

**Meta title:** The Definitive Guide to Guest Posting

**Meta description:** Would you like to learn how to use guest posting to build backlinks, drive traffic, and generate sales? Read our guide and get started today!

# The Definitive Guide to Guest Posting

Businesses and marketers have used guest posting to drive traffic and generate exposure for years. There are plenty of success stories online that prove its effectiveness.

Bamidele Onibalusi from Writers in Charge [increased his website traffic by 342%](#) through guest posting, while Adam Enfroy [boosted his website's Alexa ranking by 600,000 and gained 247 backlinks](#) after writing just 8 guest posts.

Similarly, HelpScout [built their email list to over 36,000 subscribers](#) within 14 months through guest posting, while Virtual Valley [generated over 12,000 social shares](#) by writing guest posts.

If you're looking for ways to generate more exposure to your business online, you should definitely be looking into guest posting.

## What is guest posting

Guest posting is the process of writing and publishing a blog post on a blog other than your own. When writing a guest post, guest authors share their own ideas, insights, and expertise with another blog's audience.

A lot of writers and professionals from various industries guest post for a number of reasons, including gaining exposure, driving traffic, and building authority.

In its essence, guest posting sounds easy, but there are many elements to the guest posting process, and you'll need to get all of them right if you want your guest posts to produce substantial results.

In this guide, I'm going to show you how to find guest posting opportunities and teach you how to pitch your guest posts to editors and site owners. We're also going to talk

about what makes a great guest post and how you can extract the maximum amount of value from each guest post you publish.

## **Benefits of guest posting**

For those who do it right, guest posting has a large number of benefits. Guest posting can help you:

### **Establish authority**

Being featured on other prominent websites in the industry will help you establish yourself as an authority and industry expert, which, in turn, will make your target audience more receptive to your product or service offering.

Without authority, it'll be very difficult for you to convert visitors into customers or subscribers.

### **Build backlinks**

Most blogs allow you to place one or more links to your website in the post or author bio box. You can take advantage of this by pointing the links to your main page or another page on your website you'd like to rank.

Having high-quality blogs linking to your own website will improve your overall backlink profile and increase the chances of your website ranking high in Google's search results.

### **Drive traffic**

When your guest post gets published on a high-traffic blog, a percentage of the blog's readers will inevitably click on the links you placed in the post or the author bio box and end up on your website.

If they like what they see, they might come back to your website or become a customer straight away.

By linking to a gated content offer (such as an ebook) on your website from within the guest post, you'll also be able to generate valuable leads which you can then nurture into purchasing your product or service.

This is also a great way of getting more subscribers for your email list.

## **Grow your social media following**

You can use the author bio box to direct people to your social media pages and grow your social media following.

## **How to find guest posting opportunities**

The first step to becoming a successful guest author is learning how to find good guest posting opportunities.

### **What makes a good guest posting opportunity**

There are thousands of blogs out there that you could write a guest post for, but not all of them will be worth your time. At the end of the day, you should be looking to get as much value as possible from guest posting.

To be able to do that, you'll need to focus on quality blogs.

Here are the things you'll want to look for when deciding if a blog is worth pursuing a guest post on:

**Engaged audience** - Does the blog have an active comment section, with each post having at least a few comments? Do writers respond to the audience's comments and try to start a discussion?

**A large social media following** - One of the easiest ways to identify a blog with a big audience is to look at its social media pages. If the blog has a large social media following, it's likely that your guest post will be able to attract a decent amount of traffic.

**History of promoting guest content** - Look at the blog's social media pages to see if they actively promote guest posts. If they don't, your post will have a hard time attracting an audience.

**A byline with a link back to the author's website** - The minimum you should be looking to get out of a guest post is a link back to your website in the author bio box so make sure that the blog offers this to their guest authors.

**Dofollow links** - Links that pass "link juice" and signal to Google that a website is a quality resource on a topic are known as *dofollow* links.

Check if the blog you'd like to guest post on uses *dofollow* links for links to their guest author's website, or if they try to keep all the link juice for themselves by using *nofollow* tags.

**Pro tip:** You can use [URL Profiler](#) to check websites' backlink profiles, domain authority, as well as find their social media pages and email addresses.

## Create a list of prospects

Now that you understand what makes a good guest posting opportunity, you'll need to learn how to find them. Let's jump into it!

### Use Google search

Using Google is the simplest way to find guest posting opportunities. The following search strings will allow you to find more guest posting opportunities than you can handle:

Keyword + "guest post"

Keyword + "write for us"

Keyword + "guest article"

Keyword + "this is a guest post by"

Keyword + "contributing writer"

Keyword + "want to write for"

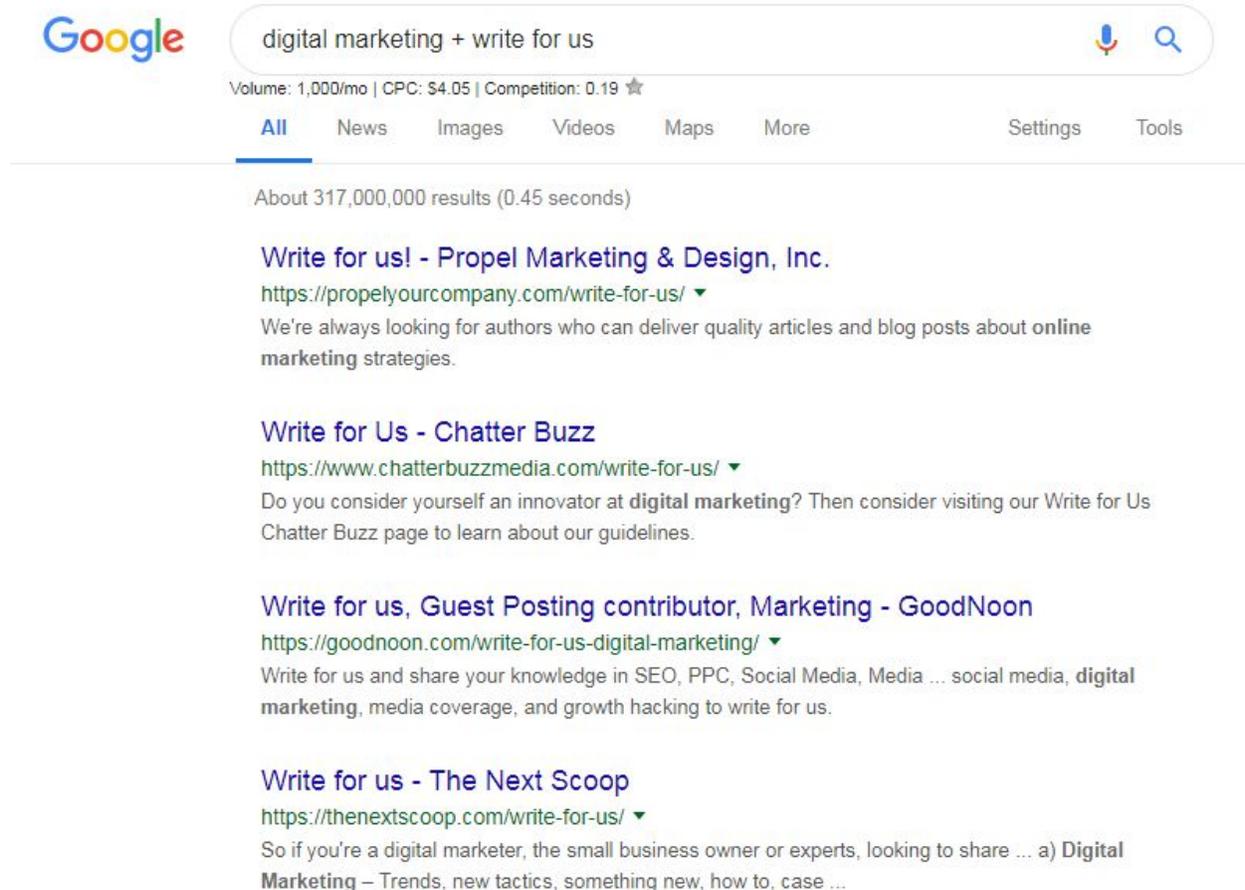
Keyword + "submit blog post"

Keyword + "contribute to our site"

Keyword + "guest column"

Keyword + "submit content"  
Keyword + "submit your content"  
Keyword + "submit post"  
Keyword + "This post was written by"  
Keyword + "guest post courtesy of"  
Keyword + "guest posting guidelines"  
Keyword + "suggest a post"  
Keyword + "submit an article"  
Keyword + "contributor guidelines"  
Keyword + "submit news"  
Keyword + "become a guest blogger"  
Keyword + "guest blogger"  
Keyword + "guest post opportunities"  
Keyword + "guest posts wanted"  
Keyword + "looking for guest posts"  
Keyword + "guest poster wanted"  
Keyword + "accepting guest posts"  
Keyword + "writers wanted"  
Keyword + "articles wanted"  
Keyword + "become an author"  
Keyword + "become guest writer"  
Keyword + "become a contributor"  
Keyword + "submit guest post"  
Keyword + "submit article"  
Keyword + "guest author"  
Keyword + inurl: "guest blogger"  
Keyword + inurl: "guest post"  
allintitle: Keyword + "guest post"  
Keyword + "guest post by"  
Keyword + "guest post written by"  
Keyword + "guest author today"  
Keyword + "my guest posts"  
Keyword + "places I've guest posted"  
Keyword + "the following guest post"  
Keyword + "guest post/blogging guidelines"  
Keyword + "contribute"  
Keyword + "this is a guest contribution"  
Keyword + "guest column/post"  
Keyword + "contributing writer/author"

Keyword + “guest blogging”  
Keyword + “submit your post”  
Keyword + “guest posting”



Google search results for "digital marketing + write for us". The search bar shows the query and the Google logo. Below the search bar, it indicates "Volume: 1,000/mo | CPC: \$4.05 | Competition: 0.19". The search results are categorized under "All", "News", "Images", "Videos", "Maps", and "More". The results show four entries:

- Write for us! - Propel Marketing & Design, Inc.**  
<https://propelyourcompany.com/write-for-us/>  
We're always looking for authors who can deliver quality articles and blog posts about **online marketing** strategies.
- Write for Us - Chatter Buzz**  
<https://www.chatterbuzzmedia.com/write-for-us/>  
Do you consider yourself an innovator at **digital marketing**? Then consider visiting our Write for Us Chatter Buzz page to learn about our guidelines.
- Write for us, Guest Posting contributor, Marketing - GoodNoon**  
<https://goodnoon.com/write-for-us-digital-marketing/>  
Write for us and share your knowledge in SEO, PPC, Social Media, Media ... social media, **digital marketing**, media coverage, and growth hacking to write for us.
- Write for us - The Next Scoop**  
<https://thenextscoop.com/write-for-us/>  
So if you're a digital marketer, the small business owner or experts, looking to share ... a) **Digital Marketing** – Trends, new tactics, something new, how to, case ...

## Take advantage of premade lists

Many blogs and websites have gathered their own lists of guest posting sites and published them online. You can take advantage of these free lists to help build up your own list of guest posting opportunities. Here are some of the biggest lists of guest posting websites currently available online:

[Outreach Mama's List of 700 Guest Posting Sites](#)

[Website Hosting Rating's List of 200+ Websites That Accept Guest Posts in 2019](#)

[Advanced Web Ranking's 150+ Guest Posting Sites](#)

[Peter Sandeen's List of 140+ Guest Blogging Sites](#)

## [The Writing Cooperative's 54 Guest Posting Sites](#)

### Use Twitter search

You can find hundreds of guest posting opportunities just by using Twitter. Log into your Twitter account, type “[keyword] guest post” into the search bar and you’ll be presented with links to websites that have previously posted guest posts on their blog.



### Analyze your competitors' backlink profiles

Create a list of your top five competitors and then paste the URLs to their websites into Ahref's Site Explorer. Go to the *Backlinks* section, and you'll be able to see all the links pointing to your competitor's website. Note that not all of these will be from guest posts. Filter for *dofollow* links on blog platforms to narrow down your search.

Referring page <sup>i</sup>	DR <sup>i</sup>	UR <sup>i</sup>	Referring domains <sup>i</sup>	Linked domains <sup>i</sup>	Ext. <sup>i</sup>	Traffic <sup>i</sup>	Kw. <sup>i</sup>	Anchor and backlink <sup>i</sup>	First seen <sup>i</sup> Last check <sup>i</sup>	Links <sup>i</sup>
10 Examples of Companies With Fantastic Cultures <a href="http://www.entrepreneur.com/article/249174">www.entrepreneur.com/article/249174</a> EN	91	47	445	40	73	2,871	1,446	<a href="http://sujanpatel.com/">sujanpatel.com/</a> ▼	30 May '17 5 h	2 ▼
Social Media Marketing Made Simple: A Step-by-Step Guide <a href="http://neilpatel.com/what-is-social-media-marketing/">neilpatel.com/what-is-social-media-marketing/</a> EN   WORDPRESS	90	46	384	88	206	10,649	2,336	influencer signing a contract with them CONTENT <a href="http://sujanpatel.com/social-media/10-examples-of-periscope/">sujanpatel.com/social-media/10-examples-of-periscope/</a> ▼	19 Jan '18 5 d	1 ▼
31 Business & Marketing Podcasts to Listen To in 2019 <a href="http://blog.snappa.com/business-marketing-podcasts/">blog.snappa.com/business-marketing-podcasts/</a> EN   WORDPRESS	75	26	38	37	110	1,099	1,097	their business to the next level. In each episode, co-hosts Sujan Patel and Aaron Agius discuss how to get more customers, earn CONTENT <a href="http://sujanpatel.com/">sujanpatel.com/</a> ▼	10 Jan '19 33 h	1 ▼
Survey Design 101: Choosing Survey Response Scales <a href="http://conversionxl.com/blog/survey-response-scales/">conversionxl.com/blog/survey-response-scales/</a> EN   ECOMMERCE   WORDPRESS	83	26	34	17	27	1,196	2,071	Especially in user experience research, where you're really trying to delight customers, not just satisfy them. CONTENT <a href="http://sujanpatel.com/customer-delight/">sujanpatel.com/customer-delight/</a> ▼	5 Sep '17 2 d	

It might take some time at first, but you'll usually be able to notice a pattern that will allow you to quickly discern guest post links from other types of backlinks.

## Use Ahref's Content Explorer

You can use *Ahref's* Content Explorer to find all the pages that discuss a particular topic. Just type in your keyword, and the Content Explorer will show you thousands of potential guest posting opportunities. You can filter these further by choosing minimum values for Domain Rating and organic traffic, as well as limiting the search to only show one article per domain.

151,222 pages		One page per domain	Highlight unlinked domains	Sort by Relevance	Trends: Last 30 days	Export
	<b>Digital Marketing Trends for 2017   Smart Insights</b> <a href="https://www.smartinsights.com/managing-digital-marketing/m...">https://www.smartinsights.com/managing-digital-marketing/m...</a> Digital Marketing Trends for 2017 The 14 top rated digital marketing techniques for 2017 according to Smart Insights readers in this article, I'll 15 Apr 2017 (first published 8 Sep 2016) - 2,334 words	Domain rating <b>87</b>	Ref. domains <b>351</b>	Organic traffic <b>693</b>	Traffic value <b>\$2K</b>	Twitter 1.1K Facebook 2.9K Pinterest 265 Total 4.2K Median 1.1K Details
	<b>Digital Marketing Is The Future Of Customer Support</b> <a href="https://www.forbes.com/sites/forbesagencycouncil/2017/10/2...">https://www.forbes.com/sites/forbesagencycouncil/2017/10/2...</a> Creating a video, FAQ page and an article on the same subject may seem redundant, but it allows customers to digest the information in their Jesse Himsworth - 25 Oct 2017 - 768 words	Domain rating <b>93</b>	Ref. domains <b>18</b>	Organic traffic <b>&lt;1</b>	Traffic value <b>\$0</b>	Twitter 1.4K Facebook 1.1K Pinterest 5 Total 2.5K Median 1.1K Details
	<b>Get your seo or digital marketing proposal done within 16 ...</b> <a href="https://www.slideshare.net/kevinmax121/i-will-write-seo-or-di...">https://www.slideshare.net/kevinmax121/i-will-write-seo-or-di...</a> Looking for writing a SEO or digital marketing proposal for your customers? or you need a complete marketing strategy plan to start your 16 Feb 2018 - 78 words	Domain rating <b>92</b>	Ref. domains <b>0</b>	Organic traffic <b>0</b>	Traffic value <b>\$0</b>	Twitter 20 Facebook 11K Pinterest 1.1K Total 12.2K Median 1.1K Details
	<b>Here's the 2017 State of Digital Marketing [Infographic]</b> <a href="https://blog.hubspot.com/marketing/2017-state-of-digital-mar...">https://blog.hubspot.com/marketing/2017-state-of-digital-mar...</a> Learn about the 2017 State of Digital Marketing with this infographic. Here's the 2017 State of Digital Marketing [Infographic] Amanda Zantal-Wiener - 11 May 2017 - 196 words	Domain rating <b>91</b>	Ref. domains <b>31</b>	Organic traffic <b>22</b>	Traffic value <b>\$161</b>	Twitter 569 Facebook 496 Pinterest 647 Total 1.7K Median 569 Details

## **Follow the influencer**

Finally, my absolute favorite method of finding guest posting opportunities is to research influencers and see where they've been writing guest posts. The main advantage of this method is that influencers will have already completed the vetting process and chosen quality websites to post on, freeing you from having to research those websites yourself.

Find influencers in your industry and check out their social media pages. They're probably posting links to their guest posts. Once you find one of their guest posts, paste their author bio into Google. Since most people use the same bio everywhere, you'll be able to see all the other websites on which they published guest posts.

Another thing you can try is doing a reverse Google image search on the influencer's photo used in the author bio box. This will show you all the other pages on which the photo was used, most of which will be on websites for which the influencer wrote a guest post.

You can also use a search string such as "guest post" + "[influencer name]" to find even more guest posting websites.

## **Research prospects**

Once you've gathered a list of potential prospects for guest posting, you'll need to do some additional research to increase the chances of getting your pitch accepted.

When researching a particular blog, start by reading its content to understand what kind of blog posts the blog's audience usually enjoys. See what topics they've covered extensively on the blog so that you don't make the mistake of pitching these topics.

Pay attention to the specific style and tone of writing so that you can emulate it more easily if you get the chance to write a guest post for that website.

Try to post insightful comments on a few of the blog's recent posts. Follow the website on social media and sign up to their newsletter.

If the blog has a page or post dedicated to explaining their guest posting or contributor guidelines, make sure to read these carefully. Ignoring their guidelines will most likely get your pitch ignored by the editor or webmaster.

Once you've brainstormed a few topics that the blog hasn't covered yet, and made sure to read their guidelines, it's time to send them an email.

**Pro tip:** If the website doesn't list their email, use tools like [Hunter.io](#) or [VoilaNorbert](#) to find it.

## Write the email pitch

If you want to be successful at guest posting, you'll need to master the email pitch. In this section, I'm going to guide you through each part of an email pitch and show you what you need to do to get your pitches accepted by editors and webmasters.

Before we start, I assume you already followed my advice on getting to know the website, its content, writers, and editors. Preferably, you've already interacted with some of the website's staff through comments on blog posts or social media posts.

### Craft the perfect subject line

The subject line will be the first thing an editor will notice about your email so you should spend extra time perfecting it. A great subject line is short (4 to 5 words) and is personalized for the recipient. When it comes to personalizing the subject line, you can use the editor's name, the name of the website, or a title of one of their blog posts.

### Keep it short (but sweet)

Your email pitch needs to be short but informative. Editors receive dozens of pitches every day, and they don't have time to read a long pitch. However, they do need to get enough information so that they can decide if a certain guest post would be a good fit for their blog.

Aim to keep your pitch [under five sentences](#).

## **Personalize your email**

I'm not a fan of sending lots of generic email pitches, hoping that something will stick. I suggest that everyone focuses on standing out by personalizing each pitch they send. Use the information you've gathered from your research and try to find something you share with the editor (e.g., a hobby). If you have a mutual connection, ask the person to introduce you.

Explain who you are and link to some of your work (if you've already been published). Finally, suggest up to three topics you'd like to write about, making sure to provide a short pitch for each topic. Let them know why these particular topics would be a good fit for their blog.

## **Attach your guest post (optional)**

Some publications will require you to attach a draft of your guest post with your application. Only do this if the website's guidelines specifically ask you to do so. Otherwise, there's no point in writing a post if you're not sure it will get published.

## **Don't forget to proofread**

Once you've written the pitch, don't send it just yet. Make sure to proofread it and run it through [Grammarly](#) to make sure that there are no spelling or grammar errors. Apart from your writing samples, your email is also proof of your writing ability and style, so you need to make sure that it's error-free.

Here's an image from CoSchedule to help you visualize your next email pitch.

# 6 ELEMENTS OF A Perfect Guest Blogging Pitch Email

*Pitching guest blog posts can be challenging. So, how can you write a pitch email that blog editors will love? Follow these six steps for success:*

To

Subject

**#1 Write a catchy subject line that summarizes your proposed post idea.**

**#2 Include a strong intro hook with a well-defined angle.**

**#3 Incorporate at least one detailed body paragraph. Think of the 5 W's here:**

**WHO, WHAT, WHERE, WHEN, WHY**

**#4 Tie it together with a short conclusion that restates why your idea is valuable to readers.**

**#5 Include your contact info in your email signature.**

Signature

**\*\*\* #6 Use proper spelling, grammar, and formatting.**

## Bonus: Guest Post Pitch Template

To make your life easier, here's a template you can use to write your next guest post pitch:

*Dear [Editor's Name]*

*[Mention how you appreciated some of their blog posts, and list specific reasons why you liked them].*

*I'd love to contribute a post to [Website Name].*

*I'm a [Explain who you are, and what you do]. I've written about [Link to Your Blog Post 1], [Link to Your Blog Post 2], [Link to Your Blog Post 3].*

*I have a few ideas for blog posts that I think might be great additions to [Website Name]:*

**[Title of Blog Post Idea No. 1]** - [Short pitch on the blog post and why it would be a great addition to their website].

**[Title of Blog Post Idea No. 2]** - [Short pitch on the blog post and why it would be a great addition to their website].

**[Title of Blog Post Idea No. 3]** - [Short pitch on the blog post and why it would be a great addition to their website].

*I hope you can let me know if you might be interested in having me cover any of these topics for [Website Name]*

*Thank you for your time.*

*Kind regards,*  
[Your Name]

## How to write a great guest post

If you did everything right and got your pitch accepted, it's time to write your guest post. Since you put so much effort into the pitch, don't leave a bad impression now by sending in a low-quality post.

You might want to guest post on that particular blog again in the future, so make sure to send them your best work and make them happy.

### Craft an amazing headline

The last thing you need to do before sending in your blog post is to choose a headline. The title of your blog post can make the difference between your blog post being read by a dozen people, and having it go viral and get thousands of shares.

For a great headline, use action words (such as *make*, *get*, *earn*), include a benefit for the reader, and try to elicit an emotional response from the audience. You can also use [CoSchedule's Headline Analyzer](#) to perfect your headline

### Use links where appropriate

Every time you cite a statistic, research, or study, make sure to back up your claims with a link to a relevant source.

Try to find a few relevant blog posts on the host blog and link to those from within your post to help the site owners direct audience to other relevant content on the blog.

### Add stunning visuals

Make your blog post more visually appealing by adding stunning visuals such as images, videos, and infographics.

You can use websites such as [Unsplash](#), [Freepik](#), and [Pixabay](#) to find quality visuals that you can include in your posts. If you can, create an infographic for your guest post using [Canva](#) or [Venngage](#) and include it with your submission.

## **Edit and format your blog post**

Make sure to proofread and edit your blog post with a tool like [Grammarly](#) before sending it in for publication.

Format the blog post according to the host blog's guidelines and make sure to use subheadings properly and include source links for all your visuals. Finally, run the blog post through [Copyscape](#) to make sure that it's 100% unique.

## **Maximize the value you get from each guest post**

Since pitching and writing quality guest posts takes time, you should make sure to extract as much value as possible from each guest posting arrangement. You can do that by:

### **Placing links within the post**

If the blog allows you to add links to your own website within the guest post, make sure to take advantage of this. Find content on your blog that's relevant to the guest post and use it within the post.

### **Taking advantage of the author bio**

All guest posting sites will give their authors a byline or author bio box where they'll be able to tell the audience something about themselves. Craft a short, 2-3 sentence bio that outlines what you do. You can also add a link to your website, social media pages, or newsletter signup landing page in the bio.

### **Replying to comments**

It's guest posting etiquette to stay and respond to comments for at least the first 24 hours after your guest post is published.

Apart from interacting with the blog's audience in the comment section, you can also direct visitors to relevant pages on your website in your comments. Do this sparingly, however, as to not appear to be spamming on your own blog post.

## **Promoting your post**

While your guest post will be exposed to the host blog's audience, you can give it even more exposure by promoting it yourself. Post a link to your guest post on your social media pages and consider adding in a little paid promotion as well.

## **Start guest posting today**

That's it! I've shown you everything you need to get started guest posting. All you need to do now is go out and do it.

One more thing - I want you to keep in mind that guest posting is a numbers game. Not all of your pitches will be successful, and not all of your guest posts will bring in tons of traffic and backlinks. Here's what you gotta understand about guest posting - it's a long-term strategy. Keep at it long enough, and you'll see amazing results. That's a promise!