



**GUEST
POSTING**
SECRETS

What is a guest post?

A guest post means writing and publishing an article you wrote in somebody else's website or blog. This is similar to a contributor on a local newspaper, but in this case everything happens online.

Why would you write content on another website?

The quick answer is backlinks. When you do a guest post, you are usually posting on "authority sites" or websites that has a lot of traffic. It is because of this traffic, the site is valuable.

What's in it for the website owner?

Websites just like any need content to survive. Instead of hiring someone to write for them, they open up a setup wherein new site owners that are just starting out can get some traffic by contributing content to a high traffic site.

If you are the new site owner, this means free targeted traffic for your website in exchange for content. Plus, back linking helps your site in the Search Engine Optimization area.

How to be a good guest?

You are a guest on someone else's home. In our case, that home is a website or blog so there are a guidelines on how to become a good guest.

1. Maximum of 3 links in the article going to your website
2. Promote your article by sharing their website in social media.
3. Build a lasting relationship with that website.
4. Answer comments (if any)

Where to post?

You can't just post anywhere. It has to be an authority site. As a new website owner, you just can't approach really big websites by writing content for them. You can start small and depending on your niche, there are websites you can use.

For Marketing Related Websites

(arranged based on authority or Google ranking)

1. KISSMETRICS (<http://blog.kissmetrics.com>)
2. Copyblogger (<http://www.copyblogger.com/>)
3. Mashable (<http://mashable.com/>)
4. Mashable (mashable.com)

For Technology Related Websites

(arranged based on authority or Google ranking)

1. Readwrite (<http://readwrite.com/>)
2. Tips Blogger (<http://www.tipsblogger.com/>)
3. Gigaom (<https://gigaom.com/>)
4. Smashing Magazines (<http://www.smashingmagazine.com/>)
5. Tech Blogger (<http://www.techieblogger.com/>)

For Health/Fitness Related Websites

(arranged based on authority or Google ranking)

1. Psychology Today (<http://www.psychologytoday.com/>)
2. High Five Media (<http://www.hivehealthmedia.com/>)
3. Weight Loss Triumph (<http://www.weightlosstriumph.com/>)
4. Gigaom (<https://gigaom.com/>)
5. Tech Blogger (<http://www.techieblogger.com/>)

Where do I links go?

It is best practice to link to an optin page so that you can build your list and later on, sell them on with pancake emails for example.