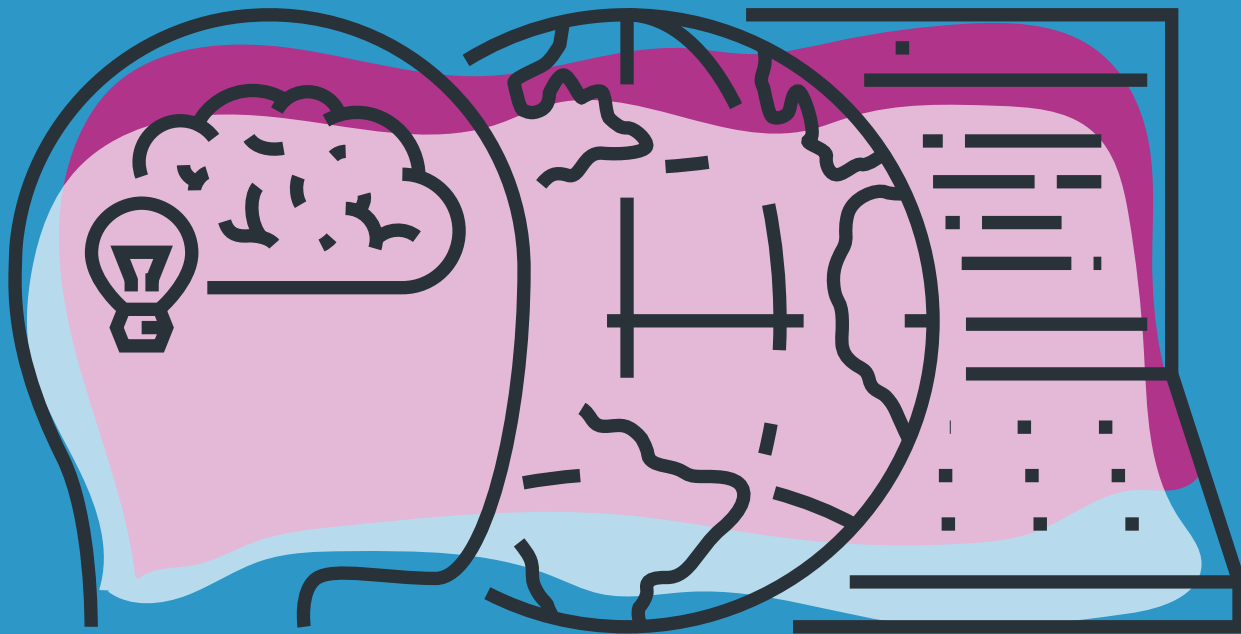




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How to Draft a Guest Post Pitch

A comprehensive guide to cutting through the noise to get your articles published



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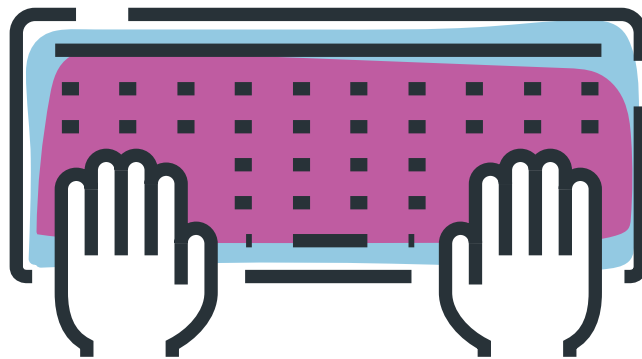
A guest post is a blog post that you write for someone else's website.

For example, a plumbing company creates a guest post about the common types of drain clogs for the local chamber of commerce's website that links back to the plumber's website. The chamber of commerce receives more original, high-quality content for its website, while the plumbing company gets more exposure for its own website. It can be a win-win situation for both parties.

To start the guest posting relationship with a publisher or company, the first step is to create a convincing guest post pitch that encourages the website owner to accept the guest post.

For very popular websites that garner a lot of traffic, it can be difficult to convince someone to accept a guest post when they receive many requests each day from people who want to get in front of their audience.

We outlined some important information and tips about the guest post process to increase the likelihood of a successful guest post pitch.



The SEO Value Of Guest Posting

Guest posts can do great things for your website's search rankings.

First, it puts your brand and message in front of the audience of the website the guest post will go on.

People who may never have found out about you can easily be introduced to your company's ideas and existence, when they may otherwise not have had the opportunity to learn more about your business.

It also creates very valuable third party backlinks to your website from other sites. This is known as off-site SEO.

Some companies even specialize in trying to get backlinks for other companies to develop off-site SEO on their behalf.

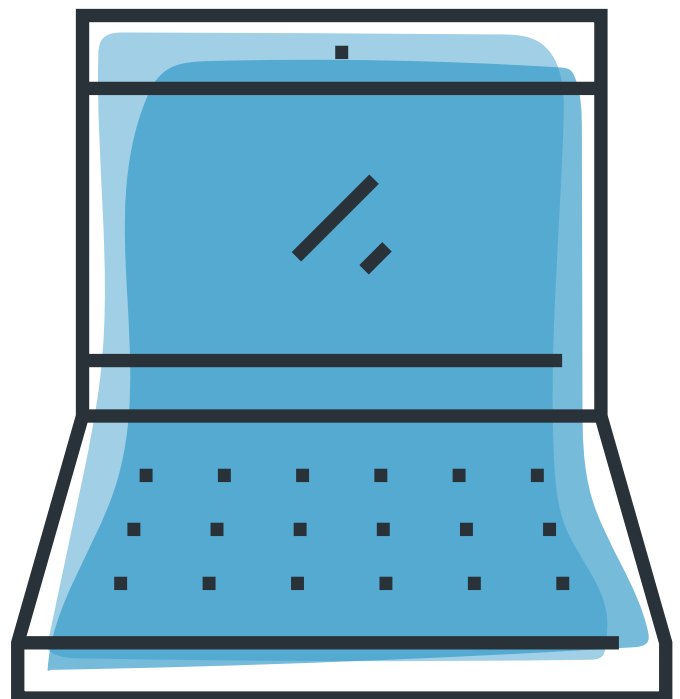
However, by using guest posts as a regular part of your brand's marketing strategy, you can create those valuable backlinks on your own.

Guest Posting Websites To Target

Not all websites are good for your business to create a guest post for.

You want enough of your target market to go to the website to be able to have a chance at driving more traffic to your site.

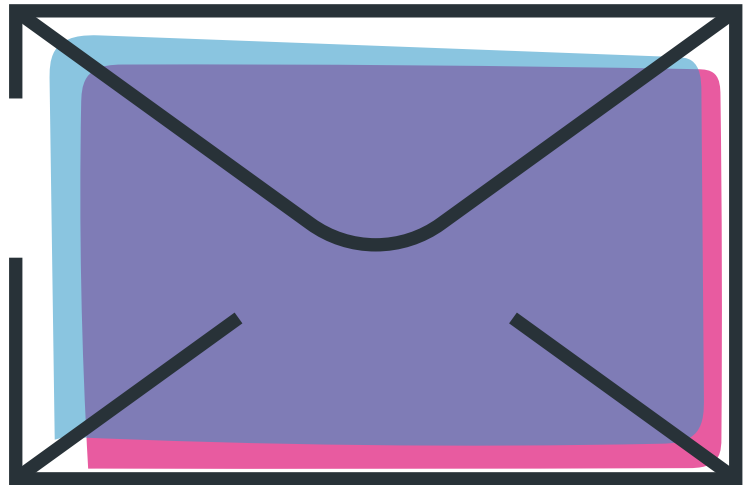
Here are some guidelines to keep in mind when it comes to selecting the right platform for your guest post.



Websites With More Traffic Than Yours

It is critical that you only develop guest posts for websites that receive more traffic than yours.

If you currently have 1,000 visitors a month on your website, creating a guest post on a website with 300 visitors a month won't be able to yield the same results for your website as one that receives 10,000 visitors each month.



To get an idea of how much traffic a website gets compared to yours, you can use its Alexa ranking. The best guest posting websites for your business will have a better ranking than your own website.

Websites Your Customers Frequent

Traffic isn't the only factor in deciding whether a website is a good platform for a guest post.

You also want to choose websites that your potential customers or readers also frequent. If you put up a guest post on a website with readers that wouldn't be interested in your products or niche, you are probably going to be wasting your time.

Let's say that your company sells party supplies, such as plastic cups, latex balloons, and single-use birthday banners. You have an opportunity to write a guest post for a holistic, eco-friendly parenting blog with high levels of traffic. Since kids have birthday parties, it makes sense, right? Not in this case. Since the people who would visit an eco-friendly website wouldn't likely purchase plastic, single-use items, this isn't your target market. Other parenting blogs could be a good fit, though.

Websites About Your Industry

An industry website or publication can be a natural way to promote your company through a guest post. If it is a website about a small industry, its editors might be eager to have new content. This is a natural place to look for a guest post.

Make Your Post For The Site, Not Yourself

In your pitch, really brainstorm ways to create a post that helps the website and not you or your company. You want your guest post to:

- Match the tone of the website
- Interest its readers
- Be about a topic not already covered on the website but that would fit in
- Provide high-quality information

It is incredibly tempting to create a guest post all about your company and its products. However, it is important to resist the temptation.

Not only will your pitch likely fail to attract the editor's attention, it won't perform well on the site. Instead, try to create an amazing post that would perform well on the site and make readers want to know more about the experts that wrote it.

How To Write A Guest Post Pitch

If you want your guest post pitch to have a good chance of succeeding, it is important to write a compelling guest post pitch that will get read by the editor and selected.

What Your Proposed Guest Post Is About

You'll need to quickly identify what you plan to cover in your guest post. This might include statistics about the topic or a few-sentence summary. This is how the editor or website owner will judge whether or not they want to respond to your pitch.



Why You Need to Be the One To Write It

While it may not be ethical, technically an idea is just an idea.

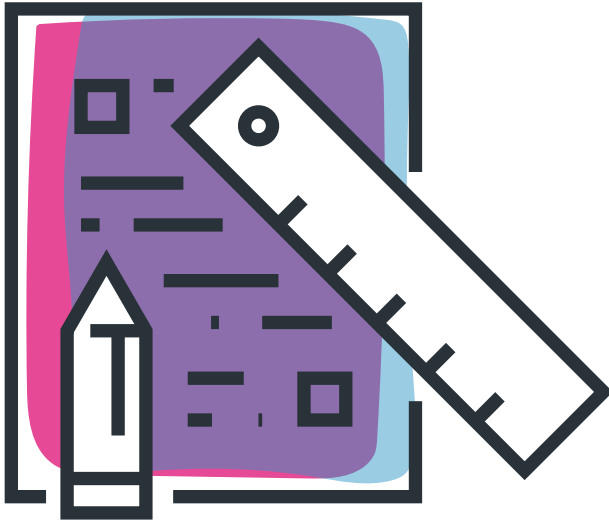
It's possible that the blog owner could use the idea to write about on their own or might have a similar blog post already in the works. To avoid this, it is critical that you let them know why you should be the person to write the post based on your experience and what you can offer.

More Information About Your Brand or Company

Bloggers and publications want to associate with likeminded companies and brands. Assume they don't know anything about your brand. While you don't want to include too much information, be sure to highlight any commonalities between your brand and the website.

What to Include In Your Guest Post

If your guest post pitch is approved, you want to quickly write the guest post to submit to the site. Here are some things to keep in mind for each guest post that you write.



More Than 300 Words

Plan on writing guest posts of at least 300 to 500 words.

While shorter posts might be okay on your own website, you want to create a substantial piece of content that poses you as an expert and that interests their audience.

Very short posts don't work as well in search engines either. If in doubt, you can review existing posts on the site or ask the website owner about the suggested length of the post.

Additional Resources And Facts

To make it a high-quality post that benefits readers, add additional resources and facts when available to support your article. Just make sure not to link to competitor pages.

Common Guest Post Pitching Mistakes to Avoid

It isn't difficult to pitch a guest post topic to a website or publisher. Many editors openly welcome guest post ideas to help fill content quotas. If you're not getting any traction with your guest post pitches, evaluate your pitch for these common mistakes.

Generic Templates

Sending a generic template to ten websites won't help you to secure a guest post spot. People can detect a generic template when they see one. Make sure to customize each guest post pitch to the person you're pitching it to directly. Avoid sending out the same exact idea and message to many different people at once.

Not Researching The Target Website

If you come up with a guest post idea, it is critical that you first research the website for the type of content that it features and to ensure that your idea for a guest post topic isn't already covered on the website.

This comes across as very unprofessional and that you didn't take the time to do your research.

Providing a Full Draft of the Post Up Front

If you draft a post and send it to a site, the editor isn't able to give you direction about the post.

If you send a pitch, they can help you tweak your idea to best meet the needs of their audience. Many editors specifically ask that guest posts not be written fully in advance before they agree to post the article.

Guest posts can be a highly effective way to market your business. By using these strategies, you can create great guest post pitches that enable you to have posts on high traffic websites. Once you start the process of creating guest posts, it will become second nature to try and find new ways to connect with readers about your brand online.