

HOW TO BE A PRO GUEST BLOGGER: A COMPLETE GUIDE

Scared of starting a blog? Got a blog but SEO won't help? Tried Guest Blogging without any results? Perhaps you just weren't doing it right. Here's a quick checklist of doing it the Right Way!

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Guide to Guest Blogging

1. Set Your Objectives

- Make them S.M.A.R.T.
- Set your sights high, but start low.
- Improve over time.

2. Research Your Prospects

- Save influencers in lists.
- Find common topics to talk about.
- Find previous Guest Posts that did well.

3. Don't Forget the Golden Rule

- Follow their social-media accounts.
- Be helpful, but not creepy.
- Establish a long-term connection.

4. Write the Guest Post Pitch

- Understand the WHO.
- Validate the WHY.
- Show them the HOW.

5. Create the Greatest Guest Blog Article

- Make it epic.
- Make it interactive.
- Make it fun.

6. Link to Your Lead Magnet

- Try to sprinkle your link in the Guest Post.
- Make your Author Byline shine.
- Use a Call To Action for your Lead Magnet.

7. Measure Your Results

- Use Google Analytics to see incoming traffic.
- Use your own specialized tools to measure quantity and quality of leads.
- Count the number of customers vs leads.

8. Follow Up and Repeat

- Wait a few days after the article has gone live.
- Offer suggestions of improvement.
- After about a month, talk about doing another Guest Post.

9. Final Tips & Tricks

- Choose your guest posts carefully.
- Use the tools to optimize your time.
- Always be nice and optimistic.

Measuring Your Results

Consumption Metrics. These take into account both the quantity of visitors coming from the Guest Post to your Lead Magnet, but also the quality of visitors, via Bounce Rate, Time One Site etc. The same can be measured on the actual post itself.

Sharing Metrics. Again, you should measure these on the Guest Post, but also on your Lead Magnet. It will give you an idea of how useful your content is to your target audience.

Lead Metrics. Readers and sharers are great, but they're nothing without people actively engaging with your content. On the Guest Post side, these metrics are the comments you get. On your Lead Magnet, they're the people who've decided your offer was enticing enough and sign up with their email address.

Sales Metrics. What are leads if not a step closer to sales? It's lovely to think you could sell something directly to people coming from a Guest Post. If the offer is great and the price is right, that might just happen. But more often than not, you will track sales weeks and months after your Guest Post went live, after you've actively (and genuinely) engaged with your leads.