



DIY SEO HQ

GUEST POSTING and PARTNERSHIPS



Guest Posting and Partnerships

- What is Guest Posting?
- Why Guest Post on other sites?
- 7 Ways to find a home for your Guest Post
- **Introducing:** The Partnership Approach to Guest Posting
- The 8 Step Partnership Process (includes templates)
- CHALLENGE!






Definition:

Guest blogging or posting is the practice of writing and publishing a blog post on another person or company's website ... they are accommodating you on their piece of virtual real estate.

Why Guest Post?

- Helps build awareness
- Reach a wider audience
- Get quality website traffic
- Position yourself as an authority
- More business
- The Backlink is a BONUS



Most don't ...
giving you
the edge!



**Time to get
into the
nitty gritty!**



7 Tips on Finding a Home for your Guest Post

1. Check out the pinned post in our DIY SEO HQ Facebook group ... our own GUEST POST REGISTER.

DIY SEO HQ

Private group · 27 members



Discussion Featured Members Events Media Files Guides



Janet Camilleri

Admin Group expert +1 · February 7, 2023 · 🌐

#guestposting #announcement

IMPORTANT ANNOUNCEMENT

This thread is our very own Guest Post Members Register

INSTRUCTIONS

Please add your details in a comment below, using the following format:

Business Name:

Blog/Website URL:

Industry:

DA:

Contact Email:

Preferred Topics:

(I've added my details in the first comment to show you how it's done).

When you are wanting to find guest posting opportunities, check out what other members' sites might work well with your line of business.

Reminder: This information is only for members of the DIY SEO HQ and to be used for the intended purpose. No spamming, and please do not share with anyone else.

Fleur has her pen ready to start guest posting!!!!



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2. What blogs / sites do you follow?

HARD WORK IS NOT ENOUGH: DISCOVER THE KEY TO BUSINESS SUCCESS

Posted by Janet Camilleri | Business Growth, Learn Magazine, People and HR, Running a Business, Starting in Business | ★★★★★



While hard work is definitely a requirement if you want to build a successful business – it's not enough.

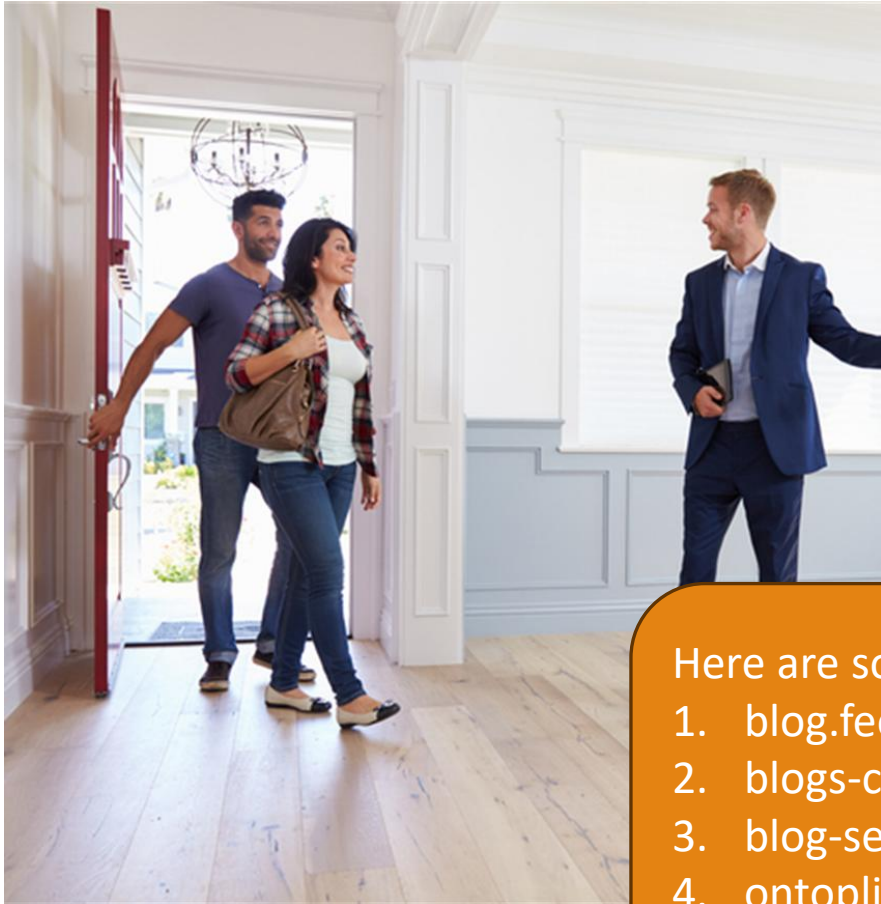
ABOUT THE AUTHOR



Janet Camilleri

Janet Camilleri wears a white cowboy hat, to emphasise the fact that she's one of the "good guys" in the SEO industry! Her previous careers in teaching, freelance journalism and copywriting have culminated in the founding of Front Page SEO, a multi-award winning digital marketing agency on Brisbane's bayside. She is particularly passionate about unveiling the mysteries of search engine optimisation (getting found in Google) for business owners, so that they can handle this aspect of their marketing with confidence.

W **f**



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2. What blogs / sites do you follow?
3. Blog Directories

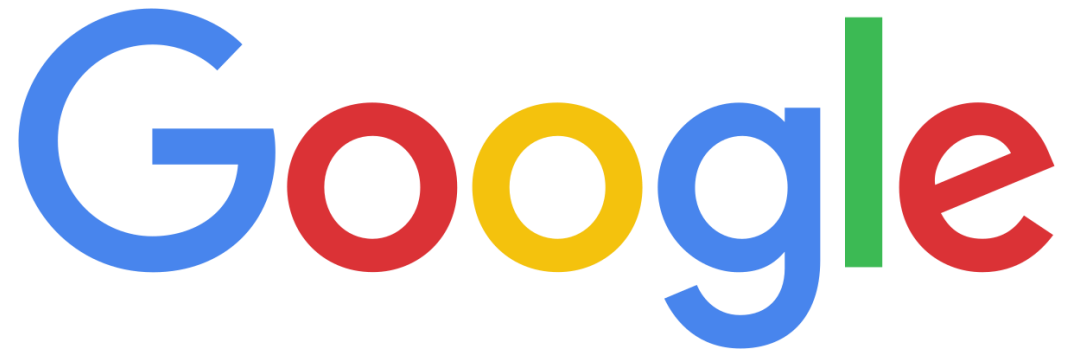
Here are some to try:

1. blog.feedspot.com/category/location/australia
2. blogs-collection.com
3. blog-search.com
4. ontoplist.com
5. blogarama.com



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- Your topic + "guest post"
- Your topic + "write for us"
- Your topic + "submit a guest post"
- Your topic + "guest article"
- Your topic + "contribute to our site"
- Your topic + "submit a guest post"
- Your topic + "blogger guidelines" ...



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4. Google – duh!
5. Check out your competitors



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4. Google – duh!
5. Check out your competitors
6. Contact the Commenters



Hey [Name],

Thanks for taking the time to comment on my blog about [topic]. I never thought of the fact that [Insert something they said in the comment]. That's a good point.

I noticed you have a blog too. I'd love to submit a guest post on [topic] for your site – would you be interested?

Kind Regards,



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6. Contact the Commenters
7. Ask AI

“Can you give me a list of 10 Australian websites which are likely to be open to a guest blog post about [XYZ] written by the founder of [ABC]”

Certainly! Here are 10 Australian websites that may be open to publishing a guest blog post by [REDACTED] focusing on topics such as [REDACTED]

Australian Websites Open to Guest Contributions


1. Bluewire Media

- **Focus:** Marketing, business strategy, leadership.
- **Guest Post Info:** Accepts unpaid guest posts; offers exposure to a 40k+ audience across web traffic, email subscribers, and social networks.
- **Link:** bluewiremedia.com.au bluewiremedia.com.au

2. BizCover Blog

- **Focus:** Small business advice, risk management, operations.
- **Guest Post Info:** Accepts guest posts; topics include creating effective risk management plans and optimizing business operations.
- **Link:** seosandwitch.com seosandwitch.com

3. Worklogic

- **Focus:** Workplace investigations, mediation, ethics, governance.
- **Guest Post Info:** Specializes in workplace mediation and conflict resolution; potential for collaboration on related topics.
- **Link:** worklogic.com.au 





The key to getting guest posts published is personal connection

It's not what you know it's who you know!



Introducing Partnerships:

A MORE EFFECTIVE WAY TO GET GUEST POSTS PUBLISHED!

What do we
mean by a
partnership?

*"I can do things you cannot, you can do things I
cannot; together we can do great things"*

Mother Teresa





Types of Partnership

- Guest posting on another's site
- Link swaps
- Piece/promo in an email newsletter
- Guesting on podcasts
- Presenting at seminar/conference
- Social media – sharing posts, giving a shout-out, inviting friends to follow their page
- Swapping skills / resources
- Introductions to valuable connections
- A combination ...

The Partnership Process

1. Consider your goals – what do you want to achieve from your partnership?



The Partnership Process

2. What can you give – list your assets (skills, tools, size of mailing list / social media audience, etc)



The Partnership Process

3. List your Current Contacts –
let's give this the PURR-sonal touch!





YES
RIGHT
NOW!!!!

The Partnership Process

4. Reach out via email - templates provided!



PARTNERING WITH PEOPLE YOU KNOW TEMPLATES

Email 1

Subject Line: Let's catch up

Hi [INSERT FIRST NAME],

[INSERT SOMETHING PERSONAL eg How was your recent cruise? Loved the pics from your birthday celebrations on Facebook! Looks like your business is going really well – congrats on your award win / new hire!]

I've had a couple of ideas on how we might be able to partner up to support each other's business in the new financial year.

Are you free to hop on a Zoom call?

I look forward to catching up!

Email 2

Hit Forward on the previous email and say ...

Hi [INSERT FIRST NAME],

Hope all is going well in your world!

Just following up on my email below - I'm still keen to catch up. Let me know a day and time that would work for you!

Chat soon,

PARTNERING WITH PEOPLE YOU DON'T REALLY KNOW TEMPLATES

Email 1

Subject Line: Connecting from **INSERT NAME OF GROUP, PERSON ETC**

Hi [INSERT FIRST NAME],

Hope you're having an amazing week!

[CHOOSE 1 OF THESE:]

- We met at NAME OF NETWORKING GROUP
- I follow your BUSINESS NAME on FACEBOOK / INSTA (pick 1)
- We are both in the NAME OF FACEBOOK GROUP

and I really wanted to get in touch as I can see a lot of synergies / similarities [PICK ONE!] in what we do.

Given our shared focus on [COMMON INDUSTRY/MISSION], I see a great opportunity to join forces to support each other!

Is this something you'd be interested in?

Look forward to hearing from you,

Email 2

Forward the previous email and add:

Hi [INSERT FIRST NAME],

Hope all is going well in your world!

Just following up as I'd love to chat more about a how we could support each other's business.

Thanks,



The Partnership Process

5. Catch up - in person, on Zoom or phone call



The Partnership Process

6. Negotiate assets – via email
(template supplied)



PARTNERING CONFIRMATION EMAIL

Hi [INSERT NAME],

So good to catch up with you today 😊 . I'm excited about how we can work together!

As a partner, I'd love to offer the following to help promote [INSERT BIZ NAME]:

[CHOOSE WHICHEVER APPLIES, THESE ARE JUST SOME IDEAS]

- Writing a post about 5 unusual ways that I've used [your product] for you to publish on your website.
- Publishing a post about you and your business on my website, including a backlink to your site (good for SEO).
- Sharing 5 of your Linked In posts with my followers.
- Inviting all of my Facebook friends to follow your Facebook page.
- Including a short piece about you and your business in my monthly email newsletter.
- I can introduce you to [xxxxxxx] who works in a similar industry as I can see some real opportunities for you to collaborate with them, let me know if you're keen.

In return, I'd love to explore how we can make this a two-way value exchange. Here's what I'd love your support on but also keen to hear your thoughts:

- I'd love it if you could find a suitable way to link from [THEIR WEBSITE] to this page on my website.
- An introduction to [PERSON YOU WANT TO CONNECT WITH] and any others you know with a [PODCAST / YOUTUBE CHANNEL / BLOG] as I'm keen to be a guest.
- A shout out on your Facebook / IG / TikTok about your experience with my [PRODUCT OR SERVICE] plus a 5 star Google review
- Any other tips you have on maximising visibility for both of us — I truly value your expertise.

Chat soon!

The Partnership Process

7. Follow through – deliver what you promised, promptly





Creating Content that gets Published

-
- Follow the guidelines
 - Replicate their style
 - Make it unique
 - Have a great intro
 - And a solid conclusion
 - Break it up!
 - Include internal links
 - Link to your site
 - Check grammar and spelling
 - Include an image
 - Don't forget your bio

The Partnership Process

8. Track and measure – check out your handy-dandy spreadsheet which will be available for download in the HQ!





This Month's Challenge

- ~~Create a list of 25-30 contacts~~
- Reach out to 5 people this month with one of our partnership templates (not everybody will respond)
- Set up a Zoom / catch up
- Afterwards, email to confirm who is doing what
- Take action
- Track it!
- Report back to the HQ any hits or misses you may have, use the hashtag **#partnerprogress**



The 72 Hour Rule



What's your key takeaway?!



Member Hot Seat next week...



Now ... Go and Get your
Google on!!!!

