

Action Plan! ~ How to Guest Blog Your Way to Back Links, Credibility, and Exposure

Your checklist shows you what to “tick off”, once you’ve completed all the steps of this month’s project. Your Action Plan will help you go through it, without missing any of these steps.

<p>Create Your Guest Blogging Strategy</p>	<p>How and why will you use Guest Blogging to grow your business? Before you plunge headlong into Guest Blogging, decide on your strategy and create your personal Action Plan. Decide your Guest Blogging goals & what is most important. Perhaps to:</p> <ul style="list-style-type: none"> • Build up your own readership? • Increase your own blog traffic? • Increase comments and reader involvement? • Bolster your Blog Host’s weak spots? • Cultivate your Blog Host as a future JV partner? • Boost your status and visibility? • Connect with others in your niche? <p>How many posts do you want to write per week? Per month?</p> <p>How much time do you have to spend on Guest Blogging?</p> <p>What time slot in each day can you dedicate to guest blogging? Can you be consistent? Are you committed to making it a habit? Do you think it is worth it?</p> <p>Ask yourself what you want to be known for with Guest Blogging. How do you plan to provide value to Blog Hosts? How will you make sure you’re both speaking to the same reader?</p>
<p>Stay Supplied with Profitable Guest Blogging Assignments.</p>	<p>Be active in finding great Blogs in your niche to Guest Post!</p> <ul style="list-style-type: none"> • Get into a routine of searching for potential matches • Look for “clues” in Blog owner posts. (Are they going on a trip? Facing surgery? Complaining about being too busy? Have their posts decreased lately?) • Look in sidebars for open invitations for Guest Posters on Blogs in your niche market. • Avoid inactive blogs that are severely lacking in comments. (Pay attention to the quality of the comments, too! Blogs that let any Tom, Dick and Harry comment without removing spam or obscenities can’t enhance your page rank: In fact, a backlink from that blog might hurt it!

<p>Giving Your Profile a Boost.</p>	<p>You're not just building your profile when you Guest Post on someone else's blog. To be really effective, you have to be committed to building their status too – making them look like a hero to their subscribers.</p> <p>The better they look, the better you look. Here's how you can help:</p> <ol style="list-style-type: none"> 1. Social Networking – Writing the post is just the beginning; think of ways to Olympic-level fine tune even your social networking promotion. Supply links on Twitter with the actual blog URL in – not just bit.ly link. Use Facebook to display your guest post prominently with a good thumbnail. 2. Photos- Supply professional quality, original photos. Check first, to see if they would be welcome. Be sure to check if a Headshot is required for your bio; if so, supply it re-sized to fit perfectly to the Blog's specs. 3. About Me – Guest Blogging provides important opportunities for natural promotion. Be sure to make the most of your Bio blurb or Resource Box. Check first, to see if you'll be given: <ul style="list-style-type: none"> • A backlink • A by-line and article credit • Bio or Resource Box (bio is most common with blogs) 4. Behave like a Professional – Your expertise should be obvious in the content you provide. Speak with authority and confidence in your posts. Inspire your Blog Host's readers to start thinking and taking action <p>Use a spell checker – but don't rely solely on it! Proof your post a minimum of three times.</p> <p>Check all facts before providing them. Never "lift" a piece of factual information without going to the source for confirmation that the information is correct. (Don't rely on what you read in other blogs!)</p> <p>Make sure you only include facts relevant <i>to the Blog Host's readers</i> in your Bio. It's not about making yourself look good – it about interesting them!</p>
<p>Integrating Guest Blogging Into Your Current Marketing Strategy</p>	<p>Guest Blogging needs to be a part of your overall marketing strategy. It needs to feel natural and fit smoothly, since it is human nature to abandon or be half-hearted about activities that are not easy or pleasant. These simple steps can really help...</p> <ul style="list-style-type: none"> • Plan how you're going to integrate Guest Blogging into your overall promotion campaign • Plan your social networking to coincide with regular Guest Blog post promotion • Rank it in order of importance, and allot a reasonable amount of time to it daily or weekly • Let your peers know you are available to write Guest Posts. • Promote your Guest Post with emails to your list

<p>Follow up!</p>	<p>It's all about the communication. You've promoted your guest post: Now make sure you invite action from the people you're promoting it to.</p> <p>Include a call to action in your post and in your promotion – then follow up by engaging in discussion on your Host's blog,</p> <p>Answer comments promptly. Really listen to what is being asked.</p> <p>(Send your host a Thank You letter too!)</p>
<p>Tracking your Guest Blogging results</p>	<p>Figure out how you're going to track results. Will the Blog Host share stats with you? Do you feel comfortable asking? Figure out how you're going to evaluate results:</p> <ul style="list-style-type: none"> • By the number of comments? • Through your bit.ly links? • By the increase in traffic? Subscribers to your RSS feed? Longevity of the post (how long it continues to generate comments).
<p>Make the Process Easier</p>	<p>Effective Guest Blogging takes time and commitment. Using consistent strategies and habits will help you get into a rhythm, and very soon it won't seem like a big deal at all. Be diligent in following these tips:</p> <ol style="list-style-type: none"> 1. Write at the same time every day, or on the same day every week. 2. Pick a small selection of blogs you'd like to Guest on. Follow them daily. Get to know the readers and the page. 3. Keep a database-type file (Excel is great for this) containing guideline information, with fields such as "Bio?" "By-Line?" "Photos allowed?" "Backlinks?" 4. Constantly look for opportunities. Be proactive – but limit free-form research to specific, habitual time slots.
<p>Be Creative!</p>	<p>When it comes to Guest Blogging, don't feel you have to limit yourself to written posts. If you're Blog Host has a video plug-in, offer to provide a Guest Video to accompany your post (or his!)</p> <p>Offer to promote your post with an audio interview (if it's an important one – E.G. breaking news about a major software upgrade or change in accepted Social Platform strategy)</p> <p>Always look for that extra "twist" in your Guest Post subject. See how you can take the obvious one step further.</p>
<p>Pay Attention to the Details!</p>	<p>One of the best ways to achieve success with Guest Blogging is to stand out from your competition (meaning "other Guest Bloggers"). Pay meticulous attention to the mechanics of your post:</p> <ul style="list-style-type: none"> • Shorten your Headline and subheads by removing any unnecessary adjectives, conjunctions or words. When it comes to blogging, shorter is better.

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| | <ul style="list-style-type: none">• Make sure your first sentence piques curiosity to the point your reader can't resist seeing "what comes next"• Be diligent about promotion and follow up• Offer your Blog Host the chance to reciprocate. Be equally diligent in promotion for his post• Meet your deadlines. Be known for reliability!• Ask the right questions – ahead of time: Find out everything you need to know to make it drop-dead easy for your Blog Host. (He should be able to just drop your post in place, without any fixing, formatting or fuss.)• Pay attention to Style Guidelines and copy format requirements |
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Guest Blogging can boost your credibility very solidly – but only if you are as solid as a rock when it comes to deadlines, reliability and follow up. Make sure you plan your Guest Blogging well in advance to ensure your reputation grows in a positive, successful manner.