




# How to Guest Post Like a Pro

The purpose of this guide is to give you the tools and knowledge you need to make the most out of your guest posting efforts and **skyrocket your audience.**

## How to find the best places to guest post

You need to find sites that are relevant to your niche. Keep the following criteria in mind:

- The content of the blogs you are targeting is relevant to your niche.
- The audience of the blogs will be interested in your content.
- The blogs have an engaged audience that shares and comments on articles.
- The blog owners are active on social media, so you know they'll promote your content once they publish it.



## How do the guest posts perform?

Another important step is to look at some of the guest posts published on the sites on your list and see how they perform. Do guest posts get as much interaction as the articles published by the blogger? If the answer is no, then guest posting on that particular site might not get you much traction if your goal is to get traffic back to your site and build your authority.



## Do a bit of research

If you want to use guest blogging as an effective way to build your audience and a successful link building method, then you need to be strategic about how you approach it. Do a bit of research on each blog and gather useful information that could help you prepare your pitch.


Ask yourself...

- What is the level of audience they are writing for; beginners, intermediate or advanced?
- What type of content do they focus on; listicles, infographics, video content, etc.?
- What type of audience are they writing for; consumers or B2B?



## Determine what types of articles do best

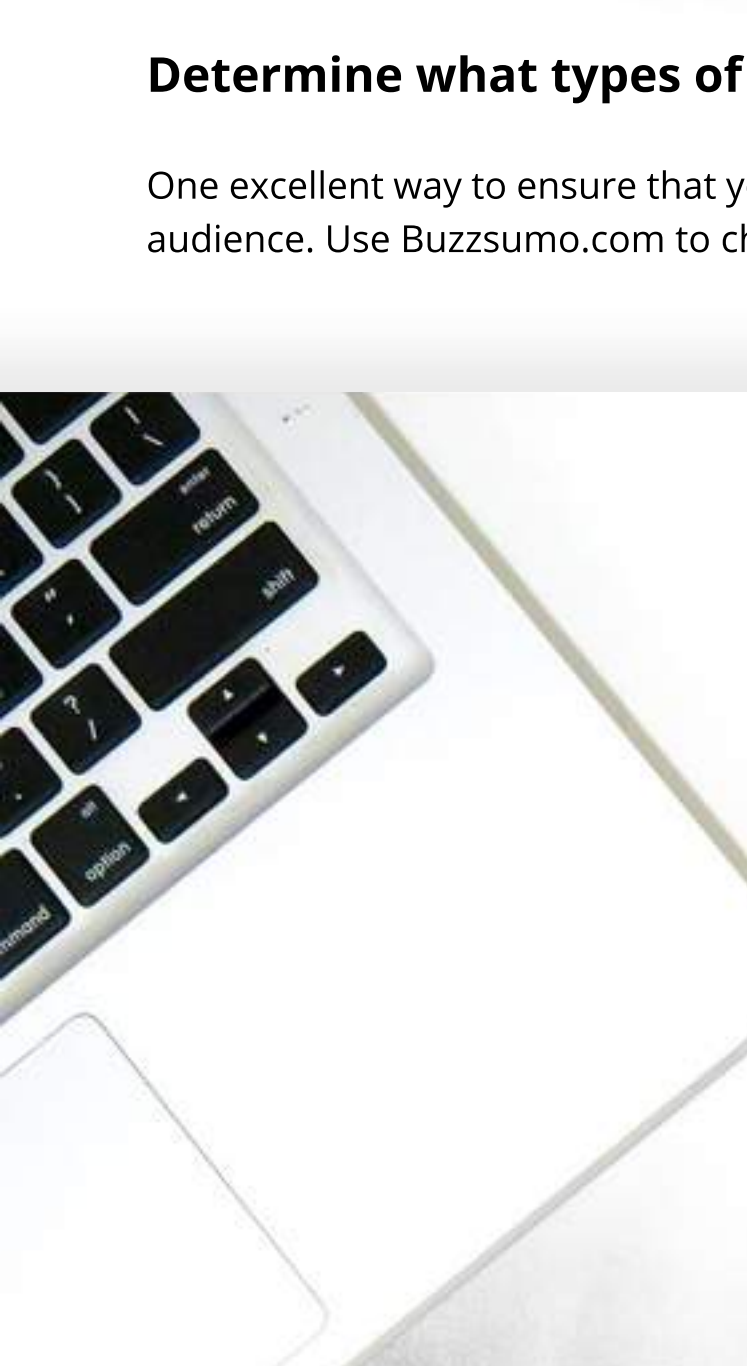
One excellent way to ensure that your guest post won't be rejected is to pitch topics that do well with the site's audience. Use Buzzsumo.com to check what content from a particular site is performing well.



## Build a relationship with the influencers

Imagine a stranger coming up to you, asking for a significant favor. Would you help them? Most likely you would refuse them. Well, when you send guest blog pitches to influencers in your niche, you are that stranger asking for a favor. Why should they take your request into consideration when they have other pitches in line from people they already know and trust?

That's why it's important that by the time you send your pitch, you've already developed some sorts of relationship with them. Comment on their blogs, share their posts and engage in a conversation with them on social media. That way, when you reach out to them, you won't be a complete stranger.



## Guest post pitching best practices

### Read the guest post guidelines

The last thing you want to do is to reach out to blog owners without reading the guest post guidelines first. That is one of the filters influencers use to determine which pitches they should ignore and which they should take into consideration.

### Personalize your email

Nothing turns off a blogger more than a generic email. Prove that you've done your homework and you know at least the basics about their blog and their audience.

### Flattery is unnecessary

You don't need flattery to convince bloggers to accept your guest post. This mistake is common among rookie guest bloggers. They will write something like: *"Your blog changed my life. I read it religiously. I love it so much!"*

This kind of adulation won't make the editors any more likely to accept your submission. At best, it will make them giggle before they hit the delete button. At worst, it will make them throw up in their mouths.



## How to submit your guest post

Now, that we've gotten past the boring but crucial parts, it's time to submit your guest post. Once again, you need to follow a few rules to maximize your chances of getting accepted.

## Create content similar to the blog you're targeting

It doesn't matter if you prefer to create short and concise articles for your blog. If the majority of the content on the site you're targeting is 2,000+ word posts with lots of images and screen shots, then that's what you need to create.

## Guest posting ≠ Advertisement

Remember, guest posting isn't a way to advertise your business or your products. On the contrary! Your primary goal should be to provide useful information that can help your audience add value to their lives. Any mention of your company or products should be limited and only used if it's relevant to the content.




## Format your content like the posts on the blog

Analyze the posts on your target blog. Do they use a lot of bullet points, images, bolded text, or another special formatting? Ensure that your content has similar formatting elements like other posts on the blog.



## Craft a compelling author bio

The author's bio is the part where you can finally promote your business, so try to make the most of it.



As you can see, guest posting isn't as easy as reaching out to some bloggers and asking them to share your content. It takes a lot of time, hard work and a strategic approach to ensure that once your guest post goes live your efforts will be well worth it.

In the end, try to remember that guest blogging can be a two-way street. Be open to guest bloggers and use every opportunity you get to create fresh content. Your audience will surely appreciate it.

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