

Guest Posting Secrets

25 Tips To Help You Get More Guest Posts



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Why guest post?

- Inbound links to improve your search engine rankings.
- Highly targeted traffic.
- Gain exposure and build your expertise.

As they say, famous bloggers become famous bloggers by blogging on famous blogs.

Who am I to preach?

Within two months of launching AgeofMarketing.com, I landed guest posts on some of the biggest sites in the internet marketing niche including ProBlogger, MarketingProfs, Business Insider, JeffBullas and Daily Blog Tips. So I know how to research, pitch and get guest posts published on a-list blogs.



Part 1 - Strategy

1. Get in the right mindset

Scared you do not have the credentials to submit guest posts? Don't be.

When I got my first guest post, I had not been published anywhere except on my own site.

What matters are not your credentials but the quality of your content. If you have a good piece, pitch it.

2. Start small

If you need to build your confidence, you can start by submitting guest posts to smaller blogs. Their editorial requirements are easier to satisfy. Plus it will give you a taste of the procedure.

In the long run, however, you want to...

3. Stick to the big blogs

Researching, writing and pitching guest posts takes effort. Best to pitch to blogs that give you a good return on investment.

A guest post on a smaller blog, for example, earned me 10 subscribers. A guest post on ProBlogger, in comparison, earned me 30 subscribers.

Now, multiply this over the long term, say 5 guest posts

Small blog: 5×10 subscribers = 50 subscribers.

Big blog: 5×30 subscribers = 150 subscribers.

Same amount of effort, 3x the return (50 vs. 150 subscribers).

4. Research your blogs

Create a list of 5-15 blogs you want to target.

Then go and read 5 posts on each of those blogs. Take into account the theme of the blog, the terminology they use, the formality of the language used, typical post length etc.

Also, if they have one, read through the submission guidelines (usually located on the 'write for us' page).

5. Make yourself familiar

As well as knowing what the blog is about, you also want to make the blog owner/editor know what you are about. Why? Because it is a proven fact that [familiarity breeds content](#).

So make yourself known to the blog by commenting on the blog or interacting with them on Twitter or Facebook.

If you still do not believe me then take a look at what Niall Harbison of SimplyZesty.com, a popular online marketing blog, has to say:

5. Make yourself familiar (continued)

“People pitch to us [SimplyZesty.com] all the time and about 90% of the time I turn them down. The problem is not the content but the fact that somebody you don’t know or have ever talked to coming straight out and asking you for something is never a good start to a relationship.

“Once I get to know somebody even over a couple of tweets I am far more likely to at least read their stuff and see if they are any good.”

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