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.
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

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!

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.