

Beginner's Guide To Guest Blogging For SEO



Guest blogging is the act of contributing a post to another person's blog for building relationships, links, and exposure.

Choose authentic websites from the list based on strict criteria.

- Have authoritative link profile.
- Can bring you targeted traffic.
- Post high quality content only.
- Have significant social media followers.



Make a list of websites in your niche that publish guest posts.

- Use keyword search with search strings such as 'guest post', 'submit content', etc.
- Reverse image search a popular blogger to see blogs with his guest posts.
- Twitter search for guest posts related to your niche.
- Track your competitor's backlinks.



Send in your pitch to the selected websites.

- Choose a topic based on website's most popular blogs.
- Comment on website's posts to get noticed.
- Send an email highlighting your intentions to write a blog.
- Include a few suggestive topics, your experience, and links to your published work.



Write and send your guest post within given timeframe.

- The post should be of optimum length.
- Use custom snapshots, flowcharts and images.
- Include internal links in your content.
- Once published, actively respond to comments, promote your guest post and thank the website.



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