



# A Beginners Guide to Finding Great Outreach Opportunities

Guest blogging isn't just about gaining a new link back to your website.

Connecting with bloggers who are relevant to your industry is an excellent way to build networks, while creating connections with people online who have the potential to introduce your products and services to your target audience.

## How do I go about finding these websites and blogs?

The web is a big place and simply searching for 'generic keyword + blog' in Google might not return the specific results you need.

**Luckily there are a few tips and tricks that can help to narrow down your searches.**

### 1. Think outside the box

If you are looking for somewhere to promote your new pet grooming business, then you might want to look for a blog about pets and animals.

Instead of just searching for "pet blog" try thinking about all the other things that a blogger may talk about such as dogs, cats or birds.

You could take it a step further and think about searching for different breeds.

Searching for lots of related terms can help you to uncover some specialist or niche sites that may be well suited to the products and services you sell.

### 2. Use Google search operators.

A search operator is an instruction to Google to look for something very specific. This means the search results you see are more specific, this can help to save you time when searching.



Have go at including some of these in your searches:

- *Allintitle: 'keyword'*

This brings up websites that have the keywords you are searching for in the page title of the website.

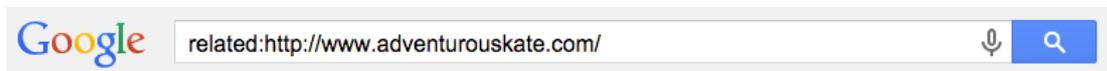
*Example:*



- *Related: 'url of blog your found useful and relevant'*

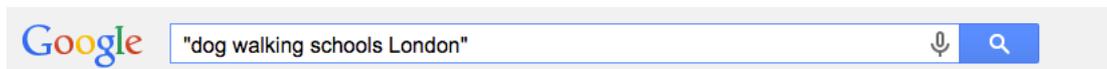
This operator helps you to find websites that are similar to a website you already like.

*Example:*



- *"Place words in quotes"*

When you put quotes around your search query Google will only return results that contain the exact words or phrase.



### **3. Search for people who are talking about trending topics related to your business.**

Is there an event, conference, or new product in your industry?

If so, bloggers and websites related to your industry are likely to be talking about it.



Discovering these can help you to build up a list of relevant blogs and websites who have already expressed an interest in writing about your industry.

**Tip:**

Find out if there are any social media hashtags associated with the event, conference or product launch and head to social media to find out who is using them.

Search their social media profiles for a link to their website.

**4. Followerwonk.**

Influential bloggers and websites are most likely to have a presence on social media.

Followerwonk is a great tool for searching Twitter bios. It can help you to find people who are interested in topics related to your business and you can even specify which country or city you would like them to be located in.

Once you've signed up with your own Twitter account, simply hit the 'search bios' tab and start entering related keywords. Try including 'blogger', 'journalist', 'writer' or 'editor' in there to make your results more relevant.

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after.

   search Twitter profiles    **Do it**    Exam realt oides

Location:  [fewer options](#)    [See example](#)  
 Name:     [See example](#)  
 URL:     [See example](#)  
 Min following:     Max following:   
 Min followers:     Max followers:   
 Min tweets:     Max tweets:

### Twitter users with "interior blogger" in their profiles

Showing 1 - 15 of 15 results (order by [relevance](#))

No filters	tweets	following	followers
<a href="#">follow</a>  <b>Dana Tomic Hughes</b> @DramaTomic    Sydney, Australia ...interior designer, <b>blogger</b> , founder of @yellowtrace, design eagle-eye, passionate about pork crackling...	9,882	245	2,990
<a href="#">follow</a>  <b>Mel H</b> @georgicapondoz    Sydney, Australia A <b>blogger</b> , stylist, decorator, lover of all things blue and white, interiors, fashion, food and anything that makes life a bit out of the ordinary.	3,750	880	547
<a href="#">follow</a>  <b>Suzi Boyle</b> @SuziBoyle1    Sydney Lifestyle journalist, <b>interior</b> designer, brand consultant & <b>blogger</b> (course!) Published by The Times, The Guardian, InStyle, Time Out. All for health&happiness.	515	533	518
<a href="#">follow</a>  <b>Jeanette Del Zio</b> @Jdz1    Sydney http://t.co/0lrYOHtWhl Des Arch. Honours Ambitious, Creative <b>Interior</b> Designer, <b>blogger</b> , lover of writing, the colour red, lighting and my nickname... JDZ.	666	1,639	421
<a href="#">follow</a>  <b>Julie Cartwright</b> @JuliaCDesign    Sydney Interior Designer   Lifestyle <b>Blogger</b>   Design Mentor   Inspiration Seeker	338	731	414

Once you have identified a list of potential contacts then head to Twitter to check them out. Look for how many followers they have, whether they list their blog URL in their profile and whether they are active on Twitter.

### 5. Look for links that bloggers share

Bloggers are very much part of a wider community and as a result will list out other blogs they love on their website.

Look to see if you can see a "links we love" or a "sites we like" page. Read their blogs and websites to see if they mention or collaborate with other bloggers in their own posts or on social media. Head to their websites to check them out for your own outreach campaign.



## **Go through your list and qualify potential websites:**

Once you have created a list of potential bloggers and websites that you may want to approach, it is recommended that you do a little legwork to make sure they are the right fit for your company.

Visit their website and ask yourself some of these questions:

- Do they have a blog?
- Can you see if they accept content from other people?
- Is their content high quality and relevant to your brand and audience?
- Do they write about products and services at all? If not then it may be a good idea to put your effort into contacting another website.
- Check the credibility of the blog by using moz.com to check their domain authority and link profile.
- Do they host competitions and giveaways?
- Is the blogger located in your country?

If the answer is yes to most of these questions then it looks like they might be a good fit for your business and you may wish to get in contact with them.

**To learn about how to pitch your ideas to a blog or website then read our “Beginners Guide to Pitching Your Idea to a Blogger” here.**