

How to Host The Yakezie Blog Swap

Note: You are responsible for keeping track of your hosting date. Put a reminder on your calendar so you don't forget!

What It Is

First off, welcome and thank you for hosting. I started the Yakezie blog swap to give Yakezie members a unique way to guest post. In a blog swap, all bloggers write on the same topic and are teamed up in pairs. The pair of bloggers "swap" posts and have them go live at the same time on the same day with links between the two posts.

What You Do

About 10 days before you host, post a notice in the forums that you are hosting the next Yakezie blog swap and remind people to sign up. If the post goes stale, re-post to make sure everyone has a chance to see it and sign up. I usually give 3 reminders over a week.

When you signed up, you picked a topic for your swap. Make sure to send out an email to everyone who signs up (using the Google Spreadsheet at https://docs.google.com/spreadsheet/ccc?key=0AtkV3jUA99VvdDFnQWRxeVJnWmxsazdXVHVRczdEelE&authkey=CJDy7ZQG&hl=en_US&authkey=CJDy7ZQG#gid=0 - create a new tab for your week) to get writing so they can get their posts swapped and scheduled.

Roughly 2-3 days before the swap, assign pairs using the spreadsheet. Email all participants a link to the appropriate tab on the swap spreadsheet and encourage everyone to get in touch and get their posts scheduled.

Remind everyone to post their links on the spreadsheet so you can do a roundup.

The week after the swap (I usually do Monday), post a roundup with links to everyone posts. Offer the participants access as well so they can post the roundup if they choose. Encourage them to link back to your original roundup as the host.

Created by Eric from [Narrow Bridge Finance](#) - 1/11/2012