



Strategic Reports

- Authority Hub -

"Rank-Jumping" *A Guest-blogging Checklist*

*Guest-blogging Your Way to High-Value Backlinks,
Top Ranking, Credibility, Authority, Traffic, Exposure, & More!*

LEGAL

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In other words, we're trying our best to give you the best we have. We sincerely hope it works for you, and have reason to believe that if you apply yourself, it will. However, in the unlikely event it doesn't it, we're sorry and can't be held libel – besides, you'd probably be doing yourself a great service if you looked elsewhere for the reason(s).

We put a lot of work, heart, and soul into this in order to help you succeed by showing you how to copy exactly our successful business models, tactics, and strategies. We hope you take advantage of it, but don't abuse it. We believe in Karma, and know good things will happen to you if you follow our plan, and do right. Besides, we don't want you getting hit by a bus.

GUEST-BLOGGING CHECKLIST

A checklist to help understand, prioritize, and execute the 'Guest Blogging' aspect of our "Internet Marketing 2.0" Authority Hub model.

INSTRUCTIONS: Use this checklist as the basis for your 'Rank-Jumping' Action Plan so you fully leverage this incredibly powerful strategy.

Create Your Authority Hub Guest Blogging Strategy	<p>Objectives in using Guest Blogging for your Authority Hub, and for Rank-Jumping. Before you plunge headlong into Guest Blogging, consider your specific strategy and create your personal Action Plan:</p> <ul style="list-style-type: none">⌚ Build up your own readership⌚ Increase your own blog traffic⌚ Boost your 'personal Authority' status and visibility⌚ Boost your 'Ranking Authority'⌚ Cultivate your Blog Host relationship⌚ Increase comments and reader involvement⌚ Connect with others in your niche <p>How many posts do you want (or are you willing) to write or outsource per week? Per month?</p> <p>How much time or resources do you have to spend on Guest Blogging?</p> <p>Are you convinced it is worth it?</p> <p>Ask yourself what you want to be known for with Guest Blogging.</p> <p>How do you plan to provide value to Blog Hosts?</p> <p>How will you make sure you're both speaking to the same reader?</p>
Stay Supplied with Profitable Guest Blogging Assignments.	<p>Actively work towards finding great Blogs in your niche to Guest Post!</p> <ul style="list-style-type: none">⌚ Get into a routine of searching for potential matches⌚ Look for "clues" in Blog owner posts. (Are they going on a trip? Facing surgery? Complaining about being too busy? Have their posts decreased lately?)⌚ Look in sidebars for open invitations for Guest Posters on Blogs in your niche market ("Writers wanted", "Do you want to write for us?", "Submit an article to us").⌚ Avoid inactive blogs that are severely lacking in comments. (Pay attention to the quality of the comments, too! Blogs that let anyone comment without removing spam or obscenities can't enhance your page rank: In fact, a backlink from that

	<p>blog might hurt it!</p> <ul style="list-style-type: none"> ⌚ Do searches on your keyword phrases and note the top competitors, Authority sites, authors. ⌚ Make note of names that come up on multiple sites. ⌚ Do blog searches (Google, Technorati, etc) ⌚ Look for both Topical Authorities, and General Authorities
Giving Your Profile a Boost.	<p>You're not just building your profile when you Guest Post on someone else's blog. To be really effective, you have to be committed to building their status too – making them look like a hero to their subscribers. The better they look, the better you look. Here's how you can help:</p> <p>Social Networking – Writing the post is just the beginning; think of ways to Olympic-level fine tune even your social networking promotion. Supply links on Twitter with the actual blog URL in – not just bit.ly link. Use Facebook to display your guest post prominently with a good thumbnail.</p> <p>Photos- Supply professional quality, original photos. Check first, to see if they would be welcome. Be sure to check if a Headshot is required for your bio; if so, supply it re-sized to fit perfectly to the Blog's specs.</p> <p>About Me – Guest Blogging provides important opportunities for natural promotion. Be sure to make the most of your Bio blurb or Resource Box. Check first, to see if you'll be given:</p> <ul style="list-style-type: none"> • A backlink • A by-line and article credit • Bio or Resource Box (bio is most common with blogs) <p>Behave like a Professional – THIS IS WHERE IT MATTERS! Your expertise should be obvious in the content you provide. Speak with authority and confidence in your posts. Inspire your Blog Host's readers to start thinking and taking action</p> <p>Use a spell checker – but don't rely solely on it! Proof your post a minimum of three times.</p> <p>Check all facts before providing them - Never "lift" a piece of factual information without going to the source for confirmation that the information is correct. (Don't rely on what you read in other blogs!)</p> <p>Make sure you only include facts relevant <i>to the Blog Host's readers</i> in your Bio. It's not about making yourself look good – it about interesting them!</p>
Integrating	Guest Blogging needs to be a part of your overall Authority Hub and

Guest Blogging & Rank-Jumping Into Your Current Marketing Strategy	<p>"2.0" marketing strategy. It needs to feel natural and fit smoothly, since it is human nature to abandon or be half-hearted about activities that are not easy or pleasant. These simple steps can really help...</p> <ul style="list-style-type: none"> ⌚ Plan how you're going to integrate Guest Blogging into your overall promotion campaign – this includes your Authority Hub business model, your Rank-Jumping efforts, and your overall "Internet Marketing 2.0" strategies ⌚ Plan your social networking to coincide & work together with regular Guest Blog post promotion ⌚ Rank it in order of importance in reaching your goals, and allot enough time (a reasonable amount of time) to it daily or weekly ⌚ Let your peers know you are available to write Guest Posts. ⌚ Promote your Guest Post with emails to your list
Follow up!	<p>It's all about the communication. You've promoted your guest post: Now make sure you invite action from the people you're promoting it to.</p> <p>Include a call to action in your post and in your promotion: say "If you enjoyed this post, please tweet it / re-tweet it, Like it, Plus it, etc." - then follow up by engaging in discussion on your Host's blog.</p> <p>Answer comments promptly. <u>Reallylisten</u> to what is being said/asked.</p> <p>Always end your host a Thank You note!</p>
Tracking your Guest Blogging results	<p>Figure out how you're going to track results. Will the Blog Host share stats with you? Do you feel comfortable asking? Figure out how you're going to evaluate results:</p> <ul style="list-style-type: none"> ⌚ By the number of comments? ⌚ Through your bit.ly links? ⌚ By the increase in traffic? Subscribers to your RSS feed? Longevity of the post (how long it continues to generate comments).
Make the Process Easier	<p>Effective Guest Blogging takes time and commitment. Using consistent strategies and habits will help you get into a rhythm, and very soon it won't seem like a big deal at all. Fortunately, every step you take, every 'success' you have, every post that's published, increases your overall Authority, your references, and the ease with which you'll get additional gigs.</p> <p>Be diligent in following these tips:</p> <ol style="list-style-type: none"> 1. Write at the same time every day, or on the same day every week.

	<ol style="list-style-type: none"> Pick a small selection of blogs you'd like to Guest on. Follow them daily. Get to know the readers and the page. Keep a database-type file (Excel works great for this) containing guideline information, with fields such as "Bio?" "By-Line?" "Photos allowed?" "Backlinks?" <u>Constantly look for opportunities.</u> Be proactive – but limit free-form research to specific, habitual time slots.
Be Creative!	<p>When it comes to Guest Blogging, don't feel you have to limit yourself to written posts. If your Blog Host has a video plug-in, offer to provide a Guest Video to accompany your post (or his!)</p> <p>Offer to promote your post with an audio interview (if it's an important one – E.G. new product announcement, significant achievement/milestone/etc.)</p> <p>Always look for that extra "twist" in your Guest Post subject. See how you can take the obvious one step further.</p>
Pay Attention to the Details!	<p>One of the best ways to achieve success with Guest Blogging is to stand out from your competition (meaning "other Guest Bloggers").</p> <p>Pay meticulous attention to the mechanics of your post:</p> <ul style="list-style-type: none"> ⌚ Shorten your Headline and subheads by removing any unnecessary adjectives, conjunctions or words. When it comes to blogging, shorter is often better, and almost always higher-impact. ⌚ Make sure your first sentence piques curiosity to the point your reader can't resist seeing "what comes next". ⌚ Be diligent about promotion and follow up. ⌚ Offer your Blog Host the chance to reciprocate. Be equally diligent in promotion for his post. ⌚ Meet your deadlines. Be known for reliability! ⌚ Ask the right questions – ahead of time: Find out everything you need to know to make it drop-dead easy for your Blog Host. (He should be able to just drop your post in place, without any fixing, formatting or fuss.) ⌚ Pay attention to Style Guidelines and copy format requirements. <p>Guest Blogging is a core aspect of creating Authority, and of "Internet Marketing 2.0" as a whole, and can boost your credibility very solidly – but only if you are as solid as a rock when it comes to deadlines, reliability and follow up.</p> <p>Make sure you plan your Guest Blogging strategy, efforts, and actions. Plan well, and well in advance, to ensure your reputation grows in a positive, successful manner.</p>