

**GUEST  
POST  
YOUR  
WAY  
TO  
SUCCESS**



## ***Guest Posting Basics***

Basically as with all other tool available on the internet, the end goal is to be able to create enhanced traffic flow to a particular site.

Sometime the viewers may start go get bored with the host's material and with the introduction of guest postings new "life" is breath into the site. This may come in the form of new but related material, comments, or thoughts and ideas for a better value on the sight.

Generally, the individual will create material for a blog posting which will then be offered to other sites for posting. These sites can be similar, related, or complimenting in nature.

It can also be done as an exchange style. The end desired goal is of course the ideal situation where the post will be shared with other social networks and their members or readers thus creating

the added mailing list for the original writer.

This then allows the original writer to get more links which will contribute to the building of new connections, gain new readers who may turn out to be possible customers, and also help to establish the writer.

An established reputation should be underestimated in terms of future possibilities of revenue earned based on being hired to write for others for a fee. It is also beneficial when it comes to drawing and keeping a loyal following to wherever the writer posts material.

All these factors will contribute to the enhancement possibilities of ensuring traffic flow to the site and as this is the dominant factor in trying this new tool there is really nothing to lose but a lot to gain.



## ***How To Use Guest Posting Correctly***

Any internet marketing tool chosen must be used effectively otherwise the benefits it can bring about will not materialize. Thus there is a need to understand and use guest posting to ensure optimum results.

When deciding to write material for the intention of offering the said material to be used as a guest posting piece, one must ensure the writing style and content is not only interesting and captivating but must also be understandable.

It would not be wise to use language that is beyond the understanding of the average reader. Being grammatically

correct is also another aspect that needs to be diligently followed.

The same standards should be expected for the articles that are being received or exchanged to be posted on the individual's site too.

Actively seek sites where the guest posting is encouraged. This is paramount in being able to have a steady amount of guest post accepted.

Keeping the guest postings fairly regular is very important in order to make an impact on the viewer or reader. If the posts are too infrequent then there is the danger of the individual's work being easily forgotten and thus not attracting the desired traffic which is the aim of the whole exercise in the first place.

Doing a little research to identify current interest drawing topics and using the guest posting tool to get articles posted is also very important. If the topic is irrelevant or obsolete then there would

not be much interest in seeking or accepting the individual's work.

Also ensuring the material is credible and informative would encourage the readers to be more open to the ideas or information divulged. The writer's reputation would also be effected if the material is found to be incorrect or malicious in any way.



### ***Making Money With Guest Posting***

Guest posting is a very good way of driving traffic to one's sight. Besides this there are also the benefits of getting subscribers and free links. All these contribute to the earnings for the individual hosting or posting the articles for the guest posting tool. Without this

traffic there are very little opportunities to create the desired revenue.


Using the guest posting tool the individual is able to encourage visitors to his or her site and this can then turn the visitors into possible subscribers. Getting as many subscribers as possible will ensure the comment are more and frequent which in turn makes the site more interesting and thus creating the higher revenue earnings.

These subscribers will further help enhance the earnings when they in turn recommend the site to other people, thus the site will be able to gain popularity with the huge traffic drawn. Being able to encourage a following of loyal readers is also very useful in terms of monetary gain.

Another way of creating revenue is through the links formed. These links which are gotten through guest postings

The higher the ranking, the better the exposure for the site. This is generally the goal for driving as much traffic to the site as possible in the first place.

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blog. At any  
posting is a perfect chance

One of the awesome things about guest posts is the cross-promotion acquired by leveraging both bloggers' social networks.

It bears remarking that spam isn't welcome! Market your guest post with the same care and considerateness that you would your own website. Whenever I guest post, I make certain to tell my



“regulars” through Twitter, as I know they will want to learn about it.

This is an area that a lot of guest posters don't even think to do however which may pay off big time for both the blog you're submitting to but likewise to you.

I've had a few guest posters who have done a few amazing things with advertising their own content. They have done so on sites like StumbleUpon and Digg as well as by Tweeting it, by e-mailing additional blogs to tell them about it and so forth.

The great thing about doing this is that if you're composing a guest post on a bigger blog than your own that it may many times be easier to get a post to go word of mouth on that blog as they already bear social media credibility. For instance, most of my posts acquire five -ten stumbles on StumbleUpon merely because of the numbers of readers of this web site.

All the same as a guest poster if you market the post more this number could tip the post into being boosted to the popular section of SU. This naturally has a flow on effect for you as the guest poster as more and more individuals will be eyeing your writing.

Naturally if your post does well and the blogger you are submitting to sees you market your own work they're more likely to require more content from you!

