

## **“Rank-Jumping” A Guest Blogging Worksheet & Checklist**

⇒ I have considered how Guest Blogging will move me towards my goals: (Check all that apply)

- ⇒ Drive traffic to my own Blog,
- ⇒ Increase my social authority and exposure
- ⇒ Garner subscribers and traffic; encourage comments
- ⇒ Allow me to connect and engage with people I can help
- ⇒ Lead to possible Joint Venture partnerships
- ⇒ Help me build a strong networking base
- ⇒ Other\_\_\_\_\_

⇒ I am making a plan to reach my goals and am committed to following it. My plan includes:

- ⇒ Setting myself up for success with consistent, regular Guest Blogging habits
- ⇒ Staying focused on my priorities – and making sure they enhance or are in line with the priorities of potential Blog Hosts
- ⇒ Regular promotion and follow up as a vital part of my Guest Blogging strategy
- ⇒ Paying attention to details, and getting into the habit of seeing where I can tweak my content one step further
- ⇒ Focusing on blogs that are active, with regular posts and commenters
- ⇒ Other\_\_\_\_\_

- ⇒ I’ve researched and found blogs that are actively seeking Guest Posters
- ⇒ I’m paying attention to “clues” that other blog owners might welcome Guest Posters
- ⇒ I’m paying attention to their formatting and style guidelines, and making sure I adhere to them
- ⇒ I’m planning to be proactive about contacting likely Blog Hosts
- ⇒ I’ve checked to see if they allow backlinks, bylines, bio or resource boxes
- ⇒ I’m carefully noting, with each likely Blog:

- ⇒ What topics and types of posts they are looking for

- ⇒ What article length is preferred
  - ⇒ Whether or not they want photos or headshots (and I'm making sure any headshots are resized to fit)
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- ⇒ I know exactly why I'm a good fit for my potential Blog Host's readers
  - ⇒ I'm able to suggest potential topics with short, punchy headlines to catch their attention
  - ⇒ I am a regular reader of my prospect's blog
  - ⇒ I've contributed relevant, well-thought-out comments to my prospect's Blog
  - ⇒ I've analyzed the blog and become aware of: (Check all that apply)
    - ⇒ The skill level of the readers
    - ⇒ The "voice" and tone of the Blog in question
    - ⇒ The pace, and how it's set up and affected by the use (or lack) of adjectives and adverbs; sentence length; the age demographic its language tells me it's slanted for
    - ⇒ I know I need to pay attention also to the tone of the comments. I am analyzing them too (avoiding blogs with spammy or uncensored comments that might hurt my page rank if I back link)
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- ⇒ I've planned how to build relationships with key experts in my niche, and with potential Joint Venture partners
  - ⇒ I know that PLR, 'spun' content, or anything less than excellent is not acceptable in a Guest Post; I'm planning to supply valuable, original content
  - ⇒ I'm aware of the necessity for thorough proofing, and I've paid attention to every last formatting detail.
  - ⇒ I'm looking for opportunities to be creative; both in writing my posts and promoting them
  - ⇒ I've sent thank you letters to my first Blog Hosts, immediately after each Guest Posts
  - ⇒ I'm setting myself up to build my reputation as a sterling-quality Guest Blogger with a definite routine and plan
  - ⇒ I'm checking each post, not just for spelling and syntax errors, but to make sure each includes:
    - ⇒ A short, punchy headline
    - ⇒ An irresistibly compelling first sentence
    - ⇒ A well-honed bio or resource box, conforming to that particular Blog's guidelines
    - ⇒ A professional quality photo and perfectly sized headshot (if the Blog uses these)

⇒ Breaks in the text, so that readers can “scan” visually. I’m using subheads, bullets and lists, with lots of “white space” too.

⇒ Other\_\_\_\_\_

⇒ I’ve checked to see how the Blog Host wants the content delivered:

⇒ if the Blog Host prefers me to log on and upload the post myself, with a log in and password she’s created

⇒ In a .Txt file, via email

⇒ In a .DOC-type file

⇒ Other\_\_\_\_\_

⇒ I’ve planned exactly how much time I’m going to commit, and I’ve set it up so that it enhances, not distracts from my other marketing strategies

⇒ I have a plan for checking and tracking the results of my Guest Blogging, using a combination of:

⇒ Analytic-based methods

⇒ Monitoring search result rankings for my blog

⇒ Monitoring traffic increases, and whether or not there’s more engagement from my readers

⇒ Using tools like bit.ly link tracking, to see how many clickthroughs post get on Twitter

⇒ Other\_\_\_\_\_