

# How to write amazing guest posts

## A CHECKLIST

### How to write guest posts that get accepted

*Want to ensure you write a guest post that gets published? Here's what you need to do: (but always follow their guidelines first, if available!)*

#### 1: Familiarize yourself with the blog

- What topics do they blog about?
- What is their writing style and tone? Use a similar style/tone in your guest post

#### 2: Write something unique

Have they covered this topic before? Then they might not take your blog! If you do write about the same topic, then make sure you cover a completely different angle

#### 3: It's all in the headline

An amazing headline can make all the difference – it's the first thing they'll notice, after your pitch. Take a look at their headlines and write yours in a similar tone of voice – and make sure it clearly tells the reader what your blog post is about

#### 4: Write something that you'd publish

If you wouldn't publish this guest post on your blog, then why would they?

#### 5: Think of your audience

Who are you targeting with this blog post? How is it helping them improve their lives, or help meet their needs or interests?

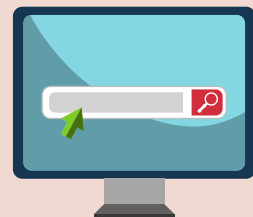
### 6: LINKING BACK TO YOUR SITE

- Try to include your link as close to the top as possible (but not in the first couple of paragraphs)



- Add a link to the main page you want to promote, in your author bio (your homepage or even a blog post)

- Ensure your link is relevant – if it's not, it might get removed and Google wouldn't count it either way



- Don't use the exact anchor text as your link - Google knows you're trying too hard!