

Become a High-visibility Guest Blogger

By Roger C. Parker

One of the easiest ways you can expand your reach and introduce yourself to new potential readers and prospective clients is to approach popular bloggers in your field and offer to contribute an occasional guest post. Many bloggers will appreciate, and take you up on, your offer. In any case, though, they will appreciate your posting on their blog. Your post saves them time and adds to the richness and diversity of their blog. They may not publish your post until they've read and approved your draft, and they may ask you to submit your ideas for posts in advance. But, these are a small price to pay for gaining a larger and more visible author platform.

Start by identifying the top blogs in your field, and pay attention to the topics they address. Subscribe to the blog's RSS feed, or sign-up to receive their posts via e-mail. See how often posts by guests appear. Pay particular attention to the length of guest posts. Pay special attention to the types of comments the blog attracts. Who are the frequent commenters? How long are the comments? Begin to comment on their posts, yourself, when appropriate.

Check to see if the blog contains a link to downloadable editorial guidelines. These will describe the types of guest bloggers and blog post titles they're interested in, and the submission process.

Dos and don'ts of guest posting. As a guest, always be on your best behavior. Avoid any overt or inadvertent self-promotion. Let the quality of your message be your advertisement. When choosing topics for guest posts, look for especially popular posts on your own blog that generated a lot of interest and comments. Perhaps there are ways you could successfully revisit the topic on another blog in your field without duplicating content or completely reinventing the wheel. Pay particular attention to the "guest profile" or "about the author" resource area at the end of the blog. Describe your qualifications and provide a reason for readers to visit your website, but exercise restraint. Within a short time, you'll be profiting from the added visibility and familiarity that frequent guest posting can create.