Guest Blogging Your Way to Back Links, Credibility and Exposure Checklist

- I have considered how Guest Blogging will move me towards my goals: (Check all that apply)
    - Drive traffic to my own Blog,
    - Increase my social authority and exposure
    - Garner subscribers and traffic; encourage comments
    - Allow me to connect and engage with people I can help
    - Lead to possible Joint Venture partnerships
    - Help me build a strong networking base
    - Other_____

- I am making a plan to reach my goals and am committed to following it. My plan includes:
    - Setting myself up for success with consistent, regular Guest Blogging habits
    - Staying focused on my priorities – and making sure they enhance or are in line with the priorities of potential Blog Hosts
    - Regular promotion and follow up as a vital part of my Guest Blogging strategy
    - Paying attention to details, and getting into the habit of seeing where I can tweak my content one step further
    - Focusing on blogs that are active, with regular posts and commenters
    - Other_____

- I've researched and found blogs that are actively seeking Guest Posters
- I'm paying attention to "clues" that other blog owners might welcome Guest Posters
- I'm paying attention to their formatting and style guidelines, and making sure I adhere to them
- I'm planning to be proactive about contacting likely Blog Hosts
- I've checked to see if they allow backlinks, bylines, bio or resource boxes
- I'm carefully noting, with each likely Blog:
    - What topics and types of posts they are looking for
    - What article length is preferred
    - Whether or not they want photos or headshots (and I'm making sure any headshots are resized to fit

- I know exactly why I'm a good fit for my potential Blog Host's readers

- I'm able to suggest potential topics with short, punchy headlines to catch their attention

- I am a regular reader of my prospect's blog

- I've contributed relevant, well-thought-out comments to my prospect's Blog

- I've analyzed the blog and become aware of: (Check all that apply)

    - The skill level of the readers

    - The "voice" and tone of the Blog in question

    - The pace, and how it's set up and affected by the use (or lack) of adjectives and adverbs; sentence length; the age demographic its language tells me it's slanted for

    - I know I need to pay attention also to the tone of the comments. I am analyzing them too (avoiding blogs with spammy or uncensored comments that might hurt my page rank if I back link)

- I've planned how to build relationships with key experts in my niche, and with potential Joint Venture partners

- I know that PLR is not acceptable in a Guest Post; I'm planning to supply valuable, original content

- I'm aware of the necessity for thorough proofing, and I've paid attention to every last formatting detail.

- I'm looking for opportunities to be creative; both in writing my posts and promoting them

- I've sent thank you letters to my first Blog Hosts, immediately after each Guest Posts

- I'm setting myself up to build my reputation as a sterling-quality Guest Blogger with a definite routine and plan

- I'm checking each post, not just for spelling and syntax errors, but to make sure each includes:

    - A short, punchy headline

    - An irresistibly compelling first sentence

    - A well-honed bio or resource box, conforming to that particular Blog's guidelines

    - A professional quality photo and perfectly sized headshot (if the Blog uses these)

    - Breaks in the text, so that readers can "scan" visually. I'm using subheads, bullets and lists, with lots of "white space" too.

    - Other_____

- I've checked to see how the Blog Host wants the content delivered:

    - if the Blog Host prefers me to log on and upload the post myself, with a log in and password she's created

    - In a .Txt file, via email

    - In a .DOC-type file

    - Other_____

- I've planned exactly how much time I'm going to commit, and I've set it up so that it enhances, not distracts from my other marketing strategies

- I have a plan for checking and tracking the results of my Guest Blogging, using a combination of:

    - Analytic-based methods

    - Monitoring search result rankings for my blog

    - Monitoring traffic increases, and whether or not there's more engagement from my readers

    - Using tools like bit.ly link tracking, to see how many clickthroughs post get on Twitter

    - Other_____