

Benefits of Guest Post

For many blog owners guest posting may seem slightly counter-intuitive: Why provide your content for the benefit of other people's sites? However, in reality it is a great way of attracting traffic to your own site and marketing your expertise.

What you need to do is to write an effective guest post that will get approved by the [guest post service](#) immediately. Then, you can simply enjoy the surge of traffic that come to your way.

Guest posts offer a great way of exposing your blog or website to numerous visitors who would not have had the chance to visit them. Visitors will get an opportunity to visit your site because in your article or blog you will place a link that will link back to your own website or blog.

Some of the Benefits of Guest Blogging

The main benefit you should see from it is that the blog asking you to guest should really be offering links in return. That is, if you link back to your blog from theirs, they should be 'do-follow' and utilize anchor text. What this means is that they are essentially letting you link from deep within their website and this is good for your rankings. Very good indeed. Hire a best guest post service and check their list of high-quality sites and [buy guest post](#) on your related niche blogs.

Traffic:

Every webmaster's first goal is to attract the reader and to get the more and more traffic. Guest blogging helps to increase the traffic because in every guest post you are allowed to have one or two do the follow links on their blog. Do follow are most important to improve Alexa rank and Google PR.

Backlinks:

Backlinks are the main factor to increase the factor to increase the Google PR and Alexa rank. Bloggers generally involve themselves in commenting on other blogs and forum but I think the guest blogging is far better than commenting because here you are sure to have do-follow link whereas in commenting sometimes it doesn't help.

Build Domain and Search Engine Authority

Another major advantage of guest blogging is that it helps you build your domain name and search engine authority. For example, if you take this blog as an example, without me investing my time in any special SEO tactics or without me focusing on purchasing on building links from other sources this blog now has a Google PageRank 4, gets over 4,000 visitors from search engines every month and even some of my posts are ranking on page one for some though and competitive keywords without me lifting a finger.

Build Your Online Influence

Guest blogging on other blogs bigger than yours is a great way to impact the lives of others and make them have a good memory of you for the rest of their lives. You might be wondering if it isn't possible for you to influence people on your own blog but the truth is you will reach far more people by combining the audiences' of other bloggers together compared to when you stand alone.

Find guest blogging opportunities

Once you have a place to keep your data organized, start searching for websites in your niche that accept guest posts. Depending on how established your company is, you might look for a broader set of sites or only focus on your specific audience. Just keep in mind that a backlink from a relevant site carries more weight than a backlink from one that isn't.

Here's a list of strings I've used on Google to find guest posting opportunities:

- Your keyword + "guest post by"
- Your keyword + "guest post"
- Your keyword + "write for us"
- Your keyword + "guest article"
- Your keyword + "contributing writer"
- Your keyword + "contribute to our site"
- [Submit guest post + General](#)

There are many guest posting services available online. They usually charge a price for each article posted.