

# GUEST POSTING *Secrets*



**BUILDING BUSINESS  
WITH GUEST POSTING  
ON HIGH TRAFFIC WEBSITES**

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# Foreword

Guest posting is a relative new tool that in being used to internet marketing but it is fast gaining credibility and popularity. The novelty of this new style is quite refreshing especially if the material posted is innovative, entertaining, and informative all at the same time.



## ***Guest Posting Secrets***

Building Business With Guest Posting On High Traffic Websites

# Chapter 1:

## *Guest Posting Basics*

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Basically as with all other tool available on the internet, the end goal is to be able to create enhanced traffic flow to a particular site.



## **The Basics**

Sometime the viewers may start go get bored with the host's material and with the introduction of guest postings new "life" is breath into the site. This may come in the form of new but related material, comments, or thoughts and ideas for a better value on the sight.

Generally the individual will create material for a blog posting which will then be offered to other sites for posting. These sites can be similar, related, or complimenting in nature.

It can also be done as an exchange style. The end desired goal is of course the ideal situation where the post will be shared with other social networks and their members or readers thus creating the added mailing list for the original writer.

This then allows the original writer to get more links which will contribute to the building of new connections, gain new readers who may turn out to be possible customers, and also help to establish the writer.

An established reputation should be underestimated in terms of future possibilities of revenue earned based on being hired to write for others for a fee. It is also beneficial when it come to drawing and keeping a loyal following to wherever the writer posts material.

All these factors will contribute to the enhancement possibilities of ensuring traffic flow to the site and as this is the dominant factor in trying this new tool there is really nothing to lose but a lot to gain.



# Chapter 2:

## *The Benefits Of Guest Posting*

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As in everything tried there has to be the attracting feature of benefits as an incentive. With guest posting there are several benefits that are very attractive indeed.





## **How It Helps**

It brings the individual to a whole new awareness of having to raise their game plan in order to be able to churn out material that is in demand, which brings about another benefit where the individual's reach and influence becomes a force to be reckoned with.

With the establishment of the above, yet another benefit becomes evident, and this is the platform that is created whereby based on the writer's reputation there are possibilities of being engaged by interested parties to produce material solely for them at a fee.

Guest blogging also increases the chance of garnering new and healthier traffic flow to the sites and blogs. Because of the new and interesting material being posted there will be the positive results of a loyal following and perhaps even that said following encouraging others to visit the site to view the material posted. This of course translates to more traffic to the site.

There are also possible yields from valuable inbound links which can be used to increase the rankings in the search engines. Popularly noted for its effectiveness these ranking are adjusted according to the sites ability to draw traffic. With the use of guest posting this can be easily achieved if the posting are of good quality material and content.

Being able to host a good number of guest postings is also a benefit to the site.

When there are a variety of views and ideas that are being well written the following created by this, can be very huge and definitely benefiting. People generally like to be exposed to a variety of varied material.



# Chapter 3:

## *How To Use Guest Posting Correctly*

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Any internet marketing tool chosen must be used effectively otherwise the benefits it can bring about will not materialize. Thus there is a need to understand and use guest posting to ensure optimum results.



## **The Way To Go**

When deciding to write material for the intention of offering the said material to be used as a guest posting piece, one must ensure the writing style and content is not only interesting and captivating but must also be understandable.

It would not be wise to use language that is beyond the understanding of the average reader. Being grammatically correct is also another aspect that needs to be diligently followed.

The same standards should be expected for the articles that are being received or exchanged to be posted on the individual's site too.

Actively seek sites where the guest posting is encouraged. This is paramount in being able to have a steady amount of guest post accepted.

Keeping the guest postings fairly regular is very important in order to make an impact on the viewer or reader. If the posts are too infrequent then there is the danger of the individual's work being easily forgotten and thus not attracting the desired traffic which is the aim of the whole exercise in the first place.

Doing a little research to identify current interest drawing topics and using the guest posting tool to get articles posted is also very important. If the topic is irrelevant or obsolete than there would not

be much interest in seeking or accepting the individual's work. Also ensuring the material is credible and informative would encourage the readers to be more open to the ideas or information divulged. The writer's reputation would also be effected if the material is found to be incorrect or malicious in any way.



# Chapter 4:

## *Making Money With Guest Posting*

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Guest posting is a very good way of driving traffic to one's sight. Besides this there are also the benefits of getting subscribers and free links. All these contribute to the earnings for the individual hosting or posting the articles for the guest posting tool. Without this traffic there are very little opportunities to create the desired revenue.



## **The Cash**

Using the guest posting tool the individual is able to encourage visitors to his or her site and this can then turn the visitors into possible subscribers.

Getting as many subscribers as possible will ensure the comment are more and frequent which in turn makes the site more interesting and thus creating the higher revenue earnings.

These subscribers will further help enhance the earnings when they in turn recommend the site to other people, thus the site will be able to gain popularity with the huge traffic drawn. Being able to encourage a following of loyal readers is also very useful in terms of monetary gain.

Another way of creating revenue is through the links formed. These links which are gotten through guest postings are used to improve the rankings on the search engines.

The higher the ranking, the better the exposure for the site. This is generally the goal for driving as much traffic to the site as possible in the first place.

Using the guest posts can also help to breathe new life into an already well established site. This advantage should not be underestimated nor ignored as the monetary benefits can be substantial with the

increase of interest in the now revitalized site. Most people actively look for new and the latest information on any topic or product in the market and by guest posting one has the opportunity to tap into this area.





# Chapter 5:

## *You Have To Promote*

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One of the awesome things about guest posts is the cross-promotion acquired by leveraging both bloggers' social networks.



## **Letting People Know**

One thing you don't want is your guest post to be a bust, particularly if it's the first time you've penned for the blog. At any rate, guest posting is a perfect chance to promote somebody else and demonstrate your willingness to come out of your blogging bubble. You can't go wrong with great karma.

It bears remarking that spam isn't welcome! Market your guest post with the same care and considerateness that you would your own website. Whenever I guest post, I make certain to tell my "regulars" through Twitter, as I know they will want to learn about it.

This is an area that a lot of guest posters don't even think to do however which may pay off big time for both the blog you're submitting to but likewise to you.

I've had a few guest posters who have done a few amazing things with advertizing their own content. They have done so on sites like StumbleUpon and Digg as well as by Tweeting it, by e-mailing additional blogs to tell them about it and so forth.

The great thing about doing this is that if you're composing a guest post on a bigger blog than your own that it may many times be easier to get a post to go word of mouth on that blog as they already bear

social media credibility. For instance most of my posts acquire five - ten stumbles on StumbleUpon merely because of the numbers of readers of this web site.

All the same as a guest poster if you market the post more this number could tip the post into being boosted to the popular section of SU. This naturally has a flow on effect for you as the guest poster as more and more individuals will be eyeing your writing.

Naturally if your post does well and the blogger you are submitting to sees you market your own work they're more likely to require more content from you!



# Chapter 6:

## *What To Avoid*

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In order to ensure there is some level of success when deciding to use guest blogging as a tool for internet marketing, there are some very important implications that needs careful attention and consideration.



## **Pay Attention To This**

The foremost point to be aware of and avoid is the poor content designed within the guest post. If interest is going to be garnered through the guest post then the content matter must have a certain high standard which not only encourages other to be interested in reading the guest posting but also establishes the individual's standing as a good writer.

Creating a guest post that is designed just to fill up a space or to complete the required amount of words without having the necessary element of depth and information should be avoided at all cost.

This is because nobody is going to be interested in reading shallow and uninteresting work, thus the writer will eventually have his or her material rejected for guest posting.

Another thing to avoid is having a low quality landing page to be included in the landing page. If the quality of the landing page post does not match the quality of the work posted on the host page then interest cannot be retained long enough to encourage traffic to the site. Keeping to a certain standard of professionalism is very important to ensuring the site is kept interesting and alluring.

Avoid posting material in the guest post that is based solely on a sales pitch. This is neither interesting nor encouraging for the viewer to

want to visit the site. Even if the product being promoted is innovative and revolutionary the use of guest posts to promote it from a sales pitch must be avoided as it gives the impression of just being interested in a sale rather than trying to engage with the viewer.



# Wrapping Up

Being a guest poster has the power to drive lots of traffic to your blog or your website. Use the tips in this book for a great and fast start to begin ramping up your business. Get going today!

