the blog topic (to make sure you target the audience well).

☑ **Actionable advice:** Here's how I usually come up with the post idea: I browse the blog to get an idea of its main topic and then add my area of expertise. This usually results in a really cool post that grabs the attention of both the blog owner and his readers. For example, for a personal finance-related blog, I might suggest the topic, "Advanced Google Hacks to Search for Deals and Special Offers." (This would include some advanced but useful Google search operations to help readers find the best deals.) This way the post looks fresh and interesting to the blog readers, and at the same time, allows me to share my expertise.

☑ **Actionable advice:** Try searching [site:blogdomain.com guest post OR guest posts] – this will bring up tons of guest posts previously published at the site. This way, you will be able to see what other guest authors blogged about, how their content was received (commented, tweeted, etc), and what they did to grab the readers' attention.

```
site:http://blog.2createawebsite.com "guest post" OR "guest posts"
```

About 202 results (0.38 seconds)

[Guest Post](#)

blog.2createawebsite.com/tag/guest-post/

The Detailed Guide to Accepting **Guest Posts** – Part 2 · 20 Comments. This is a **guest post** by Ann Smarty of MyBlogGuest.com. It's Part 2 of last week's post, The ...

[Guest Posts](#)

blog.2createawebsite.com/tag/guest-posts/

5 Reasons I'll Reject Your **Guest Post** · 50 Comments. Since I started accepting **guest posts**, I've had to reject about 85% of the submissions. So I thought I'd ...

[The Detailed Guide to Accepting Guest Posts – Part 2](#)

blog.2createawebsite.com/.../the-detailed-guide-to-accepting-guest-p...

21 Jun 2010 – This week's post will focus on blog owners and highlight ways to make your blog more "**guest post** friendly." The guide to accepting **guest posts** ...

WRITE A GOOD GUEST BLOGGING PITCH

So, you have done your homework. You spent time investigating the target blog and its readership preferences and you have a great post idea. You are ready to contact the blog owner.

This is a very important step because it actually determines if the guest post is going to be arranged. So don't screw up.

People have various approaches and after some time you'll be able to work out your own. Here's what usually works for me:

- ✓ I am always brief and personalized. I always take time to find the blogger's name before trying to contact him;
- ✓ I mention my post idea and add why I think it will do well on the blog;
- ✓ I link to a couple of my previous posts to show my style;
- ✓ I never include too many links (as a message with lots of URLs may end up in the spam box).

USEFUL TIPS FOR **PERSONALIZING** YOUR PITCH

1. Get Serious about Finding the Blogger's Name

The most obvious place to look: "the About" page but even there bloggers may avoid mentioning their names. Here are a few more ideas to look further:

1) See how the blogger signs his/her post. A lot of WordPress and Blogger templates include the "Author Name" at the bottom of the article or below the title:

Why I Stopped Contributing to My 401k

Posted on December 13, 2011 by Jason (Frugal Dad) 

2) Check the Twitter profile.



J. Money 
@BudgetsAreSexy d.c.
Financial nerd and beer drinker. Co-founder of Love Drop.
<http://www.budgetsaresexy.com>


3) Search Google for “[Blog Name] interview”: bloggers love interviewing each other (within a niche) and get very personal answering the interview questions.

frugal dad interview

About 6,350,000 results (0.54 seconds)

[Living Abroad, Frugally: An Interview with Mom and ... - Frugal Dad](#)
frugaldad.com/.../living-abroad-frugally-an-interview-with-mom-and-...
Living Abroad, Frugally: An Interview with Mom and Son Team Behind RaisingMiro.com. Posted on February 24, 2011 by Jason (Frugal Dad). I recently had the ...

[Press | Coupon Codes | Promotional Code | Frugal Dad](#)
frugaldad.com/press/
Radio New Zealand: Nine to Noon, 27 March 2009 "Host Kathryn Ryan Interviews Frugal Dad" – My first radio interview. A little nervous at first, but after a couple ...

[PFBlogger Spotlight: Jason of Frugal Dad](#)
www.bargaineering.com/.../pfblogger-spotlight-jason-of-frugal-dad... 
9 Sep 2009 – Today I have the joy of introducing you to Jason of Frugal Dad, a site ... I hope, after this interview, you'll gain a little more insight into what he's ...

2. Mention the Blog *Name* in the Subject and in The Body

If you have ever received a (semi-)automatic pitch, you know that if your blog is even mentioned, that's probably its URL (because it is easy to source and paste automatically using variables).

If you want your pitch to stand out, include the ***name*** of the blog instead – this is most likely to be appreciated as well:

For example, from both the title and the logo, it becomes obvious that the owners prefer to call the blog “Freelance Writing Jobs” (versus freelancewritinggigs.com or even “Freelance Writing Gigs”):

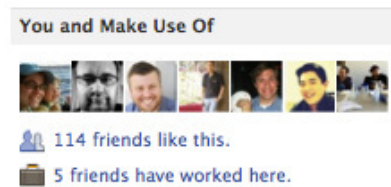


3. Drop Some Familiar Names (Optional but Effective)

Getting connected through a common contact always works best. If you and the blogger are in the same niche, you are almost sure to have common (blogging) friends. You can discover them on LinkedIn (if you are both lucky enough to be

well-networked there). Here's a short but actionable guide on [building contacts using social media](#).

While LinkedIn works best for that, other social networks would do as well. For example, Facebook page will also show you the common connections, so always check the blogger's presence on Facebook.



WRITE AND FORMAT THE GUEST POST

This step is the clearest one. Just grab a cup of coffee and write a good post. Make it unique and – well – awesome! **Remember that the blogger doesn't ask for anything in return for exposing your brand to his audience and linking to your resource.** All he needs is great content. With that in mind, just do as well as you can, and then even better.

To make sure your post is accepted, make the blogger appreciate your effort. Besides the obvious (writing a great article), make sure you style and format the post to target the blog.

Here is the post formatting checklist you should follow:




- ✓ Take an effort to do some searching to link to previously published articles from within your context. This is just a way to be polite and show the blogger you read him. This effort will be highly appreciated, trust me.

- ✓ Copy the target blog formatting (H2/H3 tags for subheadings, the use of bold and italics, etc);
- ✓ Copy the target blog style of using images. Many blogs use images to grab users' attention: most of the time there's an introductory image either aligned to the right/left or centered. There can also be images for each major subheading. Remember, if you do not provide the images, the blogger will have to look for them – thus it will take longer for him to publish your post. Besides that, don't forget to credit the images properly.
- ✓ Personalize the screenshots (if you have to visualize your information using screenshots, make sure to use the target blog in them).
- ✓ Create a clean HTML document (that can be easily copy-pasted to WordPress editor, unlike the text from a Word doc, for example, that usually creates some weird formatting issues);
- ✓ Send images in a separate file (for the blogger to easily host them at his blog).
- ✓ Link to your sources and use (and credit) images and multimedia under alternative copyrights or public domain.
- ✓ Proof read again and again until you learn the copy by heart. Then give it about 12 hours to lie untouched, go back to it and proof read again.

Rule of thumb: Don't send the post immediately after writing.

It is a wise idea to sleep on it. In the morning, go through it again and only then send it. This fresh look will help you find some mistakes and fine-tune your style.

WRITE YOUR AUTHOR BIO (BY-LINE)

A byline is that  paragraph that tells the readers who authored the guest post (yes,  and  are two keywords here).

The byline often contains links to the author's sites, and this is why too many guest bloggers put too much emphasis on that paragraph.

The rule of thumb: Don't even think about the by-line until you write the post!

The actual post is what you need to focus on, a byline is a secondary and far less important thing, simply because without a post there is no byline. So if you go too far to promote yourself in the byline, the post has a greater chance at being rejected.

A good byline contains no more than 3 sentences and no more than 3 links:

- ✓ Start it with your name and a short definition of yourself (Blogger, new mom...any words that best define you in your opinion).
- ✓ Follow with your main blog (I know most of us run quite a few but you should choose one). I for one don't mind keyword-based anchor text here but I am often too humble to use one myself. I'd say, for a good work on a post, the author deserves one good link with the anchor text of his choice.
- ✓ Mention your area of expertise or your main interests and where readers can find all the necessary information about you (this can be your online resume, most complete social media profiles, or your portfolio).
- ✓ Invite readers to follow you on Twitter (or other social media network that matters to you most). Mention your tweeting style and topics (like "I tweet about search and SEO, as well blogging in general").

This is a guest post by Ann Smarty a new mom and Internet entrepreneur. She blogs about Internet marketing, SEO and social media at SEOSmarty.com. If you want Ann to share her finds on SEO and blogging with you, follow her on Twitter.

GET ENROLLED AFTER YOUR POST IS PUBLISHED

Once your post goes live, your job is not done yet:

- ✓ Spread the word by tweeting, sharing on Facebook and other appropriate social media networks.
- ✓ Subscribe to comments and reply to each one.

Remember, the more you participate, the more people will remember your name and the more valuable connections you make. Soon after that, you will see people cite you and refer to you. Getting noticed and recognized via guest posting is hard work but it is well worth it!

➔ GUEST BLOGGING BEST PRACTICES

HOW TO GET ORGANIZED

The most difficult part about guest blogging is that it is **optional**. You don't have to report to anyone on the status and the results. So, you keep moving the guest post to a later date after everything else is done.

Thus, you end up with too few guest posts a month and too slow results. What you need is a plan to keep you disciplined.

- ✓ Make it a rule to write and submit at least one guest post a week.
- ✓ Add writing a guest post to your weekly work schedule.
- ✓ Plan writing a guest post for the beginning of the week (Monday or Tuesday).

HOW TO HANDLE NO RESPONSE AND REJECTION

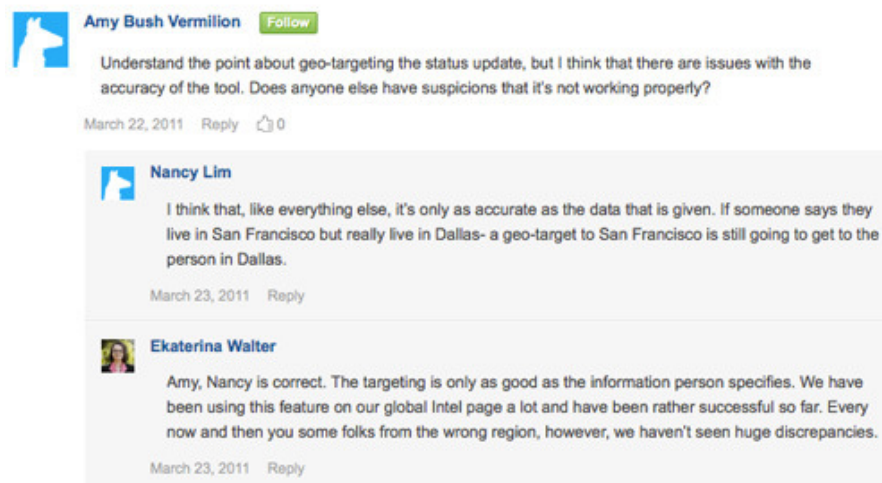
Most popular blogs have busy schedules, so don't be offended if your post doesn't go live at once. I know that after you work hard on the post, you may get overly anxious about the feedback but you may need to wait.

I usually wait for the reply no more than 1 week, then I send a notice to the blog owner saying that if I don't get a reply in the next couple of days, I will need to publish the post elsewhere.

LEARN FROM THE BEST! HUGE BRANDS THAT GET GUEST BLOGGING

#1: INTEL: CREATE AND SUPPORT A BLOGGING CELEBRITY

Intel has definitely made a good choice. Ekaterina Walter is a well-known guest blogger contributing to Mashable, The Next Web, Fast Company, Social Media Examiner and many more. She actively collaborates with readers by replying to comments and participating in discussions.



So what is Intel doing right?

The company lets Ekaterina build her own personal brand. She always links to her personal blog while making it obvious that she loves working at Intel.

Ekaterina has become a and Intel handles that perfectly. It brings the company credibility, which is an invaluable advantage.

#2: EVERNOTE: SHARE YOUR OWN SUCCESS CASE STUDY

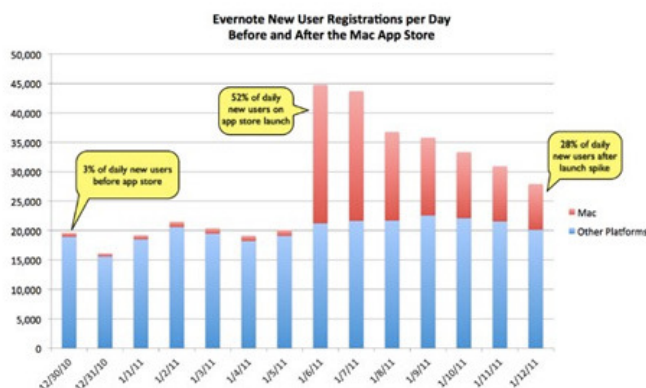
Evernote is one of the best to **illustrate the difference between self-promotion and sharing authentic case studies.**

Evernote’s CEO Phil Libin is a guest contributor at TechCrunch, sharing the behind-the-curtain and first-hand experience of promoting an iPhone application. This post was an eye-opener for many people, as it shared some pretty awesome stats.

Four Lessons From Evernote's First Week On The Mac App Store

PHIL LIBIN

Wednesday, January 19th, 2011



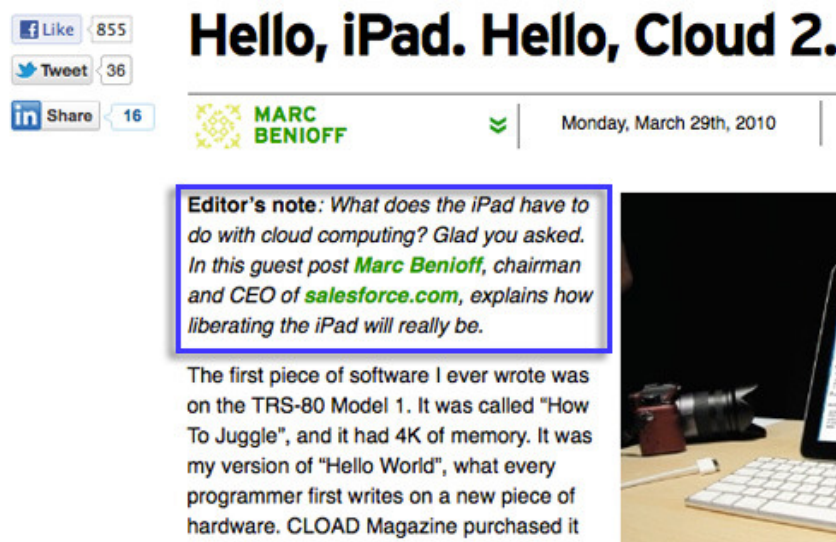
So what did Evernote do right?

Being really open and sharing your actual stats and tactics in a guest post on a popular blog may make you vulnerable to competitors who might try to copy your strategy.

But **the loyal community of social media advocates and exposure the guest post brings is well worth the risk.**

#3: SALESFORCE: GET THE WHOLE TEAM INVOLVED

Salesforce is one of those huge brands that takes guest blogging really seriously. For example, their CEO Marc Benioff guest posts at TechCrunch on the future of cloud computing; their coders guest post at the official Google Code blog, sharing how to build a Google Earth app for Salesforce.com Foundation grantees and how to visualize your cloud's data; and their MVPs guest post on file management.




Like 855
Tweet 36
Share 16

Hello, iPad. Hello, Cloud 2.

MARC BENIOFF | Monday, March 29th, 2010

Editor's note: *What does the iPad have to do with cloud computing? Glad you asked. In this guest post **Marc Benioff**, chairman and CEO of **salesforce.com**, explains how liberating the iPad will really be.*

The first piece of software I ever wrote was on the TRS-80 Model 1. It was called "How To Juggle", and it had 4K of memory. It was my version of "Hello World", what every programmer first writes on a new piece of hardware. CLOAD Magazine purchased it



So what is Salesforce doing right?

Incorporating your whole team in guest blogging means creating multiple voices around your business. Guest blogging should be a team effort. **Salesforce gives its employees the freedom to talk about what they are good at** and what they enjoy. The result: plenty of first-hand tutorials on using Salesforce and a lot of well-established contacts with bloggers.

CONCLUSION

Guest blogging is one of the best methods of increasing visibility on a web that is saturated with blogs, both good and bad. Rather than investing energy in the shady world of article directories and ezines that are flooded with questionable content every day, take some time to develop worthwhile posts for growing websites.

This guide has given you the information, and now all you need is some ingenuity and your natural writing abilities. Get started, and start reaping the benefits!