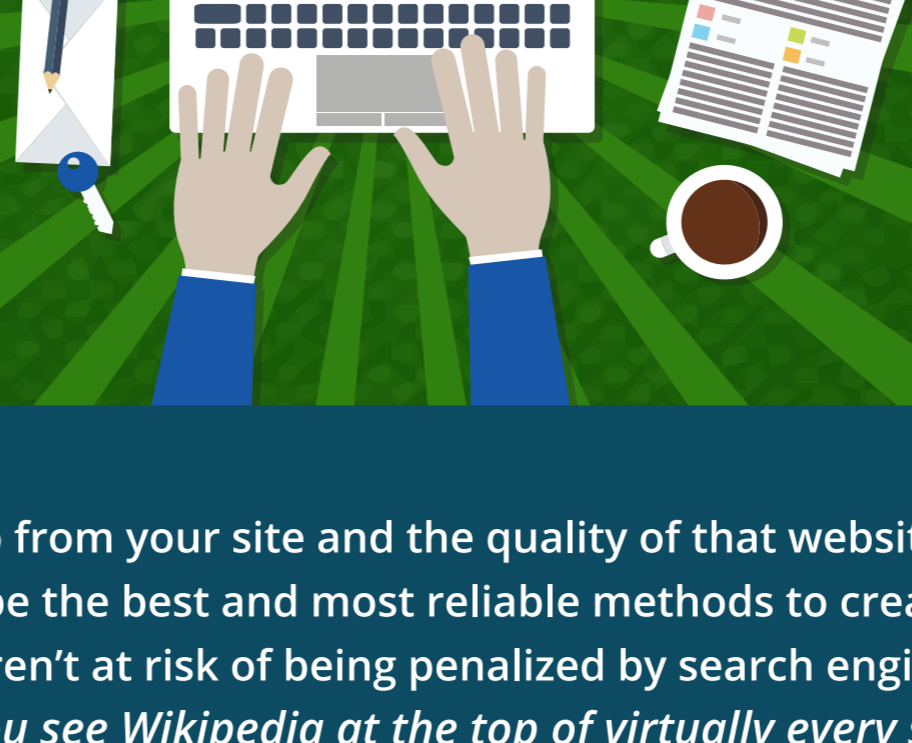


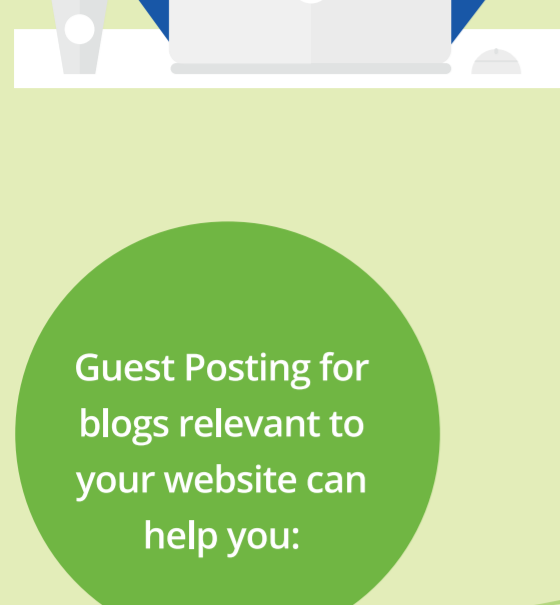
# Guest Post

Guest Posting Can Help Grow Your Online Audience



Google cares about who you link to from your site and the quality of that website's content. Guest posts and link building are considered to be the best and most reliable methods to create high quality, do-follow backlinks to your site that aren't at risk of being penalized by search engine algorithm updates. It's precisely why you see Wikipedia at the top of virtually every search result!

## WHAT IS GUEST BLOGGING ?

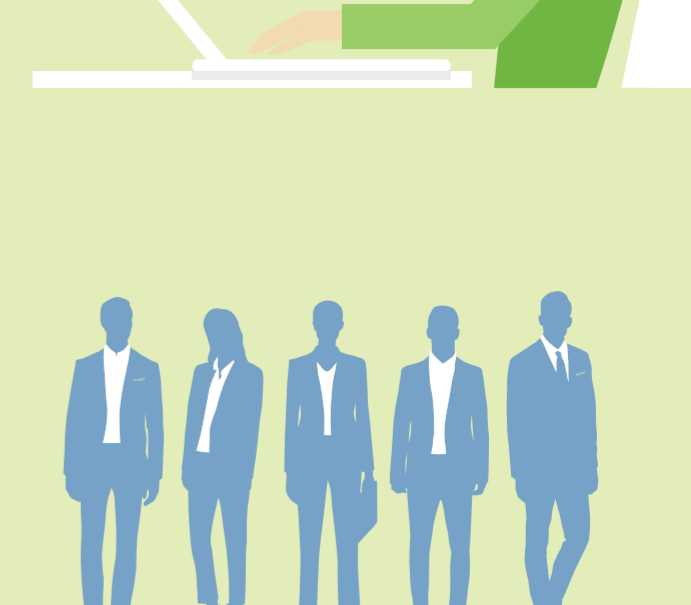


### GUEST BLOGGING

is a method in which an individual blogger or entrepreneur writes content to be published on other sites as blog post



A website or blog may publish a post written by other people



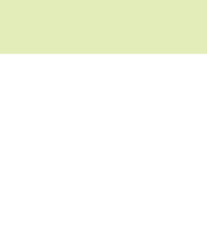
Guest Posting for blogs relevant to your website can help you:



Many Businesses employ guest blogging in order to increase their:



GAIN ONLINE VISIBILITY



BRAND AWARENESS



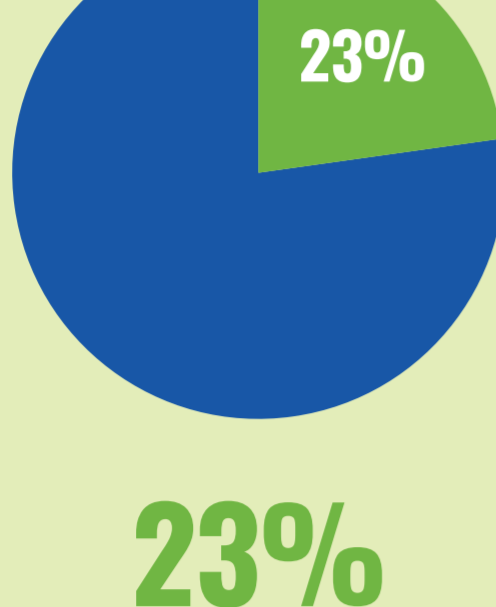
INCREASE YOUR TRAFFIC



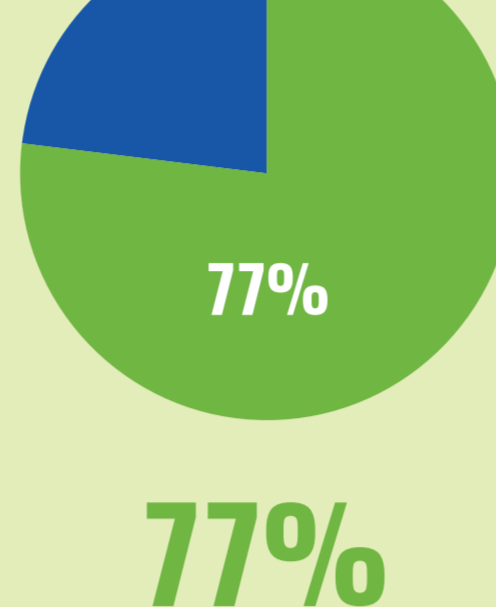
ESTABLISH AUTHORITY



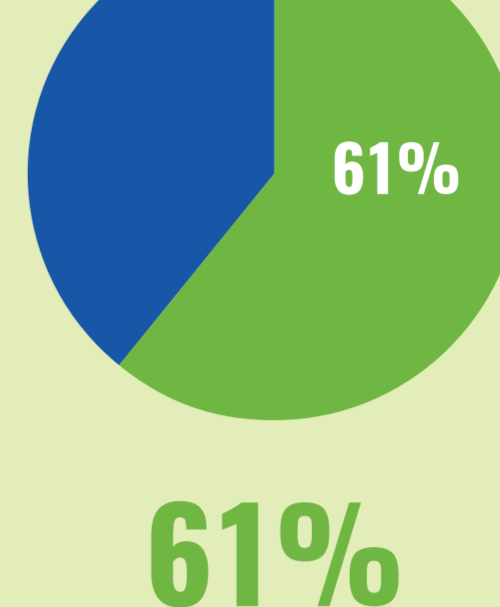
6.7 MILLION PEOPLE BLOG ON BLOGGING SITES



23% of Internet time is spent on Blogs



77% of Internet users read Blogs



61% of customers have made a purchase based on a Blog Post

## THE REAL BENEFITS OF GUEST BLOGGING

TO BUILD RELATIONSHIP

TO INCREASE BRAND AWARENESS

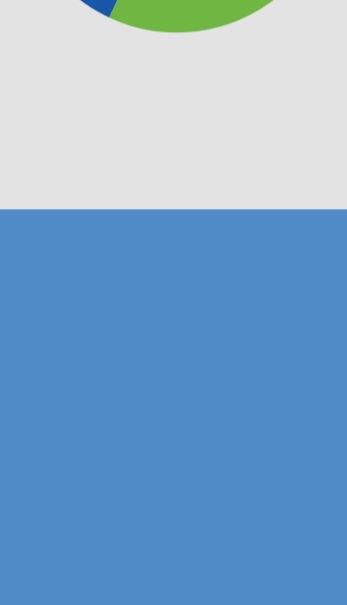
TO INCREASE SEARCH ENGINE RANKINGS

CAPTURE A WIDER AUDIENCE

GET TARGETED BACKLINKS

DISCOVER BUSINESS OPPORTUNITIES

## GUEST BLOGGING BY THE NUMBERS



57% of companies that actively blog have acquired a customer that way



126% more leads generated by business that blog than businesses that don't



3X times as much time spent reading blogs and social media posts compared to email

## MISTAKES YOU SHOULD AVOID



Targeting Irrelevant Blogs



Guest Blogging for Backlinks Only



Low Quality Content



Not Engaging Readers



No Focus on Your Own Blog

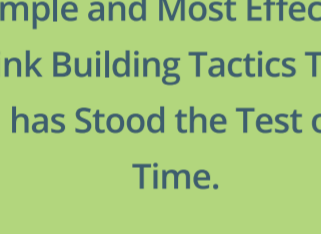
## #LINKBUILDING

# 10

## LINK BUILDING STRATEGIES FOR 2018

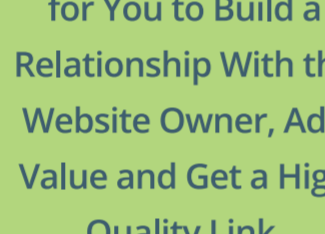
The SEO World Changes Fast.

In 2017 Alone, Moz's Algorithm Tracking Tool Found at Least 4 Important Changes in Google's Algorithm.



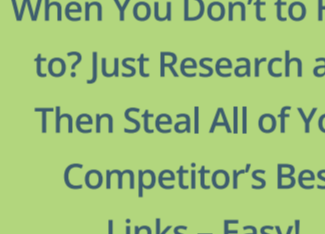
#01

**GUEST BLOGGING**  
One of the Most Popular, Simple and Most Effective Link Building Tactics That has Stood the Test of Time.



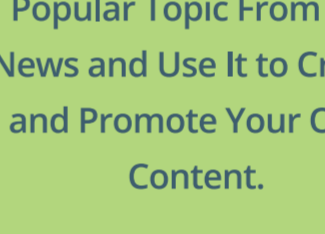
#02

**BROKEN LINK BUILDING**  
Magnificent Opportunity for You to Build a Relationship With the Website Owner, Add Value and Get a High Quality Link.



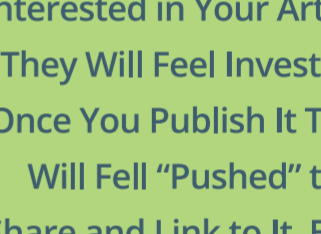
#03

**REVERSE ENGINEERING**  
Why Do the Hard Work When You Don't Have to? Just Research and Then Steal All of Your Competitor's Best Links - Easy!



#04

**NEWSJACKING**  
Take Advantage of a Popular Topic From the News and Use It to Create and Promote Your Own Content.



#05

**INFLUENCER MARKETING**  
If You Get Influencers Interested in Your Article, They Will Feel Invested. Once You Publish It They Will Feel "Pushed" to Share and Link to It, Even if You Don't Tell Them.



#06

**DATA-DRIVEN CONTENT**  
Using Unique Data to Develop and Enrich Your Content Can Help It Stand Out & Command the Attention It Deserves.



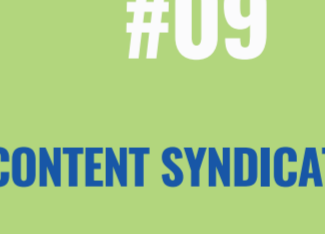
#07

**REDDIT MARKETING**  
Despite the Challenges, Winning the Hearts of Redditors Will Result in a Flurry of New Traffic and Backlinks to Your Site.



#08

**LINK RECLAMATION**  
Reclaiming Your Links is One of the Easiest and Most Effective Tactics You Can Use.



#09

**CONTENT SYNDICATION**  
Squeeze More Juice Out Your Existing Content by Syndicating it Across Other Sites to Reach a Wider Audience.



#10

**LOCAL CITATION**  
Often Overlooked by Many, but Local SEO Offers a Huge Range of Opportunities to Build High Powered Links.

## THE MOST COMMON LINK BUILDING TACTICS

46%



Guest Blogging

21%



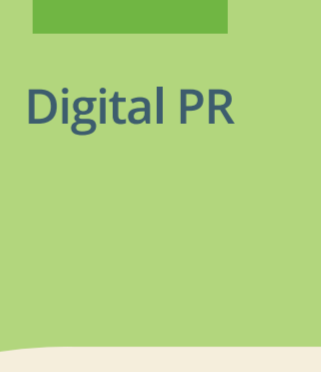
Content Marketing

8%



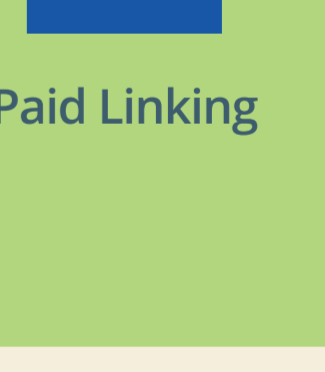
Link Building

7%



Digital PR

5%



Paid Linking

## #SEO

**SEO** or Search Engine Optimization is a collection of strategies and 'Best Practices' that are typically used to help a Website or Blog gain a higher ranking on a search engine's result page (SERP).

93%

of online experiences begin with a search engine

70%

companies that blog can get up to 70% more leads

434%

companies that blog have 434% more indexed pages

## GUEST POSTING IS GREAT FOR SEARCH ENGINES

**Guest posting improves your rank in search engines**  
The one non-negotiable item for your guest post is including a link back to your website. Don't be greedy and place it in the body text. Write a compelling author bio and place a URL link back to your site.

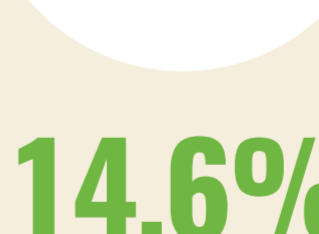
## SEARCH ENGINE FACTS



1/3 of Google Searches from a mobile device



85% of clicks in Google are Organic



14.6% close Rate for SEO leads is 14.6%, opposed to 1.7% for outbound leads

## ORGANIC SEARCH



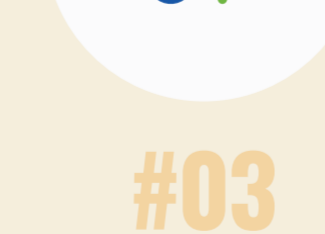
#01

**SMOOTH UX**  
Build a loyal audience through smooth UX, including site speed, readability and navigation



#02

**VOICE SEARCH**  
With voice search on the site optimize for long tail keywords and natural language search



#03

**LINK BUILDING**  
Avoid over-reliance on guest blogging - develop powerful relationships for link building



#04

**CONTENT**  
Develop on-page content with rich results in mind



#05

**MOBILE FIRST**  
Mobile first is yet to fully roll out, but sites should focus on AMP and local SEO to enhance the mobile experience

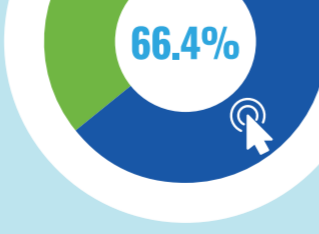
## #PPC

**Pay per click (PPC)** (also called cost per click) is an internet advertising model used to direct traffic to websites, where advertisers pay the publisher (typically a website owner) when the ads are clicked.

## BENEFITS OF PPC CAMPAIGNS



Instant Traffic



2/3 (66.4%) of Clicks for High Commercial Intent Keywords Go to Paid Ads



Easy to Target Specific Audience



45.5% People Couldn't Identify Paid Ads on the Search Results Page



Paid Ads for High Commercial Intent Keywords Takes Up 85.2% Above-the-fold Pixels



Pay Only for Performance



Easy to Measure Results



Total Control Over Campaign

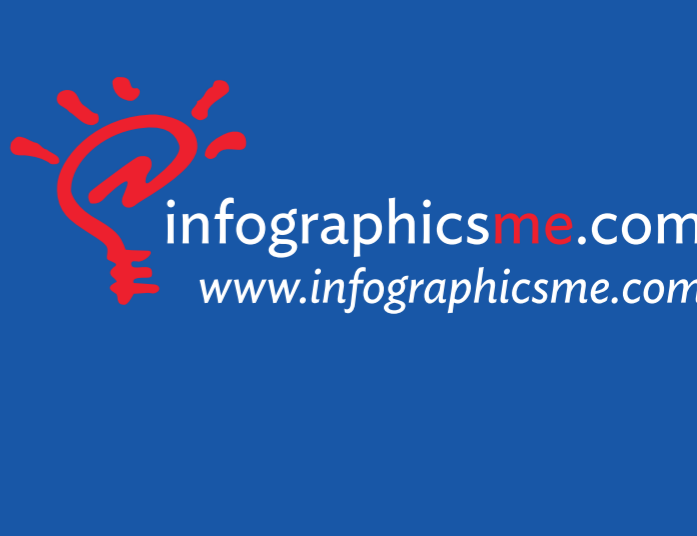
## SOURCES

www.landingpageoptimization.org  
www.wordstream.com  
www.crazyegg.com/blog  
www.cyber-gear.com  
www.bloggingtips.com  
www.matthewwoodward.co.uk  
www.bloggingbasics101.com  
www.thinkcreativigital.com  
blog.hubspot.com

## DESIGNED FOR



## DESIGNED BY



+971 4 3312627

posts@guestposts.biz

www.guestposts.biz