



Quick Guide

Researching & Writing for Great Guest Blogging Sites

Full article:

<http://www.marketingforowners.com/guest-finding-researching-writing-great-guest-blogging-sites/>

1

Is Guest Blogging Really Dead?

Google guru Matt Cutts declared guest blogging for SEO purposes as a dead practice. **So if you're guest blogging as a way to game the Google ranking algorithm, think again.** But done correctly, guest blogging can:

1. Make your brand **more recognizable**
2. **Build your authority** in your particular industry
3. **Increase your website traffic**
4. **Widen your reach** to more quality audiences

2

Set Your Goals

Look at the bulleted list above and **determine which of those goals you're trying to achieve** with guest blogging. Get very clear on what you are trying to accomplish with your guest blogging efforts.

Keep a close eye on your progress towards them. **Monitor the appropriate analytics.**

3

Pick Your Audience

Unless you sell ultra-niche products, **don't limit yourself** when it comes to topic and audience selection.

That said – **don't try to be everything to everyone in one single post.** Be far-reaching with your topic and audience selection but be uber-focused when you write each blog post. Speak to each audience individually.

4

Find Your Blogs

1. Start with the blogs **you already know**.
2. Visit **well-trafficked online pet stores, information sites, and magazines**. Dig around and try to see if they have a blog. If they have one, check to see if they take submissions.
3. Once you have exhausted your own ideas, search **sites that will help you to discover more blogs**:
 - [Best of the Web Blogs](#)
 - [BuzzSumo](#)
 - [Moz Toolbar](#)
 - [Open Site Explorer](#)

5

Do Your Research

Find the blog's **posted guidelines and stick to them** religiously when you pitch. You only get one shot at making a **good first impression**. Don't screw it up!

6

Obey The Rules

The blogger may ask for **specific elements** e.g. a certain image quality and size, a minimum word count.

Making a site owner chase down a million different pieces from you is a sure recipe for them to 'postpone' publishing your blog post indefinitely. They gave you the guidelines they did for a reason. **Make sure you adhere to those rules.**