

Content Fiesta presents...

Guest Blogging Checklist

Get all the main action steps you need to take to get your content published in high-authority sites.



Find Guest Blogging Opportunities

☐ **Step #1: Create a sheet.**

☐ Add the following columns:

- ☐ Name of site or blog
- ☐ URL of site or blog
- ☐ Contacted
- ☐ Interest
- ☐ Written
- ☐ Accepted
- ☐ Published

☐ **Step #2: Find guest blogging targets.**

☐ Option #1: How to find sites that accept guest posts.

☐ Use the following sites to find sites that already accept guest posts:

- ☐ [A Massive List Of 200+ Quality Blogs That Accept Guest Posts](#)
- ☐ [List Of 1074 Niche Blogs That Accept Guest Posts](#)
- ☐ [The Grand List of 386 Blogs That Accept Guest Blogging](#)

☐ Use some of the following search footprints:

- ☐ "become a contributor"
- ☐ "become a guest writer"
- ☐ "contribute to our site"
- ☐ "guest post by"
- ☐ "guest post guidelines"
- ☐ "submission guidelines"
- ☐ "this guest post was written"

☐ Option #2: How to know if sites you would like to guest post on accept them.

- ☐ Do a manual search on the site to find opportunities.
- ☐ Do a footprint search with the previously mentioned footprints with the "site:" modifier added to them.
- ☐ Send an email and ask the manager if they accept guest posts.

- ☐ **Step #3: Find the blog manager.**
 - ☐ Look for the person who publishes more often.
 - ☐ If there doesn't seem to be anyone who publishes more often, check the "About Us", "Team", or "Contact Us" page.
 - ☐ If you can't find anyone with either these two ways, go to the contact page and send them an email.
- ☐ **Step #4: Find the blog manager's email address.**
 - ☐ Go to [Hunter.io](#) and search the site
 - ☐ Add the name of the blog manager
 - ☐ Copy the likely email address
 - ☐ Paste it into [Email Checker](#)
 - ☐ Add the verified email into your sheet
- ☐ **Step #5: Don't pitch the manager just yet.**
 - ☐ Don't pitch anyone until you know exactly what you are going to write about.

Come Up with Irresistible Guest Posting Ideas

- ☐ **Understand your target audience.**
 - ☐ Where does the target audience hang out?
 - ☐ Are there any online or offline communities where the people to whom you will be writing get together?
 - ☐ What blogs and magazines do they read?
 - ☐ Who are the biggest experts in the subject topic?
 - ☐ What questions do they have?
 - ☐ What main solutions do they seek? What solutions or tools do they use?
- ☐ **Think about your strengths.**
 - ☐ Do you have the ability to deliver content that suits your own skills, preferences, and knowledge, while providing massive value to your audience?
 - ☐ See what kind of content your audience likes and honestly assess if you can deliver on that quality.
- ☐ **Read the guest's blog.**
 - ☐ Look for guest blogging guidelines within the guest blog. Read the guidelines and follow them.
 - ☐ If the guest blog doesn't have any public guidelines, then no worries. You can ask for them when you pitch them.

- ☐ **Analyze their competition.**
 - ☐ Always remember every site has a competitor. Take the time to see who they are and what they do. In most cases, you will know what these competitors are.
- ☐ **Use Buzzsumo.**
 - ☐ Add the guest blog on Buzzsumo and see how many shares they have gotten for their content segmented by the biggest social media accounts: Facebook, LinkedIn, Twitter, Pinterest, and Google Plus.
 - ☐ Pick the top 5-10 articles that got the most shares (at least 100 shares) and analyze what could have made that article so popular.
 - ☐ Was it its length?
 - ☐ Was it detailed?
 - ☐ Were the main ideas backed by research?
 - ☐ Were there any relevant images (like screenshots)?
 - ☐ Were there any relevant graphics?
 - ☐ Was it actionable?
 - ☐ Did it have any quotes by experts?
 - ☐ Did it offer anything at the end (like a template)?
 - ☐ Find what is that special attribute that made it got so many shares. You should be able to find something that will help you understand what people like in your industry. From that, you can come up with a lot of great ideas that will make your own content get lots of shares.
- ☐ **Use Ahrefs.**
 - ☐ Add the guest blog and see what pieces of content got the most inbound links.
 - ☐ Do the previous analysis for Buzzsumo.

Break Into the Biggest Publications

- ☐ **Get their attention with the subject line.** Your subject line needs to be:
 - ☐ Simple
 - ☐ Relevant
 - ☐ Clear
- ☐ **Tell the manager what you want.** It's simple, short, and concise.
- ☐ **Use the article's draft title.** This would create a small curiosity gap, as the subject line implies the email could be about an article recommendation, a pitch, or something else.

- ☐ **Open a curiosity gap.** You can mix the previous two methods to create a "curiosity gap" inside the manager's ind and make them open your email.
- ☐ **Personalize it.** Your email should look, sound and seem human; almost as if you are talking to them face to face.
 - ☐ Use their name.
 - ☐ Talk about them.
 - ☐ Mention their company.
- ☐ **Add context.** Always try to add a personal relationship into the pitch or some kind of context on why your pitch matters.
 - ☐ Mention a common friend or acquaintance, especially if that person has recommended you to talk to the person you are pitching.
 - ☐ Tell them how much you like their blog or how a specific article of theirs has helped you.
 - ☐ Help them with something, like a question they've asked on Twitter, or giving them new ideas for publishing.
 - ☐ Mention something they've said or done that you have in common with them, like a book they liked or a place they have visited.
 - ☐ Tell the blog manager why you are pitching them.
 - ☐ Show them where you have already written or who you know.
 - ☐ Mention your experience, either professional or personal.
 - ☐ Give them proof of why you are an expert in the subject topic.
- ☐ **Focus on their audience.** Some questions you need to ask yourself when thinking about their audience are:
 - ☐ What are their problems?
 - ☐ What do they want to read about?
 - ☐ What solutions are they seeking?
 - ☐ What type of content do they like?
- ☐ **Be concise.** Conciseness will help you get your pitch across without annoying the person you are pitching.
- ☐ **Follow up.** As a rule of thumb, I always send no more than 3 emails (each one within a week):
 - ☐ In the first one, I send the main pitch.
 - ☐ In the second one, I send a short follow up asking whether the blog manager is interested.
 - ☐ In the last one, I send a similar email to the previous one and tell them if they don't answer I won't email them again.

Develop Amazing Content

- ☐ **Use the guidelines.** Read and follow the guidelines of the publication you are trying to get publish on.
- ☐ **Use your research data.** Take all the research you have done before and use it.
 - ☐ Create the kind of content your guest's audience likes, shares, and links to.
 - ☐ Write about the topics they like.
 - ☐ Use a similar tone than the guest blog
- ☐ **Just create it.** Don't overthink this, start creating the content.
- ☐ **Change the article if rejected.** If the blog manager doesn't like the content, she will let you know and you will likely have an opportunity to edit it.
- ☐ **Send it.** Once you finish creating it, send it to the blog manager in Google Docs, Word, or whatever the format they like the most.
- ☐ **Follow up.** If they don't respond your emails, follow up. Keep trying until you get a response.
- ☐ **Extra tip: Create content upgrade.** To get email subscribers, create a separate piece of content, like this checklist, to offer to your guest blog's audience. In many cases, blogs don't accept them. That's fine, try and see if they go for it or not. Otherwise, they will take it out and you will still get the article published.

Track Your Guest Posting Results

- ☐ **Use [Google Analytics](#).**
 - ☐ Go to your Google Analytics account.
 - ☐ Select a time frame of 2-4 weeks following the date of the guest post.
 - ☐ Go to Acquisition > All Traffic > Referrals.
 - ☐ Look for the guest blog's domain and see how many visitors you got.
- ☐ **Analyze your content upgrades.** If you used content upgrades, this is how you analyze their performance:
 - ☐ Go to your [LeadPages dashboard](#).
 - ☐ Scroll down and see the stats of each content upgrade.



Do You Have Any Questions?

If you need help with this guide, send me an email and I'll do my best to help you untangle yourself from all the steps you need to take.

[CONTACT ME](#)