

Guest Posting Cheat Sheet

A comprehensive guide to scoring guest posts on top blogs and websites

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Why guest post?

Guest posting is a powerful method to get your brand out there in front of people that matter. When you just start out in building an online presence, no one knows who you are. What if there was a way to instantly catapult yourself in front of thousands, if not hundreds of thousands of people all hungry for the products and services that you provide?

The answer is: guest posting! A guest post is a post written by you for someone else's blog or website. The idea is brilliant, actually, since both parties stand to benefit.

On one side, you have the famous blogger whose audience is hungry for content. On the other side, there is you, who has content and is hungry for an audience.

That's a match made in heaven, don't you think?

With the way Google's algorithms and the SEO industry has been progressing, it's no longer good enough to guest post ONLY to get a link - the value of a link is still high, but now, the value of the relationship you will build with the blogger and his or her audience is far greater.

SEO benefits are like icing on the cake.

So to summarize, guest posting has three major benefits:

- Providing content for a content-hungry audience
- Building a relationship with influential people in your niche
- Guest posting helps improve your SEO

The next step is to set yourself up in such a way that when you ask an influencer about a guest post, they can't help but notice you.

In fact, if you really do it right, *influencers will be knocking on your door asking you to post for them!*

Being formidable

The internet is HUGE. There are millions of blog posts published every day, and there is a good chance that quite a lot of them are *really good*. But the only way to get noticed in today's world is to be *ridiculously awesome*.

If you are just good, then you are like pretty much everyone else. But if you are *awesome*, then that's a whole new ballgame.

To be formidable, you can use the [Skyscraper technique by Brian Dean](#). Basically, you find a resource or post in your niche that is considered the best resource available. Then you make an even better version of it.

Next, you contact all the people that either shared or linked to the previously top post, and you drop them a quick line informing them of your new post. Here's a template you can use:

Hey [name],

How's it going? I really liked your post on [enter post title] and I noticed that you linked to [epic post title] from it. I've published a similar post with a new spin on it and I think you will enjoy it. You can see it here [your post URL].

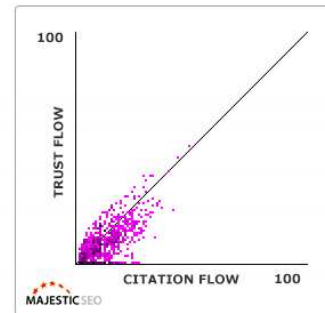
Cheers,

[Your name]

To find people that have linked to the epic post, you can use a service like Open Site Explorer, Ahrefs, or MajesticSEO. I personally prefer OSE or Majestic, but you can use whichever you like.

External Backlinks	Referring Domains	Referring IPs	Referring Subnets
49,692	646	609	547
In the last 5 years			
51,553	1,225	1,079	903

Page Title	Link Building Tactics - The Complete List
URL Searched For	http://pointblankseo.com/link-building-strategies/
URL Last Crawled	22 Jun 2014
Last Crawl Result	DownloadedSuccessfully



External Backlinks Link Profile

URL Backlink History

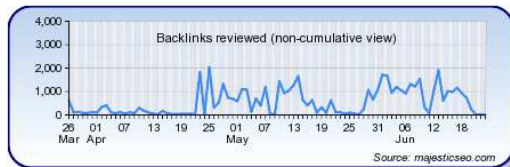


Chart shows the **External Backlinks** reviewed over the **last 90 days**.

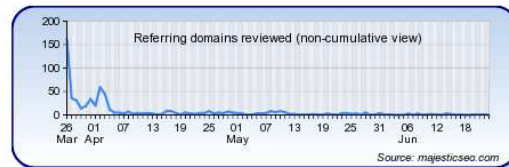


Chart shows the **Referring Domains** reviewed over the **last 90 days**.

Once you have a list of people, then you just have to fire off emails. Be prepared to do some work here! You'll need to send off hundreds of emails to get a handful of replies - but that's just the nature of the business.

I like to send emails to some people and just tweet at others. Sometimes you may get more bites from Twitter than email - so diversify.

Hopefully, this will result in enough people seeing and sharing your post that it generates some serious buzz in your circles.

You are a celebrity overnight!

Your Twitter followers will grow, you should hopefully get some email subscribers, and you'll probably get a lot of emails from other people in your niche. Some will want to work for you, and some will want to work with you. Some might even want you to work with them! Save all of these emails, as each one is a potential guest post!

Now that you have something epic on your blog, you are in a position of strength and can approach bloggers(if you haven't been approached already).

Ideally, you want to approach the bloggers that responded positively to your post. With those bloggers, your post would be a "foot in the door." Build a relationship, strike up a conversation, and when the time is right, subtly pitch a post. You'll be surprised what kind of posts you can pull off.

For example, my post on [50 Actionable Ways To Build Links To Ecommerce Stores](#) got so much attention in the ecommerce space that I managed to get a guest post opportunity(and build a relationship) with the guys over at Shopify. You can [see my guest post here](#).

Searching for more opportunities

Scouting for guest posts is not difficult. The easiest places to get guest posts from is blogs that already accept them! To do so, you can look on both Google and Twitter.

On **Google**, search for strings similar to the following:

keyword + "Guest post by"

keyword + "guest post"

keyword + "Guest author"

keyword + "Write for us"

keyword + "submission guidelines"

SEO Write For Us - Page One Power

pageonepower.com/seo-write-for-us/ ▼

We want to read what you have to say about **SEO**, link building, online marketing and social media.

Write for Us - SEO Andy

www.seoandy.net/about/write-for-us/ ▼

Write for Us. We are currently in a transition period to help ensure the future of SEOAndy as a resource hub for all small business marketing. As part of the move ...

Write for us - Triple SEO

tripleseo.com/write-for-us/ ▼

Guest Blogging Guidelines I will never publish unsolicited guest posts. All the people who have ever been lucky enough to get a guest post on my site I have ...

Write For Us | MonkeyFace SEO Blog | Guest Posting ...

www.monkeyfaceseo.co.uk/write-for-us/ ▼

Write For Us Here at MonkeyFace **SEO**, we offer anyone from rookies to professional writers the chance to get their **SEO** blog posts published to the masses.

Write for Us - Guest Posting on SEO Blog/Website

www.clickperfect.co.in/write-for-us/ ▼

Write For Us - writing guest post at Click Perfect will increase your authority in search engines. Join us for free and start getting free exposure from guest posting.

Write for us - SEO, Marketing, Design, Social Media - Web ...



www.webprofits.com.au/blog/write-for-web-profits/ ▼

by Alex Cleanthous - in 139 Google+ circles

Sep 12, 2013 - Our audience includes business owners, marketing managers, industry professionals, C-level executives and senior management.

Write For Us/Guest Blog: Inbound Marketing & SEO

thedsmgroupp.com/guest-blog/ ▼

If you're looking to share your marketing expertise with the world, you've found the perfect place. The DSM Group is the best full-service marketing agency in ...

You should end up with a nice list of results that you can begin reaching out to (outreach templates are included in this cheat sheet!).

On **Twitter**, search for things similar to above to get a list of tweets. Follow the links in the tweets to research which sites are accepting these posts. When you find a good one, and the original tweet was by the blogger him or herself, *favorite the tweet and follow them!*

This is your foot in the door, so start building a relationship. It's very likely that they will take notice of your follow/favorite and acknowledge it. If they do, start building a relationship.

Finally, you can scout for opportunities by researching your competitors' backlinks and seeing which ones come from guest posts. This is much more time consuming, but ensures that you have all of your bases covered.

You can also look for your competitors' mentions on Google Alerts or social media. This isn't as effective, since you'll be chasing leads - following your competitors where they go, but it's still something you can do(or outsource).

Easy guest post ideas

If you are stuck for ideas about guest posts, the easiest ones you can do are those that tackle the following questions:

Who, What, Where, When, Why, How

A single post doesn't need to incorporate all of them, either. Your post can be:

- How to do ...
- Who was...
- What happens when...
- Where to be...
- When is the best time...
- Why should I...

So while each post focuses on the main question of either who or what or where or when or why or how, the subtopics could be about the remaining questions! By following this formula, you'll always have a good number of ideas and concepts to talk about.

For example:

Topic: How to bake a cake

Subtopics: Who would enjoy baking a cake, what ingredients to get, where to bake it, when(how much) time will it take, why should you bake.

Another really easy post idea is a **list post**.

A list post is like the one I have on my blog: 50 ways to build links. They are very easy(that does not mean they take very little time, rather, there is ample information) to write and they are engaging for the majority of readers. It's no coincidence that so many posts you see popping up are all list posts.

Have a plan

Once you're ready to have a guest post published, it's important to remember that *you need a follow-up plan!*

A follow-up plan is a plan for what you are going to do with the flood of visitors you will (hopefully) get from your epic guest post!

You should have a goal in mind: do you want to generate more email signups, social media buzz, or drive sales?

- If your goal is email sign-ups, is your opt-in box ready? Do you have a series of emails ready to go as soon as people start subscribing?
- If your goal is social media buzz, do you have a good line-up of content that you are going to share?
- If your goal is sales, do you have enough inventory to keep up with the expected demand? Will you be able to handle it?

These are just some examples, but no matter what your goals are - make sure that you have both aspects of your marketing strategy in place: the customer's and yours!

Outreach templates

Here are some outreach templates that you can use in your efforts. Please bear in mind that nobody likes to see a mechanical email, so I've left a lot out for you to fill in to personalize the email to your recipient!

Email #1: The raving fan

Hi [name]

I've been following [website name] for quite a while and I can't tell you how much it has helped me [doing so and so]. I'm always looking forward to seeing a new post from you in my inbox!

I especially liked your post on [post name].

You know, there's one thing I (and probably a lot of your readers) wish you would write about, which is [guest post topic]. I know you are really busy, so here's an offer you can't refuse - how about I write it for you!

You can see some of my work at [your post], [your post], and [your post].

Cheers,

[Your name]

Email #2: The challenger

Hey [name],

How's it going? I was just reading your post on [post topic]. I really enjoyed it, except I feel that [so and so is wrong with it/I disagree with point X]. How about this: if you are up for it, I can write a post discussing the flip side of yours. It will open up some interesting debates in the comments, and I'm sure your readers will enjoy it.

You can see some of my work at [your post], [your post], and [your post].

Best,

[Your name]

Email #3: The helpful techie

Note: This email is more of a "foot-in-the-door" email. Use it to build a rapport.

Hey [name],

What's up? I'm an avid reader of [website name], and I've really been enjoying your posts on [subject]. One thing that I noticed was [something technically wrong with website]. You can easily fix this problem by [solution].

Just giving you a heads up!

Cheers,

[Your name]

That wraps up the cheat sheet. If you have any questions or comments, please shoot me a message from <http://bootstrappingecommerce.com/contact/> or send me a tweet to @BootstrapEcom!

Thanks for downloading!