

Guest Blogging Checklist

☐ Identify target sites for guest posts

- ☐ Use BuzzSumo to identify influencers on key topics such as *VPN, privacy*
- ☐ Google *keyword* + “Guest post”, “Submit guest post”, “Submit article”, “Article submission” and “We accept guest posts”
- ☐ Identify high-authority sites and avoid spammy sites
- ☐ Get PR input on publication websites to target
- ☐ Reverse-engineer competitors’ backlinks

☐ Learn about each target site

- ☐ Read and follow guest-blogging guidelines, e.g., do they allow images or infographics?
- ☐ Learn who’s the website’s audience and which topics are relevant to them
- ☐ Review posts to identify the type of content they use and avoid duplication

☐ Write a brief email pitch

- ☐ Say: What question you will answer in the guest blog
- ☐ Offer multiple headline ideas
- ☐ Include a brief description of the blog, including word count
- ☐ Provide a short author biography (2-3 sentences) and Gravatar image
- ☐ Mention where else the author has published
- ☐ Follow up on each pitch one week later

☐ Create exceptional content

- ☐ Write specifically to meet the needs of the host’s audience
- ☐ Create fresh unique content, not previously published
- ☐ Offer multiple headlines
- ☐ Observe the specified word count
- ☐ Absolutely no self-promotion, no advertising
- ☐ Eliminate any harmful or insensitive words
- ☐ Link to your website only once in the bio
- ☐ OK to include links to other external sites
- ☐ Edit and proofread rigorously
- ☐ Double-check facts and cite sources
- ☐ Meet agreed-on deadlines
- ☐ Submit a Word file for the blog, separate files for images (including image permissions)
- ☐ Revise blog as directed by the content editor

☐ Follow up

- ☐ Promote the post on your social media and website
- ☐ Respond to social media shares and likes
- ☐ Reply to any comments on the post
- ☐ Write a thank-you note to the editor, leaving the door open to future posts
- ☐ Guest blog at a regular, set pace rather than a blizzard of blogs all at once