



## ServeNoMaster172: Is Guest Posting At Other People's Blogs Worth the Effort?

Subtitle: Strategies for guest posting

### Key Takeaways:

- Is guest posting really worth it?
- What are guidelines for guest posting.
- How can you make it happen?

[0:45] – Is guest posting really worth it?

- Guest posting is writing free content for popular blogs to increase traffic on your own blog.
- Benefits of guest posting are increased traffic and ranking higher up on search engines.
- How can you start guest posting strategically?

[4:50] – Quality and popular blogs have guidelines for guest posting.

[6:05] – 4 reasons blogs need more free content

- Biggest value for a blog is traffic that can be generated by more content.
- Search engine optimization, your blog ranks higher up on search engines.
- Networking, by hosting guest posts you develop helpful connections and relationships for your business.
- Money. Ultimately the goal of guest posting is to make more money.

[11:57] – How can you make it happen?

- Some sites guest post submissions, where people can submit blog posts they have written.
- If you would like to guest post, find popular blog you like, try to guest post on it, start by smaller blogs and work your way up.
- Invest time and effort in your first blog posts

[16:33] – Reach out to be noticed.

- Leave great comments on popular blogs.
- Give great value.
- Come up with three blog post ideas

[22:48] – Thank you for listening!

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