

Guest Blogging Breakthrough

Reap the Benefits of Free Traffic and Increased
Visibility



Course Book

Table of Contents

Introduction.....3

Module 1 - Find Guest Blogging Opportunities

 Lesson 1: Establish Your Guest Blogging Goals.....

 Lesson 2: Define Your Niche.....

 Lesson 3: Identify Blogs in Your Network to Pitch

 Lesson 4: Expand Your Search

 Lesson 5: What to Look for in a Blog Host.....

Module 2 – How to Pitch Guest Blog Owners

 Lesson 1: Research Blog Hosts and Get on Their Radar

 Lesson 2: Brainstorm Post Ideas to Pitch

 Lesson 3: Make a Connection (by Email).....

Module 3 – How to Write a Stand-Out Guest Post

 Lesson 1: Write a High-Quality Blog Post

 Lesson 2: Create a Powerful Headline and Call to Action

 Lesson 3: Write a Memorable Bio.....

Module 4 - Be a Valuable Guest Blogger

 Lesson 1: Make the Blog Host’s Job Easier

 Lesson 2: Reciprocate and Collaborate

Module 5 - Track and Measure Results

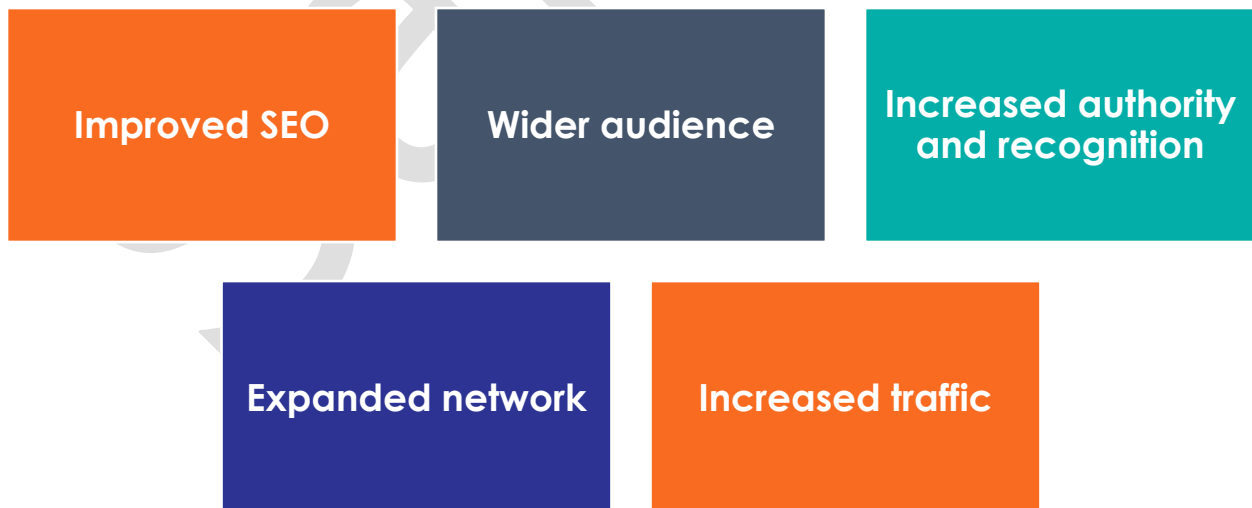
Module 6 – Next Steps

Introduction

Done right, guest blogging can significantly contribute to your content marketing, brand awareness, and SEO strategy. Guest blogging involves writing posts or articles for other, often larger, blogs. In a guest blog, you are credited as the author, and usually have space to write a 2-3-line biography at its conclusion. Most guest bloggers are not monetarily compensated for their contributions, and actually, a paycheck for content is not the end goal.

What the blog will do, however, is provide a link to your website and/or social media accounts, which, depending on the originating site, can be priceless.

There are many benefits to guest blogging, including:



- Improved SEO
- Wider audience
- Increased authority and recognition
- Expanded network
- Increased traffic

Improved SEO

The compensation for writing a blog post often comes in the form of links to your website. Generally, there will be one link within the body copy that directs readers to a topically relevant page on your website, plus, a link in your bio to either your home page, or primary social media page. These are called backlinks.

Backlinking is the process of getting reputable sites to 'vouch' for your website by linking to it. Google includes backlinking in their top 3 factors that influence SEO rank.

Wider Audience

By posting on a blog that has more traffic than yours, you will immediately gain access to their audience. The readers will learn more about you, your unique voice, your expertise, and potentially, your product/service or brand. You can engage with their readership by being active on the blog's social media accounts (the comments section of the actual guest blog post is usually inactive).

Increased Authority and Recognition

When a host blogger publishes your post, this acts as a sort of 'stamp of approval' from them. People will start to become familiar with you and, because a blog they follow has published you, they will be more inclined to trust you. If you write within a particular niche (which you should!), you will start to be known as a topic expert. Some host bloggers will allow you to add their logo to an 'as seen on' banner on your website, which will provide even more recognition and authority.

Expanded Network

It's not only future prospects that will be introduced to you, but fellow thought leaders, JV partners, and potential collaborators will also gain awareness of you and your brand. You will build a network of likeminded people that you can work with in the future.

Increased Traffic

Every backlink in your posts has the potential to direct traffic to your site. Once readers navigate to your site, either to learn more about you or a topic related to the post, you can then work on nurturing this relationship. Include an opt-in form for a free giveaway on the landing page and capture their email address.

Here is your roadmap through the course:



- Define your guest blogging niche
- Identify blogs in your network to pitch
- Find opportunities on Google
- Choose blogs that boost ROI and reputation

- Research and apply outreach strategies
- Craft an effective pitch email
- Write a stand out post, headline, and bio
- Build collaborative relationships with guest hosts
- Measure results of guest blogging strategy
- Develop a guest blogging/content creation plan

Learning Objectives:

By the time you complete this course, you'll be able to:

- Establish guest blogging SMART goals, improving your ability to target the appropriate blogs, track your success, and get results.
- Define a guest blogging niche that is compatible with your target market and SEO goals and helps you reach a wider audience.
- Identify blogs and people in your direct network that you can pitch, increasing your likelihood of success and boosting your confidence.
- Explore guest blogging opportunities on Google, using SEO tools to focus on blogs with the ability to increase traffic referrals to your site.
- Recognize the qualities of a good blog host so you're only posting on blogs that will maximize your ROI and boost your reputation.
- Research and apply outreach strategies that will build relationships with blog hosts and increase the likelihood of getting published.
- Use online tools and your guest blog research to brainstorm winning post ideas that will appeal to the target audience and the blog host.

- Write an effective pitch email with a proposed topic that demonstrates your unique value and an understanding of their audience and content.
- Write a stand-out guest post that delivers value to the host's audience, boosts your visibility, and increases visits to your website.
- Create an attention-grabbing headline that encourages the audience to keep reading and a powerful CTA that motivates them to act.
- Create a brief, but memorable, author bio that garners respect and motivates readers to click and add you to their list of trusted experts.
- Deliver content that provides value to the blog host and makes their job easier, increasing the likelihood of future collaborations.
- Build a reciprocal and collaborative relationship with blogs, gaining more access to their audience and opening the door to future opportunities.
- Track and measure the results of your guest blogging strategy, adjusting as necessary to increase its effectiveness.
- Develop a guest blogging plan and content creation schedule that fosters consistent pitching and writing, maximizing the effectiveness of this strategy.

This course is broken down into 6 major modules and individual lessons, taking you step-by-step through the process of developing your guest blogging strategy.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

ATTENTION:

This is only an excerpt from our full course **Guest Blogging Breakthrough**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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