SPAM OR SINCERE: HOW TO IDENTIFY GUEST AUTHORS FOR YOUR BLOG

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#WCJAX

WHO AM I?

- Co-founder of FedSmith.com (2002)
- Wordpress user since 2012
- Curator of niche content

WHY GUEST POSTS?

- Expand your content
- Potential for new regular authors
- Grow your traffic
- Help your authors build their businesses

THIS IS GONNA BE HUGE!

- I stumbled into guest posting early on
- It has become a real trend in the blogosphere
- It works!

BUT THERE ARE SOME PROBLEMS…

(Like spammers)

- “I love all of the fantastic tips you have on your site…”
- “I was looking for an opportunity to write for a blog and stumbled onto your website…”
- “…writing to inquire if you accept guest posts on your site…”
- “I was wondering if you would be open to me contributing a high quality (completely unique) article?”
- “…100% copyscrape protected…”
- “What is the lowest price for it? [guest article]”
- “I have quite a few titles ready to publish…”

IS THIS ANOTHER NIGERIAN PRINCE?

- Warning signs:
  - Typos in pitch
  - Broken English
  - This sounds SO familiar…
  - No identifying credentials

OTHER DANGERS

- Samples (if offered) have nothing to do with your blog's topic
- The person has clearly not read your site
- These people are often relentless
- Article is likely to be very general
- Watch for copyright violations

LET'S DO BUSINESS!

- You get less of a canned email
- You actually get credentials
  - Bio
  - Domain/website
  - Sample articles (valid ones)

TIPS FOR GETTING BETTER AUTHORS

- Guest author page
  - Include your terms/conditions
    - Add required fields (i.e. bio/ website)
- Ignore the spam/illegitimate requests
- Have a canned response
- Offer benefits to regular authors

Please see our terms and conditions in the form below before submitting your article. **Please also note that articles which are simply advertisements/promotions for a product or service, are not relevant to our user base, contain numerous typographical errors, or have otherwise not been properly proofread will not be considered for publication.**

Name*

Email*

Job Title*

Company/Agency Name

Author Bio*

Short biographical text you would like included with your article (350 characters max)

0

Include Your Email Address With Your Bio?

Yes No

Attach Your Article (Microsoft Word docs only)

Browse... No file selected.

TERMS AND CONDITIONS FOR WRITING FOR FEDSMITH, INC.

FedSmith.com welcomes submission of guest articles not to exceed 1200 words. By submitting an article for us to consider publishing on the site, you hereby agree to the following terms and conditions:

- You certify that you hold the copyright in the submitted article.
- You retain the copyright in the submitted article.
- You are solely responsible for the content of your article.
- You agree that you will not use your article solely as an advertising outlet for a product or service.
- You represent that the work is based on facts that you personally have verified, is not libelous or slanderous, is yours alone and does not infringe upon another's copyright. If the content of your article or your copyright is challenged, you are solely responsible for handling the challenge and you hereby indemnify and hold FedSmith.com and FedSmith Inc harmless from

Benefits of Writing for FedSmith.com

- You can gain recognition from millions of people connected to the federal government by sharing your expertise through your articles
- You can promote your website or business through a short tagline and link from your articles
- You own and retain the copyrights to your article
- Write on your schedule – there are no minimum requirements for publishing articles

How Does It Work?

Simply write articles on your schedule and send them to us through the form at the end of this page or directly to us in Microsoft Word format.

What Topics Do You Look For?

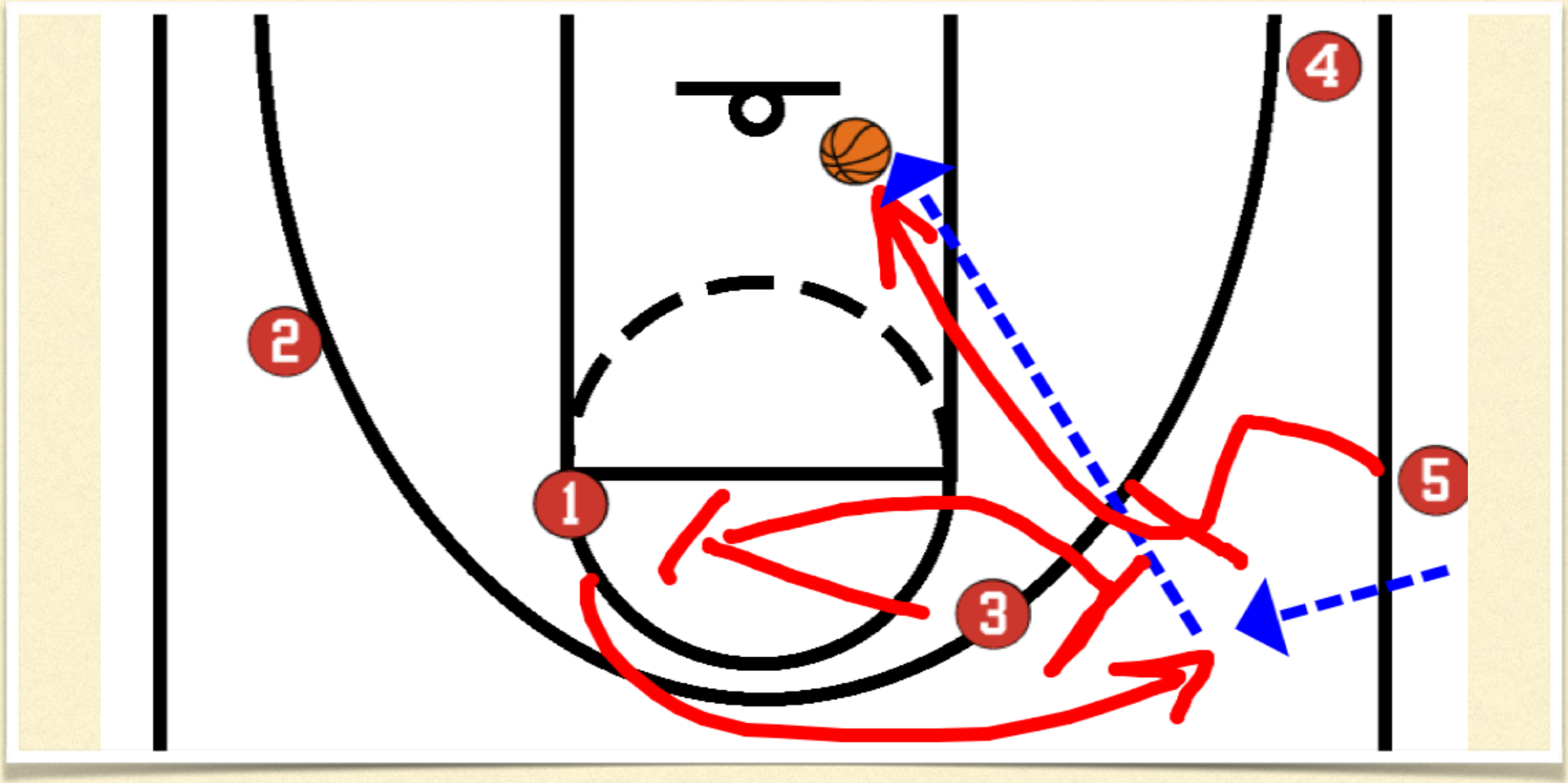
Topics we are most interested in publishing include, but are not limited to, the following:

Thank you for sending your article to be considered for publication. We have reviewed it and decided not to publish it as it isn't a topic with a direct connection to our audience of federal workers.

~ My canned response

WHAT ABOUT COPYRIGHTS?

- We require the author to own them
- Posting on other sites
- Article reproduction requests



QUICK TIP

Add a “guest author” custom field to your theme: http://www.wpbeginner.com/wp-tutorials/how-to-rewrite-guest-author-name-with-custom-fields-in-wordpress/

APPROACHING POTENTIAL AUTHORS

- Introduce yourself and your company/website
- Explain your content
- Explain how you think there is a good fit
- Expound on benefits of writing for your site
- Above all, avoid saying “Here’s what you can do for me”

PITCHING YOURSELF AS A GUEST AUTHOR

- Read the site!
- Avoid canned emails
- Tailor your email to the site/company you are pitching
- Proof your email carefully
- Provide relevant sample articles
- Demonstrate how you can provide value to the company/website

HONORABLE MENTIONS

I'm a long time reader and really love your website. Every week I come once or twice to see what is new, also I'm owner of a website about foosball. The reason why I'm writing to you is because I'd love to contribute with a guest post on your website.

I've been brainstorming some topics that I think your readers would get a ton of value from:
– Attract top talent with an employment branding strategy
– The foosball table is killing your startup
– Office space: What does the ideal workplace look like?

I'll make sure the article overflows with information that can't be found anywhere else. I will write unique article with proper image totally free for you.

I'm writing to suggest you an article for Fed Smith
The ideas of my posts are:
1) Best tips for a web designer from a web designer
2) How to perfectly edit you blog content
3) How to create you own website and what you should know
Let me know what you think

Hello Sir/Ma'am,

Being a blogger, I am a regular reader of your blog. I do truly like you way of researching and writing the blog with unique style and in easy way. I specially liked your article in which you showcased different aspects of considering job tactics and getting hired easily.

As you have large number of followers, your blog carry unique content with an easy module of language to cater many people to be be a part of it.

Since you publish guest posts of different blog authors on your niche, I request that you should also give me an opportunity to present my blog on your niche as it has a quality content and is of a real value.

I understand the value and quality you need for the content and I assure you for giving such conditions added with it.

Awaiting your positive response.

Hi Sir/madam
I Need Post On your site
What is the Price For Do follow Link At https://www.fedsmith.com
waiting positive reply

QUESTIONS?

CONTACT ME

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