

The Guest Posting Strategy That Generated Over

209.14%

Organic Traffic Growth

Presented by SEO Experts Company India

Page		Pageviews	% Pageviews
1. /blogs/leather-tips/			
Nov 1, 2022 - Mar 31, 2023		5,141	3.90%
Jun 3, 2022 - Oct 31, 2022		1,663	2.28%
% Change		209.14%	71.31%
2. /blogs/leather-tips/			
Nov 1, 2022 - Mar 31, 2023		4,758	3.61%
Jun 3, 2022 - Oct 31, 2022		879	1.20%
% Change		441.30%	199.97%

PROJECT GOAL

This particular client owns an **educational website**. When they contacted us, our team conducted an SEO analysis of the client's website and produced a **thorough audit report**. Following that, we discussed all the client's business pain points.

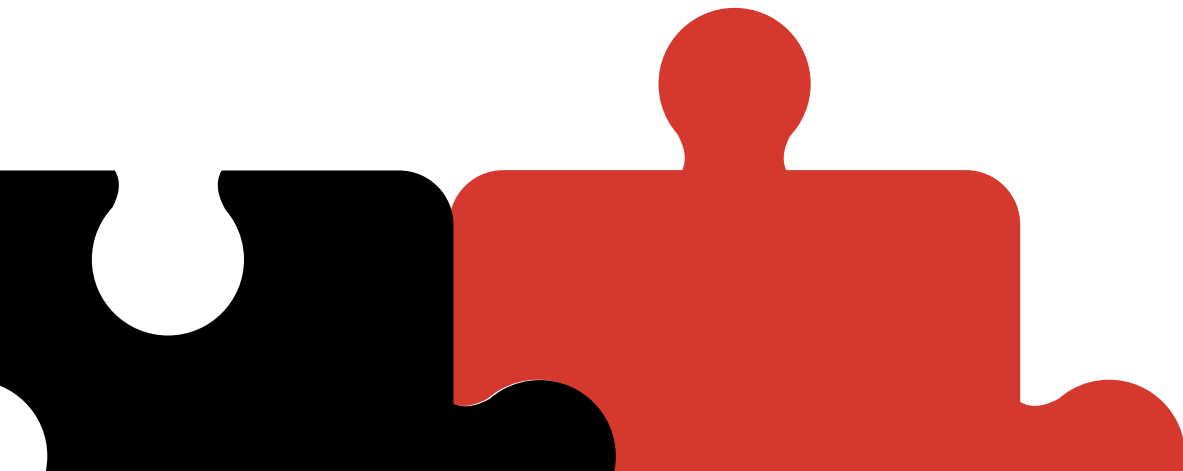
As a result of the team's efforts, organic traffic to the client's website **increased by 209.14%**.

We successfully increased monthly search traffic using quality link building as a **guest blogging tactic** for the client.



Here are the Guest Blogging Strategies that We Implemented

1. Found client's niche-related websites to contribute
2. Formed a connection with the website owners
3. Chose winning topics
4. Wrote engaging content as per guest post website requirements





Found Client's Niche-Related Websites to Contribute

- Before writing guest blog posts, our team found websites that accepted guest posts and **actively looked for content**.
- Beyond that, we also identified those guest posting websites that could help us **meet the set goals**.

How to Find Sites That Accept Guest Posts

There are lots of ways to find sites that are happy to accept guest posts. For example, we used Google to find sites accepting guest posts on the **topics we wanted to write** about using specific keyword phrases. Some sample search queries include:

- [topic keyword phrase] + “write for us”
- [topic keyword phrase] + “guest article”
- [topic keyword phrase] + “become a contributor”

2

Formed a Connection with the Website Owners

Before approaching site owners to suggest a guest post (known as "pitching"), we connected with them using the information available on their **contact us pages or LinkedIn messages**.

Here is a useful piece of advice: always pitch well-thought-out titles. Many website owners are so **sick of receiving irrelevant pitches** and low-quality content that they only consider and accept guest posts from people they already know, like, and trust.

Here's how we became one of those people. First, we got to know their site and the type of content they published by following them on Twitter, where many people share their content, or by **subscribing to their site on Feedly**, which helped us be updated whenever there was something new.



Chose Winning Topic

Once we understood the target audience according to the client's website, we pitched website owners with **exciting and unique titles**.

Crafted Stellar Headlines

We also analyzed the headline in our pitch again. The thought behind this tactic was that even if the site owner loved the **already pitched title**, providing more alternatives would still be a good idea.

- Included the benefit for the reader
- Filled with action words
- Tapped into emotion

4

Wrote Great Content as Per Guest Post Website Requirements

- After acceptance of the pitch, the next thing to do was to write high-quality guest posts. Especially the first time we were **writing for a site**, we wanted to make it as good as possible.
- Our team also took care of the following:
- Made sure that we **met the guidelines and requirements** of the site where we aimed to publish the guest post.
- Provided **additional information** on the popular topics
- Wrote something **new on the chosen topic** that was likely to be popular with the audience

THE RESULTS WE ACHIEVED

Our client's website's organic traffic increased by 209.14% within five months!

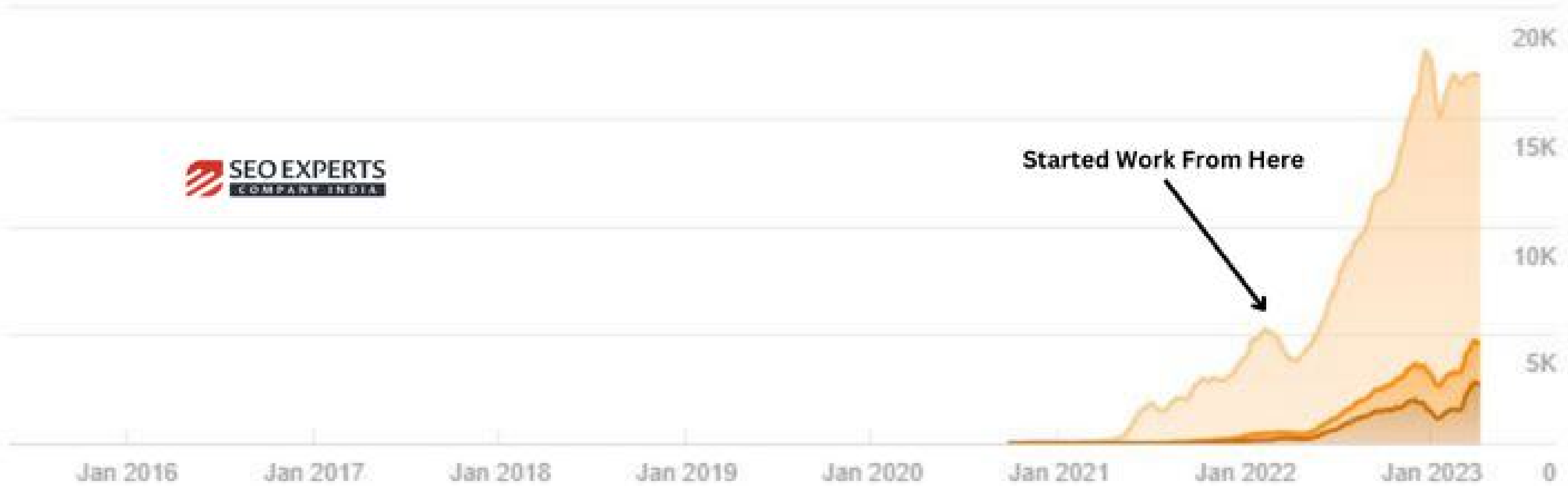
So, here you have it! The challenges we faced, the strategy we built, and the results we delivered.

Organic keywords : 16,892

Export ▾



Started Work From Here



- #1-3
- #4-10
- #11-100



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THANK YOU