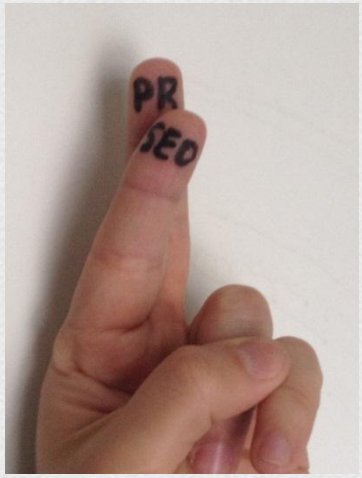
How GUEST POSTS are the new GUEST POSTS

Alexandra Tanasa



vertify

Moz SEM Industry Survey - 2014

More than 3,700 professionals answered questions about the strategies and tactics they use.

Content Marketing is the 2nd most used activity in SEM.

The post-Pengun world

Agencies adapted by doing either:

- Search strategy, diversification for quality editorial links

OR

- **Poorly** implemented scaling, going for self submitted contextual links or BIO links with keyword-rich anchor text

The Warnings

What should I be aware of if I'm considering guest blogging?

Does Google take action on spammy guest blogging activities?

What is Google's view on guest blogging for links?

What's GOING ON ?
Guest Post Penalties ?!

What makes sense to target?

Guest post that exist only for the link:

Article spinning or **duplicate content**

Self submitted content on sites with little to **no editorial guidelines**, or control on **exact match anchor text**

A secret I'm dying to tell you

We've always known what Google considers manipulative.
They were all targeted time after time by **manual or algo penalties.**

Link Schemes started with:

Links with **optimized anchor text** in articles or **press releases** distributed on other sites. **Advertorials** that include links that **pass PageRank**

And now:
Large-scale **article marketing** or **guest posting** campaigns with keyword-rich anchor text links.

Will Google really kill Guest Posting?

The original purpose of Guest Posting

- To provide **expert opinion** about your own niche while satisfying a **larger audience**.
- The natural result was getting **credit for your helpfulness.**
- That credit benefited the author with **authority** and **visibility to new communities**.

What's happening NOW?

- People submitting or buying 300 words articles with **optimized anchor text links**
- It's the equivalent of **submitting to directories or buying sidebar/footer links**
- Obvious **footprints**

MINDLESS Guest Posting

How should we do it instead?

I'm going to cover:

1. Changing the mindset and how we talk about guest blogging
2. Setting real and strategic goals
3. Finding relevant publications
4. Pitching the right way
5. Building and maintaining real partnerships with publishers

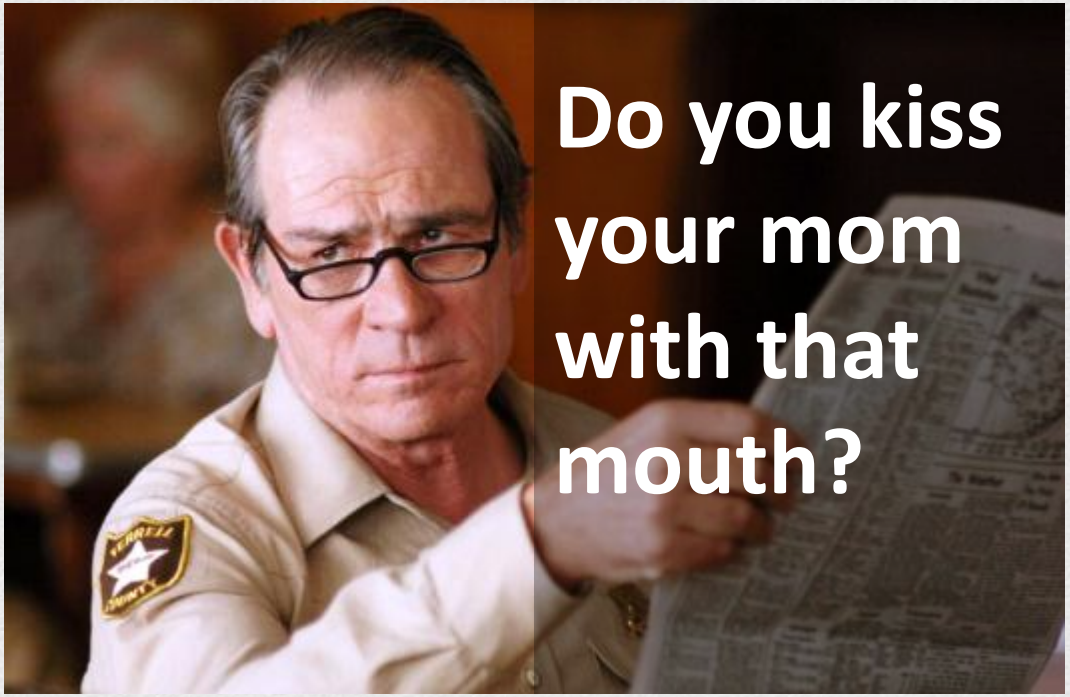
"IF YOU'RE GOING TO DO IT,
DO IT RIGHT.
THE COWS COME HOME

WHY SHOULD YOU CARE?

Because **guest posting** can add so much value to an **online marketing campaign**!

…and still offer ALL the SEO benefits.

1. Change the mindset and how you TALK about it



SHIFT:

~~GUEST POSTS~~ -> **Editorial contribution. Bylines. Features. Expert/Niche Column. Opinion piece. Op-ed.**

Be a published author, not just another guest blogger.

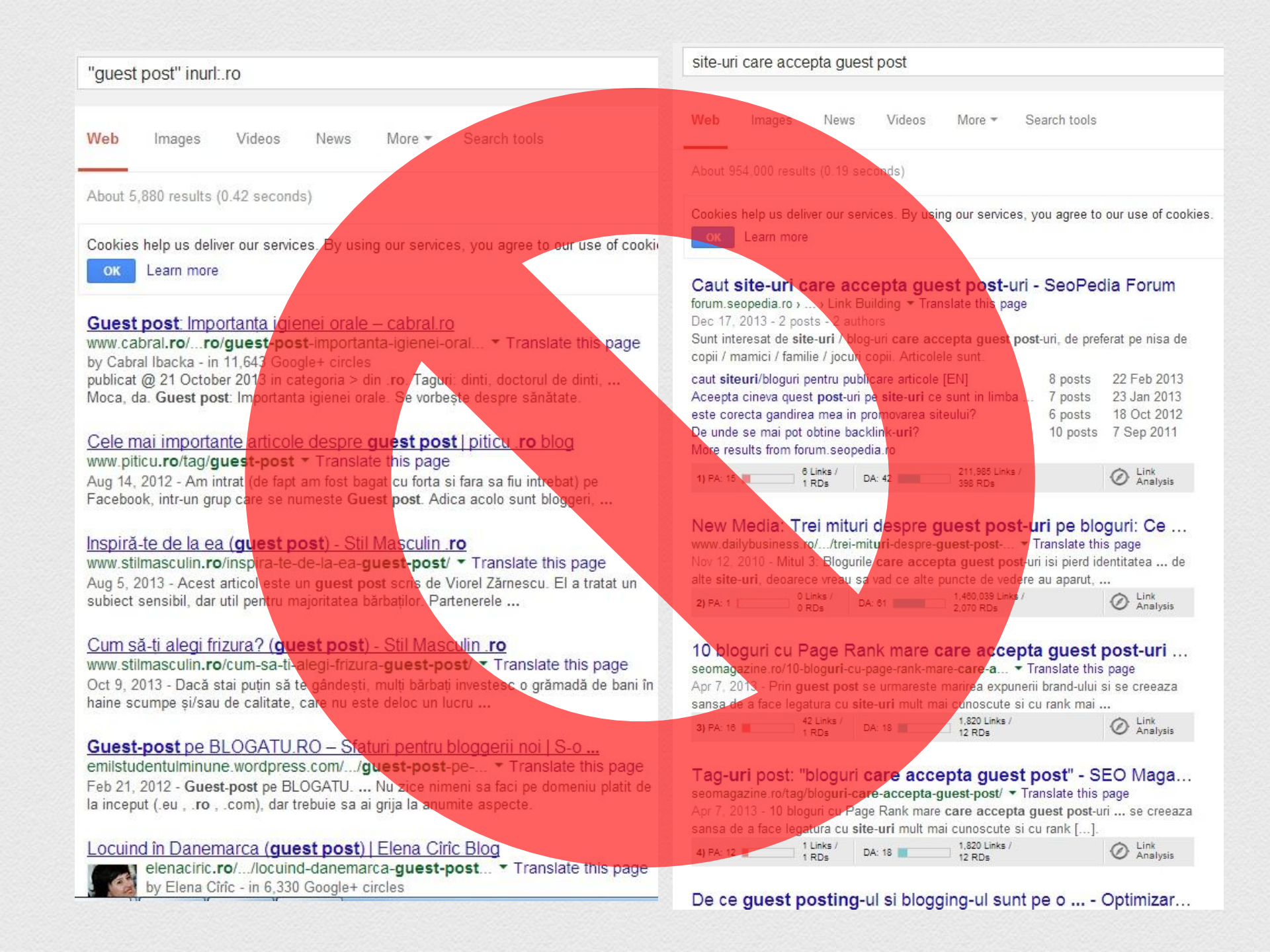
~~SITES~~ -> **Online Publications, Publishers**

2. Set STRATEGIC goals

- It's Brand content distribution so make it reflect branding, tone of voice and values
- Reach new communities and topic hubs
- Reach influencers who are followed by your target audience
- Get relevant referral traffic
- Gain status as an expert in your field

3. Find REAL publications

- Publications that your audience **reads**
- Being featured on this site would help **ease** the **buying process**
- Being featured on this blog will make it easier to get **exposure** on other publications
- Don’t forget to check **domain level** and **social media metrics**.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Moca, da. Guest post: Importanta igienei orale. Se vorbeşte despre sănătate.
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Aug 14, 2012 - Am intrat (de fapt am fost bagat cu forta si fara sa fiu intrebat) pe Facebook, intr-un grup care se numeste Guest post. Adica acolo sunt bloggeri, ...
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Aug 5, 2013 - Acest articol este un guest post scris de Viorel Zărnescu. El a tratat un subiect sensibil, dar util pentru majoritatea bărbaților. Partenerele ...
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Oct 9, 2013 - Dacă stai puțin să te gândești, mulți bărbați investesc o grămadă de bani în haine scumpe și/sau de calitate, care nu este deloc un lucru ...
Guest-post pe BLOGATU.RO – Sfaturi pentru bloggerii noi | S-o ...
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Dec 17, 2013 - 2 posts - 2 authors
Sunt interesat de site-uri / blog-uri care accepta guest post-uri, de preferat pe nisa de copii / mamici / familie / jocuri copii. Articolele sunt.
caut siteuri/bloguri pentru publicare articole [EN] 8 posts 22 Feb 2013
Aceepta cineva quest post-uri pe site-uri ce sunt in limba ... 7 posts 23 Jan 2013
este corecta gandirea mea in promovarea siteului? 6 posts 18 Oct 2012
De unde se mai pot obtine backlink-uri? 10 posts 7 Sep 2011
More results from forum.seopedia.ro
1) PA: 15 6 Links / 1 RDs DA: 42 211,985 Links / 398 RDs Link Analysis
New Media: Trei mituri despre guest post-uri pe bloguri: Ce ...
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Nov 12, 2010 - Mitul 3: Blogurile care accepta guest post-uri isi pierd identitatea ... de alte site-uri, deoarece vreau sa vad ce alte puncte de vedere au aparut, ...
2) PA: 1 0 Links / 0 RDs DA: 61 1,460,039 Links / 2,070 RDs Link Analysis
10 bloguri cu Page Rank mare care accepta guest post-uri ...
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Apr 7, 2013 - Prin guest post se urmareste marirea expunerii brand-ului si se creeaza sansa de a face legatura cu site-uri mult mai cunoscute si cu rank mai ...
3) PA: 16 42 Links / 1 RDs DA: 18 1,820 Links / 12 RDs Link Analysis
Tag-uri post: "bloguri care accepta guest post" - SEO Maga...
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Apr 7, 2013 - 10 bloguri cu Page Rank mare care accepta guest post-uri ... se creeaza sansa de a face legatura cu site-uri mult mai cunoscute si cu rank [...].
4) PA: 12 1 Links / 1 RDs DA: 18 1,820 Links / 12 RDs Link Analysis
De ce guest posting-ul si blogging-ul sunt pe o ... - Optimizar...

4. Pitch **INTERESTING** content

- **Tough one**.
- Advertorial != Editorial expert contribution
- Have a good idea as to why your content is going to be of value to the publication and its readers
- Check if your idea has been covered.
- Promote **useful resources**
- **Don’t only use content for guest blogging**

Really good, low budget online PR tactics **to make your own damn news**

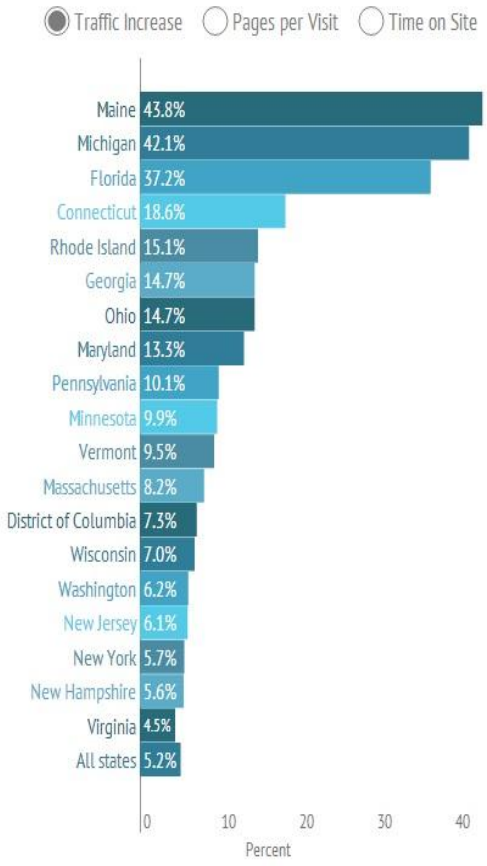
- Look into your own Analytics
- Reinterpret old PR stunts
- News Jacking
- Surveys
- Seasonal/Industry specific conten: TIP
- Build content for outdated resources

DIRTY LITTLE TRICK:

Look into your own Analytics and Correlate

Pornhub

Deep Freeze Traffic Changes



Majestic Site Explorer - Summary (play video)

www.pornhub.com/insights/ | Explore | Create Report | Verify Domain

Scope: Root Domain | Subdomain | Path (URL*) | URL | Use Fresh Index: | Use Historic Index:

Summary | Ref Domains | Backlinks | New | Lost | Anchor Text | Map | Pages | Link Profile

Information for best ranked URL in Path

External Backlinks	Referring Domains	Referring IPs	Referring Subnets
4,536	321	263	252

Link Profile

Trust Flow	Citation Flow
28	39

NEWS JACKING

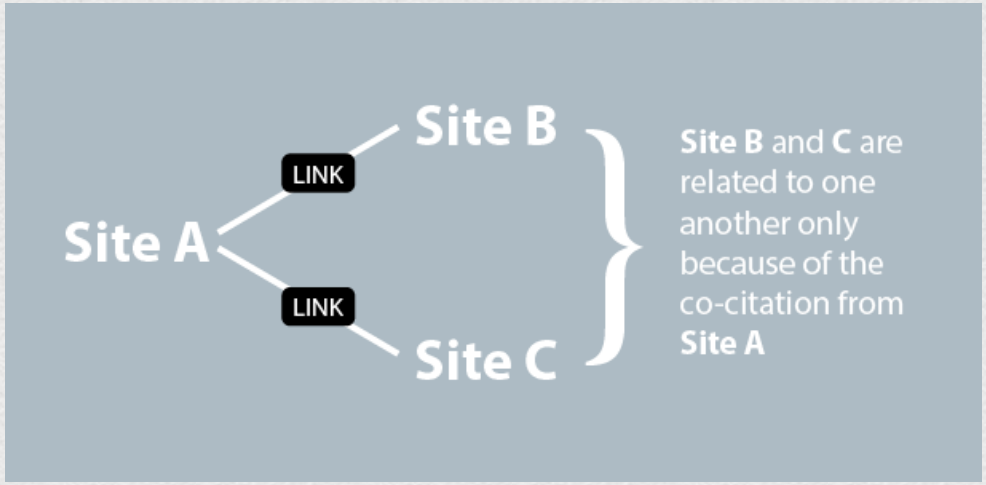
5. Build and maintain partnerships with publishers

- Don’t do one night stands. DON’T.
- Get them traffic.
- Engage with their audience.
- Promote the contribution.

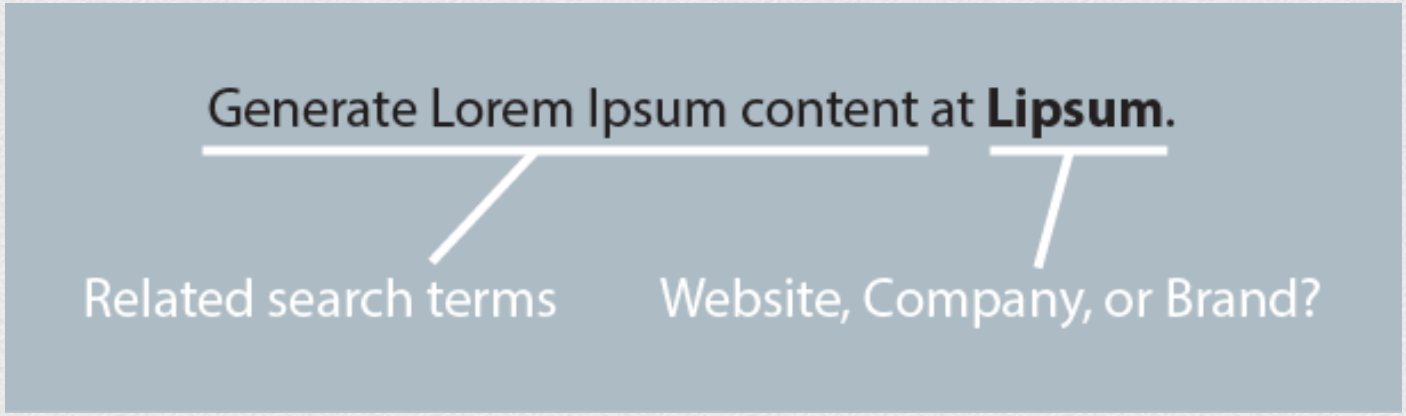
SEO Benefits

- Mentions
- Co citations
- Co-occurrence

- Co citations (yes, you can link out)



- Co-occurrence (stop giving a !#@% about anchor text)



Say NO to EXACT MATCH ANCHOR TEXT

EXACT MATCH ANCHORT TEXT IS OUTDATED
NATIONAL GEOGRAPHIC

Key takeaways

How to Guest Post in 2014

Sustainable Ways

~~Source of Link Generation~~

Tactic for Branding, Traffic, Exposure.

TL:DR

Invest in **Quality Assets** in various content formats (videos, images, interactive).
Pitch the right content to the right publication.
Consolidate onsite content.
Focus on audience and branding
Maintain relationships.

The Ideal Guest Post

Google Analytics | Blog

Must-Have Analytics Customizations for Any Business

Thursday, January 10, 2013 | 10:58 AM
Labels: Advanced Topics

The following is a guest post by Mike Pantoliano, a web marketing consultant at Distilled in Seattle.

Out of the box, Google Analytics is really powerful. It's amazing how much awesome data we have at our fingertips by just implementing a couple of lines of code across our entire site. Having worked in an agency setting for a number of years now, I'm fortunate to have overseen hundreds of various web sites' Google Analytics implementations. And while no business' analytics needs are the same, I've found there are a few must-have customizations that can be applied across almost any GA implementation.

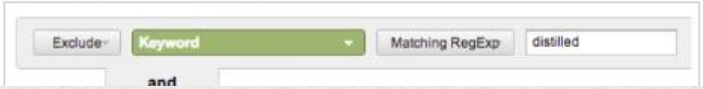
While the following tips will help you get more out of Google Analytics, there's no replacing a solid understanding of how Google Analytics operates by default. I consider this post a successor to Daniel Waisberg's 5 Ways To Ensure Google Analytics Is Running Perfectly and Simply Business's Small Business Guide to Google Analytics. Once you've got a good hold on how things work, give some of the following a shot in your accounts.

Build a Branded RegEx

Regular expressions can be scary, but in many cases this will only have to be done once. Once you have one built it can be applied to advanced segments or multi-channel funnel channel groupings to get a really enlightening look at how visitors coming from non-branded keywords are interacting with your site. If you're actively trying to grow your traffic from search, the biggest gains can be had from visitors that do not yet know your brand.

Even if you're not a RegEx pro, your Google Analytics keyword report will allow you to tinker until you get it just right. Once you have some of the basics down, you can begin to build your branded RegEx:

Head to your keywords reports and click advanced



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NO Contribution like this will be targeted.

Matt Cutts: Gadgets, Google, and SEO

Guest post: Vanessa Fox on Organic Site Review session

Posted April 21, 2006 in Google/SEO

I almost made it. I got through one day of a three day conference, and I was still blogging, caught up on email, and I'd checked my RSS feeds. Then on the second day, I spoke on three panels, stayed up talking SEO until 3:30, and it all crashed down. Now 80-90 emails sit unread in my inbox, and I'm behind on everything else too.

During the conference, I was talking to Vanessa Fox from the Sitemaps team. You probably know her from the Sitemaps blog, and she was also at WMW Boston. It turns out that she took lots of notes at the organic site review panel.

"Would you like to do a guest post on my blog?" I asked. "Sure, why not?" Vanessa replied. That's cool, because my summary of that panel would have been something like:

> The last time I did this panel, SEOs realized how much things like paid links could stick out like a sore thumb. In a different panel at WMW Boston, Rae Hoffman illustrated that other SEOs could easily see paid links using open tools like Yahoo's Site Explorer, so it doesn't even require the special tools that a search engine has. On the bright side, every site in the organic site review panel looked white-hat and had serious questions; paid links didn't come up for discussion once during the panel.

without going into the detail of all we talked about. So I'm glad Vanessa is willing to cover it in more detail. Without further ado, here are Vanessa's notes on that session:

""

I've been having a great time here at Pubcon Boston, talking to webmasters, getting feedback, and learning about what they'd most like from Google. I sat in on the Organic Site Reviews session, both because Google Sitemaps is a site review tool from a different perspective and because I wanted to make funny faces at Matt while he was talking.

I normally blog for Google Sitemaps, but Matt asked me if I wanted to do a guest post here (probably to keep me too busy paying attention to make funny faces at him).

Paid promotion tip

PPC tip

Try bidding on low-competition informational keywords that you have great content to match.

@MrsAlexandra

Check out other SEO presentations by Vertify

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