

How to Make Guest Posting the Secret to Traffic Success

A guest post is high-quality, often original, content that your readers, or the readers of another site, finds useful. All that to say it's not a spammy, content farm method for getting links.

So, when Google's Matt Cutts wrote – “The decay and fall of guest blogging for SEO,” he was referring to a kind of guest posting that SEO folks had developed for the purpose of gaming Google – not what I'm suggesting today.

Here's the deal – you want traffic, right? Well, most folks tell you the way to get traffic is to write great content.



While, ultimately, this is a huge part of the deal, until you have a steady stream of traffic no amount of awesomeness will drive much traffic to you. (At least not as fast as you would like.)

Share an Asset Like an Ebook

Perhaps that most potent guest posting play I've used over the years is to create an asset like an eBook and offer it to businesses that already have a client base I would love some exposure to.

By reaching out and offering to allow a site to cobrand and “giveaway” my eBook I've gotten exposure, referrals and email list signups in ways that no other form of guest content could produce.

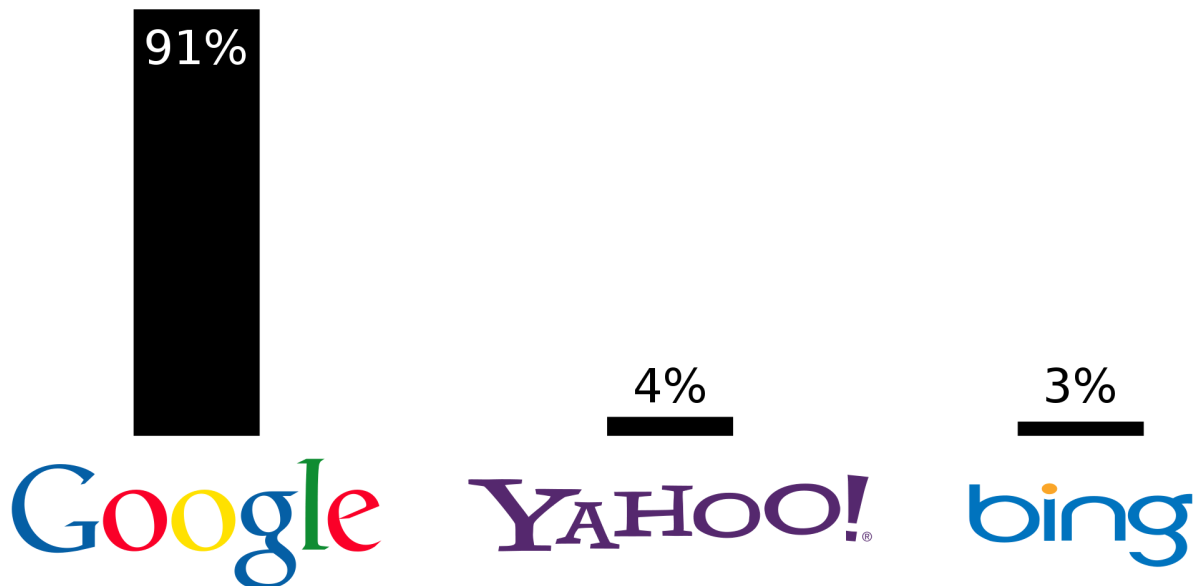
Guestographics

Brian Dean of Backlinko has a great post about sharing what he calls “guestographics” that uses infographics with custom introductions as bait for guest opportunities.

Interviews

This one goes hand in hand with my advice to podcast, but all we are really talking about is creating audio content.

Think about making a hit list of industry leaders, community leaders, prospective clients even and setting up interviews to get their take on things, their story or their challenges.



This is a great way to produce useful content, gain access to people you might want to meet and in all cases create interested parties motivated to share their interview on their site and with their network.

One power tip on this one – as you interview guests ask them if they know someone else who might make a great interview – this can help you get ideas as well as introductions.

Significance

The significance of guest posting for SEO can hardly be overstated. Most hosts will let you include a link back to your site in your guest post, perhaps in the brief author biography that accompanies your post.

You can control the anchor text of that link, which is crucial. Your post title will almost certainly form all or part of the URL's HTML page title, which is also key for SEO. And finally, you control the content of the page, since you're writing it.

Resources

Here are some great guest post service resources:

<https://guestpostingserviceswhitehat.weebly.com>

<https://seoguestposting.weebly.com>

<https://guestblogpostservices.weebly.com>

<https://guestpostingbenefits.weebly.com>

Optimizing

Almost all guest bloggers pitch their content as a bland text file. Do something different here. Add some meaningful images or videos along with your content to appeal more to the blog owner and readers.

That way, readers will be more likely to engage with your guest post. And it's pleasant for the moderators as well when they don't have to do the extra work to find images for your content.

Design your guest posts with the appropriate features that have the moderator adoring your post. Just keep one thought in your mind while writing your guest post—*it must not seem like just a piece of content, it must contain something meaningful and entertaining.*

Thank you for reading this blog. I hope it helps you with your guest post services.