

# Why Guest Blogging is The Best Inbound Marketing Strategy (A Data Driven Answer)

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Before we share the proven steps that can help you create high-value guest articles that'll improve your online business, let's look at a few case studies that prove the power of guest blogging.

- Gregory Ciotti used guest blogging to add 36,733 more qualified subscribers to his email list. That's an amazing feat.
- If you're going to build your email list through guest blogging, Gregory recommends that you avoid "byline blindness" – a situation where readers simply skip over your author byline and leave.
- To overcome this blindness, don't just close your guest post in a boring manner. Instead, use a proven 3-step strategy:

**i). Closing subheading:** On this blog, we use "conclusion" to show that our article is done. That's also what we use when we write guest posts. Other guest authors use "Over to you," or "It's your turn..."

**ii). Ask a question:** Greg usually asks a question when concluding his guest posts, one that flows smoothly from the topic. The question can be in a bullet point.

**iii). Place a small call-to-action:** The final piece of the puzzle to ensure that your byline isn't ignored is your CTA. The perfect call-to-action (e.g., "download my ebook") that's strategically placed in a bullet point will look as though it's a part of the content. Readers will gladly click on it.

- Here's the exact byline Gregory used when he submitted a guest post to Copyblogger:
  1. Leave a comment below telling me which study surprised, inspired, or taught you the most.
  2. For those who want more research-backed content, check out my free tactical kit on 10 Ways to Convert More Customers (with Psychology), which is free to download.
- By consistently creating an author byline using the above 3-step formula, getting people to click on your link and opt-in to your list is relatively simple. You should seriously study the formula and use it to craft an irresistible author byline.

## The Definitive Guide to Guest Blogging

- The demand for practicable, valuable and interesting guest posts is insatiable.
- Whether your business is large or small, you need the right content – content that will inspire prospects and customers alike to trust you.
- Great content does one essential thing: improve your brand image. It also gives the right audience a strong reason to listen to you.
- Follow these simple steps:

**1). Research your market:** When it comes to market research, leave no stone unturned. Essentially, every activity you carry out in your business is actually a kind of research.

- For example, asking your current customers how they feel about your new product or which feature they think should be added is a research process.
- Before you write a guest post, you need to conduct market research. Some of the questions you should focus on are:
  - ❑ What does my audience want?
  - ❑ Where else do my audience members hang out?
  - ❑ What answers does my target audience need and look for?
- The truth of the matter is that the better you understand your ideal customer, the more impact your guest content will make in their lives.
- One of the purposes of researching your market is to know your audience demographics.
- Demographic information is easy to measure because it's tangible and it's useful because it provides insightful data about individual customers.
- The fundamental demographic information you should collect about your target audience includes:
  - ❑ age
  - ❑ gender
  - ❑ education level
  - ❑ income level
  - ❑ occupation
  - ❑ geographic location/size of community
  - ❑ marital status
  - ❑ size of household
  - ❑ racial/ethnic identity
  - ❑ number of children
- Here are some simple steps to learn more about your audience demographics for a guest blog post:

**i). First step:** Go to [Alexa.com](https://www.Alexa.com) – On the homepage, input the URL of the blog you intend to write a guest post for (e.g., searchenginejournal.com) in the top right corner. Then click on the “Find” button.

**ii). Second step:** Analyze the blog authority – You want to know the average number of visitors your intended blog generates per day and the monthly pageviews.

**iii). Third step:** Analyze the audience demographics – Knowing the demographics of the audience you'll write for will help you align your content to better suit their needs.

- After deciphering your audience and figuring out how to tailor your content to appeal to that audience, you need to determine what you want to achieve with your guest post.
- However, creating an in-depth, keyword-optimized and valuable guest post takes time and not everyone is ready to do the work.
- It's better to target your guest article to meet a particular goal.

**2). Set a target goal:** You already saw the proof – online entrepreneurs are using guest blogging to grow their startup and digital businesses.

- To refine both your content and what the user wants, the connecting line is the “target goal” that you’ve set for yourself.
- So, if your target goal is to use guest blogging as a way to manipulate your search rankings, you’re in for a big shock.
- Of course, when you write and publish several guest articles on authoritative blogs, your search rankings will definitely improve, but that’s only a reward for the good work you’ve done. It shouldn’t be your focus.
- Before you launch your guest blogging campaign, set a target goal such as:
  - ☐ Generate your first 1000 blog visitors    ☐ Build 50 authority and contextual links
  - ☐ Add 500 new subscribers to your list    ☐ Increase your Twitter followers by 27%

**Remember:** you’re not just writing a guest article in order to help that blog grow. You also want to grow your own business – and to do that, you need to be specific with your target goals.

**iii). Find potential blogs to write for:** WordPress is the most used CMS in the world. As at 2014, statistics show that 74.6 million sites depend on WordPress, with over 23 million downloads.

- With millions of WordPress blogs already launched and more to come, it’s never been easier to find the right blogs to write for.
- But obviously, you don’t want to target every blog out there for guest post publishing.
- While many bloggers might take a scattershot approach – write a guest post and pray for readers to come – pro bloggers use a strategic technique.
- They find blogs with the highest potential for traffic, quality backlinks, and social media influence and target those sites only.
- Apart from contributing on popular and trusted SEO blogs like Moz, Search Engine Journal and Search Engine Land, whenever we’re looking for authority blogs to pitch our guest post idea to, we start with the search engine.

- Elements of the perfect email pitch:
  1. Concise
  2. Personalized
  3. Well researched
  4. Provide proof
- Let's assume that you want to write about Facebook ads marketing strategies. Start searching Google for that phrase, and evaluate the top 5 search results that show up.
- To find more authoritative blogs that will accept your guest post, Peter Sandeen lists the ["140+ Best Sites to Guest Post."](#)
- Two lessons here regarding guest posting:
  1. Use headlines that people would search for.
  2. And create more list posts.
- For example, of these two headlines, which do you think people would search for?
  - ☐ How to Build a Landing Page
  - ☐ How to Build a Powerful Landing Web Page
- The first headline is what people who want to build a landing page would likely search for.
- Therefore, If your guest post topic is "link building tactics," then you can add numbers to make it more clickable, shareable and valuable to the readers. Here are some examples:
  - ☐ 17 Link Building Tactics You've Neglected
  - ☐ 6 Simple Tactics to Building Quality Links for Your Blog
- Last but not least, you can find blogs in your industry that are accepting guest posts by conducting a quick search in Google using any of these search queries:
  - ☐ your keyword + "submit guest post"
  - ☐ your keyword + "write for us"
  - ☐ contribute guest article + "your keywords" + blog
  - ☐ guest post by + "name of author" (e.g., guest post by "Gregory Ciotti)
  - ☐ Article written by + "name of writer"

**iv). How to determine the best blogs to pitch to:** You've identified several blogs that you could pitch your guest post to. But, how do you know whether these blogs will help you achieve your goal?

There are three simple metrics that you can use to gauge a blog. The metrics are:

**a). Authority:** Domain Authority (DA) is an important website metric developed by Moz.

- Here are few key facts about DA. This information will help you better understand exactly how you can move your DA upward:
  1. Domain authority is based on a lot of factors. Primarily, however, these are link profile factors such as how many backward links are pointing to your website and how authoritative those sites are.
  2. It is very difficult to gain a DA number of too. Sites like Facebook and Google have it, so don't be disappointed if you never hit too.
  3. DA is difficult to influence directly. You can't change your DA score like you can change your meta tags.
- Since Domain Authority is a website metric that was developed by Moz, the best way to know the authority score of any blog you want to contribute to is to use Moz's Open Site Explorer.

**i). First step:** Go to OSE. On the homepage, simply enter the blog URL (e.g., [bloggingwizard.com](http://bloggingwizard.com)) into the search box. Then, click the "search" button.

**ii). Second step:** Analyze the score – At the left side, you'll see the domain authority of the blog you analyzed. Generally, links from high DA blogs tend to pass more SEO juice than those from lower DA blogs.

- Choose active blogs for guest posting. If people are actively using a blog, even one with a lower domain authority, your guest post will generate more traffic.
- However, for initial SEO value and social media signals, submit your guest post to industry blogs with a domain score of at least 30.

**b). Traffic:** The best blogs to guest blog for are the ones that can send you traffic. It doesn't matter how high their domain authority score is – if you don't get traffic from your hard work, you'll have wasted a lot of time.

- To get an estimate of the amount of traffic your guest post will generate from a particular blog, you could ask another blogger who has contributed to the blog.
- You can also estimate the traffic potential of that blog, based on the number of comments on a post. If a blog generates over 50 comments, that's a simple signal that the community is engaged.

**c). Brand:** It's easy to assume that any industry blog is right for you. But rather than make assumptions, find out what the brand represents.

- Although this metric is not a visible factor that you can easily notice in a blog, it has a definite bearing on your inbound marketing results.

- Your brand goal is quite different from others. You have to always consider this when looking for blogs to guest blog.

## Creating result-oriented guest articles

The type of content you create may change from written blog posts to visual content (e.g., videos, infographics, Slideshare presentations), but you can still use these quick tips to create result-oriented guest articles:

**i). Prioritize relevance over everything else:** Prioritize relevance more than any other factor. If your blog is about “business,” then sites like Entrepreneur, Business Insider, Inc, StartupBros, and so on are relevant to you.

- Work hard to get published on these blogs first before branching off to other blogs that aren’t as connected.
- In the same vein, if your blog is about ecommerce marketing, you may want to pitch your guest post topic to Shopify, BigCommerce, Volusion, EcommerceFuel, Etsy and other ecommerce-focused blogs.

**ii). Develop guest post topic ideas:** As you try to leverage guest blogging as your inbound marketing strategy, it may be challenging – and expensive – to do everything by yourself.

- If you don’t have enough money to outsource writing to freelance writers, you can still set up a system that makes it easier for you to write guest posts quickly.
- All you really need is to develop guest post topics. Don’t wait until you get a response from your guest post request to start your research.
- When it comes to developing a list of powerful topics and irresistible titles, you can use Digg. Digg is an old social syndication site that curates the best content around the web.
- Generally, if you run an internet marketing blog, some of the broad topics you can cover in your guest post include:
  - SEO
  - Conversion rate optimization
  - Paid advertising
  - List building
  - Social media
  - Backlink building
  - Email marketing
  - Blogging
  - Content marketing
  - Content promotion
  - Visual marketing

- With each of these subtopics, you can model one of the captivating headlines on Digg and make yours better and relevant to the blog audience you're writing for.
- One of the curated titles that caught my attention is:
  - ❑ How the Pop Song Got Its Groove Back
- Here are fresh titles that I created modelling that one:
  - ❑ How This 22-Year Old Blogger Got His Hacked Blog Back
  - ❑ How a Fashion Blogger Generated 1,000+ Email Subscribers
- Better yet, check the most shared content in your industry that's related to your guest post topic and model them to create your titles.
  - ❑ To get it sorted out, go to Buzzsumo.com. Enter your topic (e.g., make money with blogging) into the search box. Then, click the "Go" button.
  - ❑ Next, analyze the most shared blog post titles.