

How to Build a Guest Blogging Strategy

(Without Angering The SEO Gods)



Presented by:
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Channel
Marketer
HubSpot



Raise your hand if you blog

Keep it raised if you've ever
received an email like this

My name is XXXXXXXX XXXXXXXX and I work as a content marketer for a high end digital marketing agency in [a city halfway around the world]. I have been promoting high quality content in select niches for our clients.

We are always on the lookout for professional, high class sites to further promote our clients and when I came across your blog I was very impressed with the fan following that you have established. I [sic] would love to speak to you regarding the possibility of posting some guest articles on your blog. Should you be open to the idea, we can consider making suitable contribution, befitting to high standard of services that your blog offers to larger audience.

On my part, I assure you a high quality article that is-

- 100% original
- Well written
- Relevant to your audience and
- Exclusive to you

We can also explore including internal links to related articles across your site to help keep your readers engaged with other content on your blog.

All I ask in return is a dofollow link or two in the article body that will be relevant to your audience and the article. We understand that you will want to approve the article, and I can assure you that we work with a team of highly talented writers, so we can guarantee that the article would be insightful and professionally written. We aim to write content that will benefit your loyal readers. We are also happy to write on any topic, you suggest for us.



“Stick a fork in it: guest blogging is done” - Matt Cutts

This is why we can't have nice things.



But there is
hope!

Guest blogging, in theory, is awesome

If you guest blog:

- Another outlet to gain exposure
- A free inbound link (or two!)

If you have guest bloggers:

- A piece of content you didn't have to write!
- Extra promotional support



It's just that a lot of people
are... doing it all *wrong*.

1 A BRIEF HISTORY

In the beginning,
there were no rules
for guest blogging
(sort of)

START

People discovered that backlinks would help build authority, so spammy link sharing became a thing.



As a result, Google punished the spammy link sharers and put an emphasis on content creation.



Black hat SEO artists shifted gears to “spammy guest blogging” - integrating *content* into their back-linking strategy.

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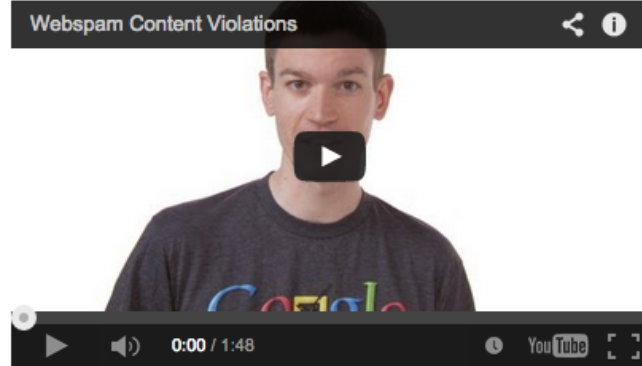
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Per usual, Google caught on again and punished those practicing spammy blogging by introducing quality guidelines.

Webmaster Guidelines

Best practices to help Google find, crawl, and index your site

Webspam Content Violations



Following these guidelines will help Google find, index, and rank your site. Even if you choose not to implement any of these suggestions, we strongly encourage you to pay very close attention to the "Quality Guidelines," which outline some of the illicit practices that may lead to a site being removed entirely from the Google index or otherwise impacted by an

So how do we guest blog without getting
Google (and other search engines)
angry?

2 DO'S & DON'TS FOR GUEST BLOGGING

Don't: Focus on SEO.



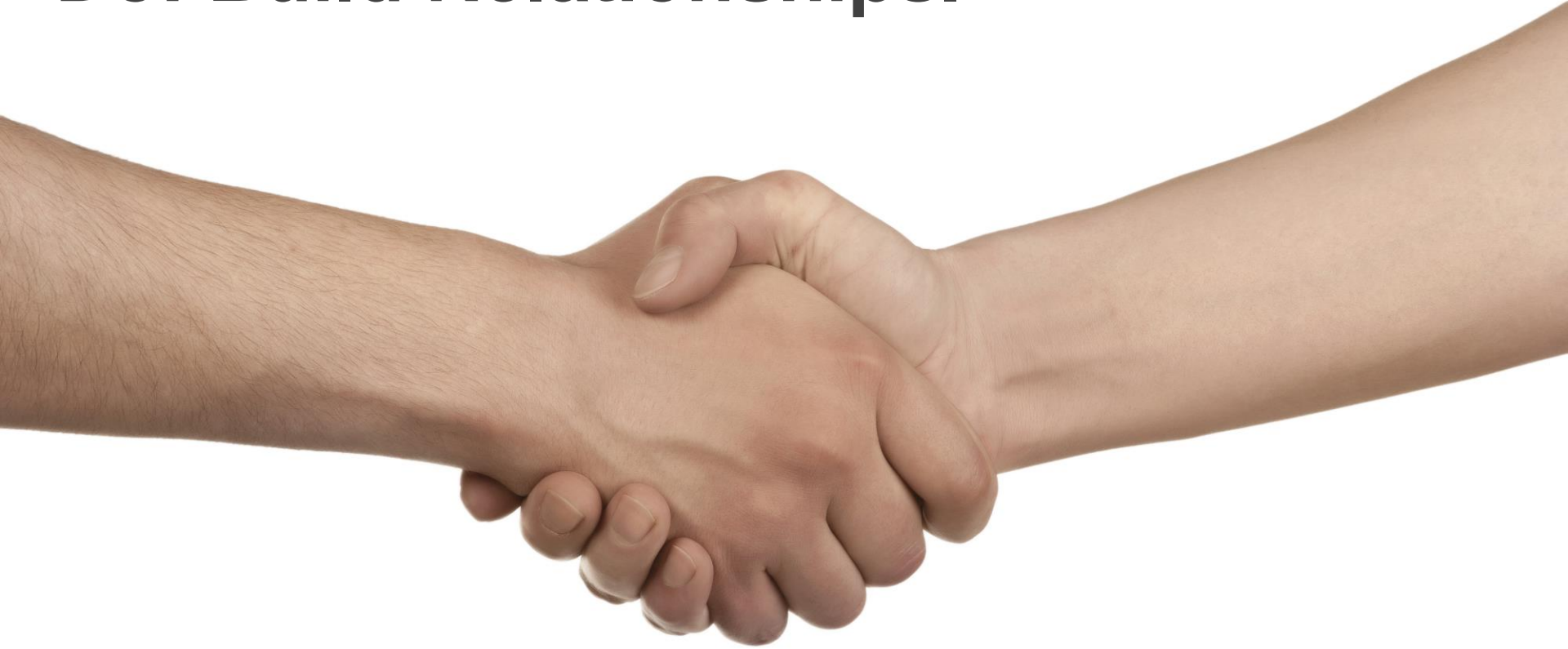
Do: Focus on Building Authority.



Don't: Blindly Pitch.



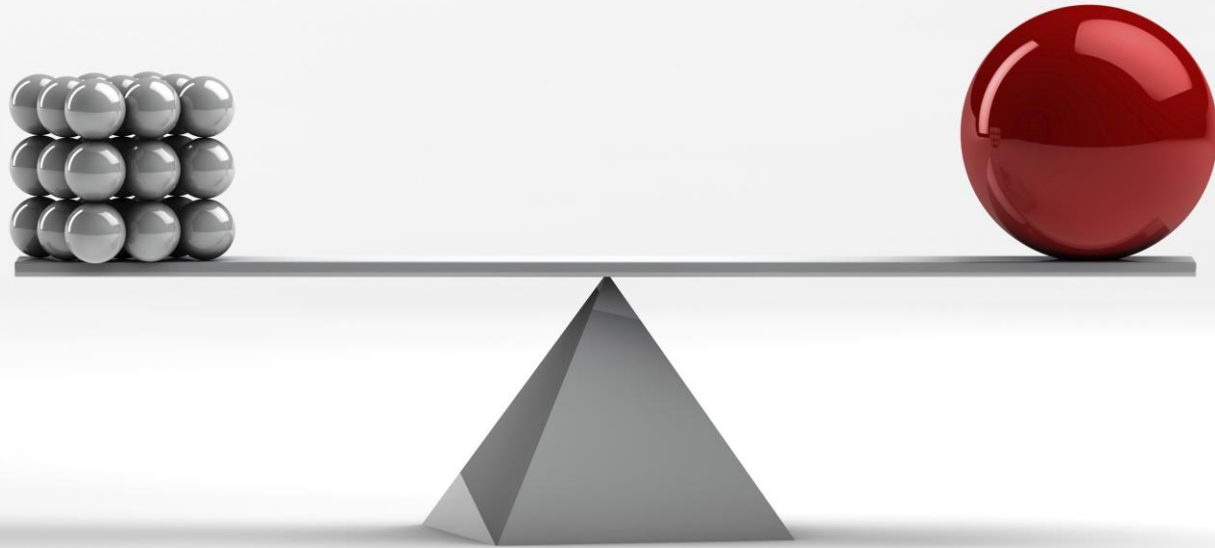
Do: Build Relationships.



Don't: Forget Your Internal Blogging.



Do: Create a Strategic Balance.



3

HOW TO BUILD GUEST
BLOGGING LIKE
HUBSPOT

First, some background

	MARKETING	SALES	INSIDERS	OPINION
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Inbound Insiders

Inbound know-how from folks who know how.

The Real Reason You're Not Doing Inbound Marketing

by [Michael Reynolds](#)

🕒 November 14, 2014 at 4:30 PM

Pretty much all organizations want to grow, earn more revenue, and be as profitable as possible. This is a no-brainer.

There are many ways to generate revenue. Some organizations rely on cold calling. Some rely on trade shows. Some rely on networking. Some rely on modern digital channels like SEO,



Search Inbound Hub

Subscribe to Inbound Insiders by Email

Email *

99

in Share

👍 6

f Like

98

Why do we have guest blogging?



HubSpot

1. More content
2. Develop Partner relationships
3. Grow inbound marketing authority



Partners

1. Lead generation
2. Traffic referrals
3. Exposure
4. Increased reach

And you can build a similar model
too!

Ingredients You'll Need



Marketer



Guest Bloggers



Blog Post Ideas



A Blog



A Platform to
Manage

A Marketer



1. Characteristics

1. Understands marketing and content creation
2. Can act as a managing editor and collaborator
3. Public relations experience
4. Not afraid to push back

2. Duties

1. Sourcing and managing contributors
2. Sourcing topics to be written
3. Editorial guidance on posts
4. Publication and promotion of blogs

Guest Bloggers



1. Characteristics

1. In your network
2. Understand your industry
3. Have proven writing skills
4. Understand the benefits of guest blogging

2. Tips for Reaching Them

1. Have a clearly defined benefit before contact
2. Have expectations clearly set
3. Develop blogging guidelines prior to contact

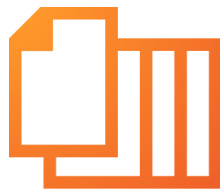
Your Blog



1. Tips for introducing a guest blog program:

1. Ensure your blogging platform supports author profiles
2. Don't start a guest blogging program on a brand new blog (I know, I'm a hypocrite)
3. Ensure the marketer that becomes blog manager works closely with other blogging staff

Blog Post Ideas



1. Sourcing Ideas for the blog:

1. Have a backlog of suggested post titles
2. Ensure your topics are aligned with your marketing strategy
3. Allow contributors to pitch their own ideas

A Platform to Manage



HubSpot Blog Partner Collaboration

HubSpot Partner Collaborators

Private

Calendar

PARTNER-SUBMITTED POST IDEAS

- Creating your Marketing Army
1
- The 3C's for your Business - outlining how Culture, Character & Creativity influence your business
1
- The Top 4 Signs Your Blog is Out of Date
1
- Connecting the dots on the lifecycle of an inbound campaign, how everything ties together and every facet is just as important as the others.
1
- 7 Steps To Writing Impressive Blog Posts:
1
- Can't buy me love- should you buy
Add a card...

HUBSPOT REQUESTED POSTS

- Before and After: The Transformation of One Business Blog
1
- The X Marketing Reports You Should Create for Your CMO (or CEO)
1
- The Big Blog Post of Little Design Hacks
1
- X cool multi-channel campaigns
2
- FREE EBOOK**
HOW TO MASTER PERSONALIZED MARKETING
Your go-to guide to engaging infinite audiences of one.
GET YOUR EBOOK >
- How to Personalize 1:1 Connections on a Massive Scale
1
- Add a card...

IN PRODUCTION

- Suggested Post
Netflix Sponsored
Buy stock in tissue paper. Titanic is now streaming on Netflix.
<https://bit.ly/1W0244F>

Like Comment Share 209 6 22
- X Best FB Ads
11 1 Nov 10
- Creating a Work-Life Balance on Your Social Media Presence
1 Nov 14
- X Tired Design Trends Marketers Should Retire
4 Nov 17
- Add a card...

IN REVIEW

- What Behavior Does Your Compensation Plan Incentivize?
8 1 Oct 27
- 4 HOMEPAGE CONVERSION KILLERS**
and how to fix them
X Ways You Can Use Your Homepage to Generate More Leads
10 2
- An Integrated Approach to Content Strategy Anyone Can Implement
1
- X Excuses You Should Never Hear From Your Reps
8 Sep 12
- Free Webinar**
Add a card...

WAITING ON PARTNER

- X Steps to Become a Better Blogger
7 1 Oct 10
- Add a card...

A Platform to Manage



1. We use Trello to:

1. Collaborate with a large group of writers
2. Avoid editorial email back-and-forth
3. Keep writers and editors accountable of deliverables
4. Provide transparency across the editorial process

The results?

Since October 2013, we've...

Had over 450 blogs written by over 250 unique contributors

Reached 100k monthly visitors

Grown to over 6k subscribers

Questions?



THANK YOU!