

Guest Blogging For Online Entrepreneurs

How To Build Your Online Business One Post At A Time



Presented By Connie Ragen Green

"Your blog is your 'Home on the Internet'. Make it warm and inviting and your life will be filled with people you can build a solid relationship with for years to come." ~Connie Ragen Green

Table of Contents

An Introduction to Guest Blogging for Online Businesses	3
Guest Blogging 101.....	3
How does Guest Blogging Work?.....	4
Why Should You Guest Blog Anyway?	4
How to Find and Secure Guest Blogging Opportunities	8
The Responsibilities of a Good Guest Blogger	8
Finding Guest Blogging Opportunities	11
Making Sure Your Guest Post Generates the Outcome You Want.....	12
Guest Blogging Blunders to Avoid.....	13
Getting the Results you want from Guest Blogging	17
Gauging your Guest Blogging Outcome.....	18
The Goal is List Building.....	18
Let's Measure the Results	19
How to Publish More Content.....	20
Summary	21
Next Steps.....	22

Get the Results YOU Want from Guest Blogging



[Click here](#) to learn how

An Introduction to Guest Blogging for Online Businesses

Are you blogging? Have you at least thought about it? When it comes to doing business online, blogging can be an essential part of how you do business. Regardless of whether you are or aren't blogging, this report is for you. You'll find out guest blogging and how you can utilize it as a tool to help build your business.

Guest Blogging 101

So, what is [guest blogging](#)? Essentially it's where someone submits an article to a site that isn't their own. It's a wonderful way to build your credibility and to become a go to person in your niche. There are several reasons why you should consider becoming a guest blogger:

- It's a great way to build relationship with other experts in your niche.
- It's a good way to increase your website traffic and to get your name (and your business) out there.
- It's a way to build your mailing list.
- It's a way to help you get known as an expert in your niche and ultimately known as the



‘go to’ person.

- It’s a great way to build back links to your website.
- It’s an awesome way to build your credibility and online reputation.
- And last but certainly not least, it provides a way for you to get more guest blogging opportunities or even find joint venture (JV) opportunities

How does Guest Blogging Work?

The first step as a guest blogger is to decide what your goals are for guest blogging. Several things were already mentioned above, but you may have different goals in mind.

Now it’s time to figure out who the right audience is for you and your content.

Think about the blogs you already follow. More than likely you already know off the top of your head which of those have a bigger influence in the online world and which ones don’t. When you’re commenting on these blogs (you are commenting right?) it’s a way for you to get a feel for who the owner is and whether or not they share the same goals/ideals as you. If they do, this blog may be a great place to guest post at. But we’re not going to talk about that part of guest blogging right now.



Why Should You Guest Blog Anyway?

In this section, we’re going to go into further detail about the several reasons we mentioned above at the beginning of this report about why you should become a guest blogger.

1. **Build relationships with other business experts in your niche** – It’s a win/win situation when business owners help each other. Guest blogging now can turn into joint ventures in the future. One thing to keep in mind when it comes to guest blogging is that you want to make sure you have something to offer that is appealing in exchange.



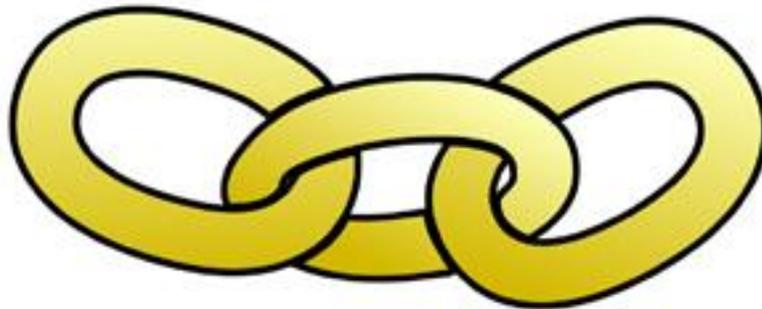
- 2. Increase your website traffic and get your name out there** – Guest blogging is a way to increase your traffic. But more importantly, it's going to be targeted traffic! Meaning, because you'll be blogging on sites within your niche, these audiences are already looking for you. Now that you've gained their attention and they know where to find you on the web, they can start spreading the word.



- 3. Grow your reputation as an expert** – By guest blogging and sharing your knowledge on your topic, people will be able to see that you know what you're talking about and start seeing you as an expert. Make sure you're giving them quality information they haven't heard before.



4. **Build back links to your website** – Building back links to your site is a great way to show Google your site is popular, important and relevant. Find out what the blog owner will allow you, in way of links, in your post. Normally, they'll let you add 2-3 links between the content and author bio. Be sure to use keywords in the text you choose to use as a link to your site.



5. **Build your brand and reputation** – The audience that follows the site you'll be guest blogging on has grown to know, like and trust the blog owner. Now it's up to you to garner some of that trust. Share quality content that the audience will be interested in and wants to read.



6. **Build your mailing list** – Because you’ll be gaining a highly targeted audience in your niche market, it’s going to be important to get them on your list. Make sure to entice new visitors with an opt-in offer they can’t refuse so they’ll sign up immediately for your list.



7. **Gain more guest blogging opportunities** – If you follow the rules of the host site, provide relevant, high quality information and bring your “A” game, more than likely you’ll gain more guest blogging opportunities from those that follow the sites you guest post at.

These reasons for guest blogging that we just went over are also some of the benefits for your online biz. One you learn more about guest blogging and do more of it, you're going to position yourself and your brand as an expert, the go to person, and this will more than likely get you recognized and sought after by other experts in your niche.

How to Find and Secure Guest Blogging Opportunities

As we've already mentioned, guest blogging is a marketing tool that helps you build your credibility, your brand, your online presence, increases targeted traffic to your site, and it also helps you build your list.

So, now that you know why guest blogging is important for your biz, how do you find guest blogging opportunities that will be beneficial?



Why do you want to Guest Blog?

You have to figure out what results/goals you want from your guest blogging efforts. Setting clear goals is going to help you narrow down eligible blogs in your market. Just because a blog is in your niche it doesn't mean it's a good fit – some won't fit with your brand or your beliefs. It's important you find blogs that will be a good fit because you're going to be linked to that blog. You don't want to post on a site that ends up being sketchy because this will look bad for your reputation and people will begin to wonder about you and your business ethics too.

The Responsibilities of a Good Guest Blogger

You want to ultimately be known as a good guest blogger and to do that, there are some things you need to be cognizant of.

1. **Research** – One of the biggest mistakes guest bloggers make is not taking the time to research potential guest blogs. This is an important step because you have to make sure your content matches the focus of that blog.



There are three things you should always know before you pitch a blog owner: what their guest posting guidelines are, what they/their site stand for and what their audience is interested in. This is even more important if you're choosing a sub niche.

2. **Follow the rules** – This is something we were taught as children but it's worth mentioning. If you don't follow the rules, the blog owner isn't going to be happy, obviously. So do your due diligence and make yourself familiar with what is expected of you as a guest blogger and do it!



3. **Check the reputation of the blog** – This is important because your reputation and credibility are on the line. Any site you guest blog on, you're linked to. So if you post on a site that turns out to be sketchy, that's going to be bad news for your credibility and reputation. Also, this means that if you didn't do your research about a blog and it isn't very influential in your niche, it's probably not going to give you much of an ROI (return on investment). And last but certainly not least, if you guest blog on a site that isn't relevant to your niche, you're certainly not going to get any targeted traffic which is often one of the

main reasons for guest blogging.



4. **Build a relationship** – Don't make the mistake of appearing as a guest blogger and then never being in touch with the site owner again. Participate actively on that blog by commenting frequently, but please make sure you leave comments that are relevant.



5. **Interact with the audience** – It's really important that you are actively participating with the audience. This means if someone takes the time to comment on your content, you need to make the time to comment back! And do it in a timely fashion.



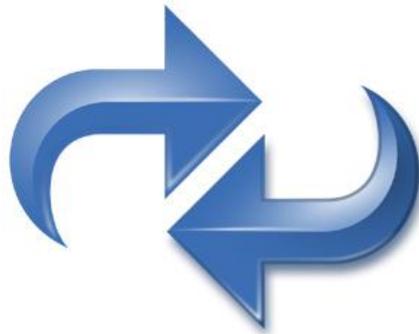
6. **Write outstanding content** – Give the audience something new.



Whatever you do, do NOT make the mistake of recycling old content and using that for a guest blogging appearance! You want to write brand new, unique, top quality content to use instead.

A good rule of thumb to follow – write the same quality of content you would for your own site.

7. **Recompense** – This simply means to return the favor. In other words, help promote the blog owner’s content (not just your guest post but their own content too). Share on your social media networks like Twitter or Facebook.



Finding Guest Blogging Opportunities

Everything mentioned in the section above will help you separate the good blogs from the bad. You should stay away from the blogs that:

- Have sketchy reputations
- Don’t have a lot of influence in your niche
- Don’t get a lot of traffic
- Inactive blogs



You can easily find blogs that accept guest post submissions by doing a web search. When you do the search, search for “your niche” + “guest blogging” to help bring up better results for what you’re looking for. Don’t make the mistake of randomly contacting blog owners in your niche thinking they’ll let you be a guest blogger – some

people don't accept guest bloggers. So, it's more effective to do a web search for the sites that are more than happy to take on guest bloggers.

Give Your Spiel

Now it's time for you to pitch your content ideas to the blog owner. Make sure you read their guidelines first before making your pitch and do what they ask. If they want just a topic and a few bullet points of what you'll cover, give them that. If they want a full blog post so they can review it and get an idea for your writing, then give them that. Whatever they want, make sure that when you send it to them you address them personally and don't use something generic like *To Whom It May Concern!*

Tell them who you are and what your business/blog is. If you have been a guest blogger elsewhere, give them those links so they can check out your work. If you don't have any guest posts out there for them to look at, give them some links to articles you've written.

Write Your Content

You've followed the steps, found a site to guest blog at and have now been given the go ahead. Now it's time to write your content. If you really want to make an awesome impression, find relevant posts the host blog has written that you can link to in your content.

Tell the audience what to do – leave a comment – at the end of your content. Creating as much interaction as possible will more than likely get you asked to guest post again in the future.

In order to find guest blogging opportunities that will be a good fit for you and the most beneficial requires you to spend some time researching, appearing professional and writing content that impresses.

Making Sure Your Guest Post Generates the Outcome You Want

Guest blogging requires a skill and takes some time to learn the ins and outs of it. But don't let that scare you off! With a little perseverance, determination and time, you will be able to generate the content you need to get the results you want.



When you're researching sites to guest blog on, remember to pick carefully. All blogs are not created equal. Keep in mind that you do not want to waste your time creating content for a site that doesn't have any influence in your niche, a site that has a bad reputation or a site that isn't relevant to your niche. Sites like these won't help you with gaining more targeted traffic, building relevant back links or building your mailing list.

Guest Blogging Blunders to Avoid

Below you will find some common blunders that guest bloggers make. Now that you're being made aware of them, you should avoid them entirely.

1. **Go into the process blind** – It's already been mentioned but it worth repeating – do your research! Any eligible blog in your niche needs to be thoroughly researched. Find out what the site owner expects of their guest bloggers. Find out their guidelines – can you include links to your site, do they have certain formatting rules you need to follow, basically find out everything you can BEFORE you submit your pitch to them. You should also find out about their traffic and you can do that via Alexa.com. And don't forget to go to social media platforms like Facebook and Twitter to see if the site is being talked about and to check out how many friends/followers they have.



2. **Shameless Self-Promotion** – Guest blogging is NOT a platform to blatantly promote yourself, your products or your website! This is a sure way to get a bad rep as a guest blogger and more than likely the site owner won't even publish your content (or will delete it once they catch wind of the self-promotion).

When writing your content focus on what you can add to the site that will help build them up. By taking the focus off of yourself and instead focusing on providing quality content that the audience will be interested in, it helps build your credibility and leave people wanting to know/learn more about you.



3. **Not solving the issue** – People are looking for answers to their problems. Look for ways you can provide answers to a specific issue the readers may have. Even if

you come up with something that is on the unusual side share it because it might peak their interest.



4. **Unresponsive to comments** – You want to get people to take action and comment on the content you’ve provided. Most readers will want to know more about you and interacting with them in the comments can be a great way to give them more insight to who you are. Provide relevant comments and try to keep that interaction going.



- 5. Not continuing the journey** – Don't guest blog once or twice and stop. Keep it going. When you're guest blogging on one site, think about the next opportunity. Or you can even set up a [guest blogging tour](#).



Getting the Results you want from Guest Blogging

Now we're going to take a more in depth look at a few ways you can get the results you want from guest blogging.

- **Focus on building your list** – An 'easy' way to do this is to choose a blog to guest post on that has a large subscriber list that is active. Meaning that they are actively commenting on the blog and of course purchasing products.

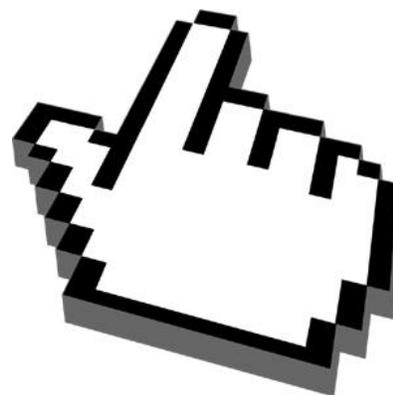
Check publishing frequency. Blogs that publish new content every day or every week give your content time to be seen by their vast audience and other visitors as well. More views can lead to more tweets, pins, likes and social bookmarking recommendations

When preparing your content, use a keyword(s) that the site you're appearing as a guest blogger on ranks high for. The reason behind this is that it will help you garner some of that traffic.

- **Use your links wisely** – Without blatantly self-promoting show how a product(s) you have and one(s) that the site owner has can complement one another.

If you are sending a promotional offer to your mailing list, find a way to contextually match it with the guest post you've created. Use the same keyword(s) that you're using in your guest post content. With one of your links, send visitors to the page that shows a sample of that promotional eBook or special report. In order to read the rest, they must click and subscribe on your site.

Don't forget to set clear goals you want your [guest blogging](#) to accomplish. Once you have decided what the goals are, incorporate them when you're doing your research, writing that compelling content and choosing a text link to use within your content.



Gauging your Guest Blogging Outcome

Once you've started to learn the ins and outs of guest blogging and are doing it regularly, you need to gauge your results. This is an essential piece the puzzle. It can be easy to get the approval to be a guest blogger but you have to pay attention to the outcome to decide if it was a good or bad decision.



The Goal is List Building

Once you begin guest blogging, you're more than likely hoping to get several benefits out of it. One of the more important benefits is building your list and not with just anyone, but with those that are targeted and interested in what you have to offer. When someone signs up for your list, this is the first step towards making a sale.

Once guest bloggers understand this, it helps them choose blogs that are complementary to their niche. This prevents extra work trying to weed out the interested from the uninterested. You'll already know that the blog readers are likely interested in what you have to offer (your services or products). It's just up to you to show them your expertise, skills, and creative marketing via your guest post.



Let's Measure the Results

One reason it's important to track your results is because it reveals a lot of things:

- How many subscribers you get from guest blogging posts
- How many conversions you get from guest blogging posts
- How effective the links are in your guest blogging posts
- Where your focus needs to be targeted
- What works and what doesn't

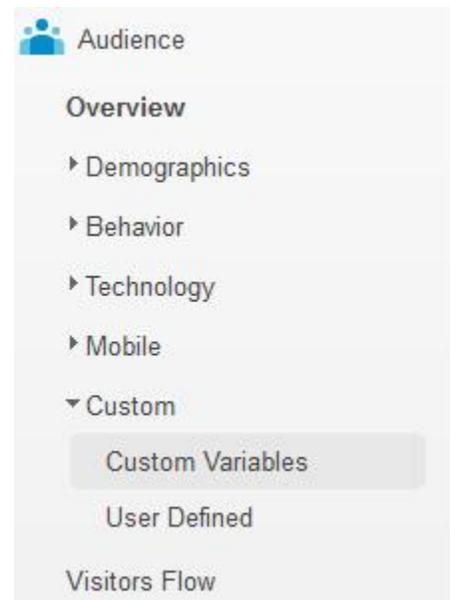
If you're looking at unique visitors, conversion rates, landing page performance and sales performance you'll be able to look at your dashboard and find out things that are trending and if there have been any improvements since your guest blogging appearance. To know for sure that a spike in visits or sales was due to guest blogging, a bit of fine tuning is required.

Try [Google analytics](#). This is a great tool that can offer real time reporting, custom variables, custom reports and more. If you're going to use it to measure your guest blogging stats, it's a good idea to create custom variables so it tracks certain demographic information about your visitors that might provide insight later on down the road.

After you've done this, you should create some advanced segments that will allow you to be able to track traffic that comes from different avenues such as social media, article marketing and guest blogging.

Then you'll be able to specifically look at the traffic that has come in from links created in your guest posts.

How does the program know where the traffic came from? When you set up advanced segments, you can set the dimensions. If it is from guest blogging, enter the domain name where the traffic will be coming from. You should also add any keywords you are using in your guest blog post that could be used to search and find that post. You can go even more advanced and narrow things down even more by entering a referral path if you know your post will be on a specific page of the website. If you have guest blogged in different places, add a new statement (listing where to pull information from) for each website under the same advanced segment for guest blog posts.



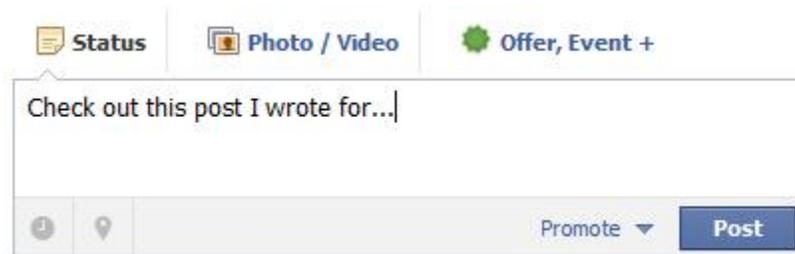
How to Publish More Content

The next step to guest blogging, once you've gotten the art of it down, is to recreate the results and get invited back. So, how do you get invited back?

1. **Read their blog** – Show that you had an interest in their blog long before you asked for a guest spot. Refer to some posts from the past that you liked or are relevant to the guest post content you are writing.



2. **Promote the heck out of your post** – Talk about your guest post appearance across all your social media platforms (Twitter, Facebook, LinkedIn, etc). You can even write an article for article marketing purposes and mention it in there! Basically you want to shout it from the rooftops (figuratively speaking of course) and tell everyone where to check out this content. This brings more traffic to the host blog and creates more links for you as well.



3. **Meet the need** – By providing what the site needs and in a way that they prefer, you're a contender. And that means the next time they find themselves needing some more stellar content, they'll more than likely ask you back. Why?
 - You provided a solution
 - You created original and trending content



- You didn't betray the trust of their readership
 - You demonstrated a level of expertise
4. **Get the audience engaged** – Show the audience how you interact with their readers in the comment section. Be specific with the readers – ask them to leave comments. And then of course you need to respond in a timely fashion when they do comment. This is a perfect opportunity to give some more in depth information that didn't fit into the content of the post.



Summary

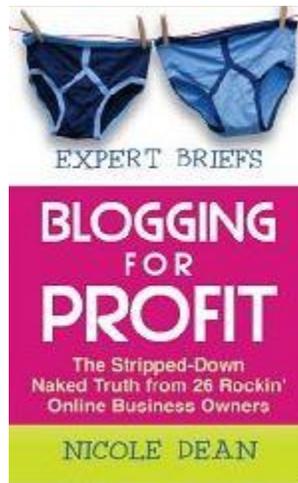
One way to explain measuring your ROI (return on investment) when it comes to guest blogging is to say it's like Christmas morning and getting those presents under the tree – you've been good, you've put in hard work and now you're waiting to see how that plays out under the tree. And while you're busy tracking your current efforts, don't forget to think about your next guest blogging opportunity!

Next Steps

By now I hope that you have learned enough about guest blogging from reading this Special Report to want to get started with this strategy to build your own online business. My friend and colleague, Nicole Dean has created a fantastic training course on guest blogging that is both thorough and quite inexpensive. You can pick it up at:

<http://GuestBloggingSecrets.com>

Nicole has also written a bestselling book entitled *Expert Briefs: Blogging for Profit: The Stripped-Down Naked Truth from 26 Rockin' Online Business Owners*.



Nicole exemplifies blogging as a solid business model, and has included many of the most successful entrepreneurs and bloggers in her book. You may pick it up by clicking on the picture above, or by going directly to:

<http://connieloves.me/Nicolebook>

Be sure to connect with me at my blog, <http://ConnieRagenGreen.com> and let me know how guest blogging is working for you.

To Your Massive Online Success,

Connie Ragen Green