

GUEST BLOGGING

SHANGLIANG WANG/SCULLY
02/23/2016

INTRODUCTION

- Guest Blogging?

<https://www.youtube.com/watch?v=Rq5Vo84Mops>

- One of the most outstanding, albeit, misunderstood tactics in social media world

- Old, but not obsolete

- Sharing, Promoting, Earning


- Beneficial to Both Businesses:

- ✧ Small

- ✧ Big



GOALS: POSITIONING, OBTAINING, EXPANDING

- **Build your authority**
 - **Make Your Name Well-known**
 - **Generate Exposure (traffic) Back to Your Website**
 - **Building Backlinks to Your Website**
 - **Drive Leads**
 - **Establish Relationship to Partners and Customers**
- 

ADVANTAGES

Big Guys love It!

Intel

Evernote

Xbox

Klout

Autodesk


O'Reilly Media

Salesforce

Forrester Research



ADVANTAGES

- Create and Support a Blogging Celebrity
 - Share Its Own Success Case Study
 - Dealing with A Social Media Crisis
 - Promote its Most Powerful Users
 - Promote Its Message
 - Increase Your Reach
 - Get The whole Team Involved
 - Share The Expertise
- 

CURRENT MARKET AND BUSINESS VARIETY

- **Brand Marketer**
 - **Brand Influencer**
 - **Marketing/Branding/Social Media
Relationship Agencies**
 - **Etc**
- 

GUEST BLOGGING COMPANIES



LINK
BUILDING
.AGENCY




CONTENT
MARKETING
INSTITUTE™

Peter Sandeen

Clear advice on value propositions

RANKING IN 2015

- <http://www.effectivebusinessideas.com/category/guest-blogging-list/>
 - Pets
 - Religions
 - Fashions
 - Politics
 - Internet Marketing/Make Money Online Blogs
 - Sports
 - Writings
 - Technology
- 

MITP GUEST BLOGGING: THE MIT PRESSLOG

- MITP, The 3rd Largest University Press of U.S.
 - Publishing through 131 Disciplines across 22 Scientific Categories
 - MIT PressLog:
 - Founded in 2005
 - Only Official Blog for MITP
 - Chronicles News about MITP Authors and Books
 - Forum for Authors to Discuss Issues Related to Their Books, Researches and Scholarship
 - <https://mitpress.mit.edu/blog>
- 

MITP GUEST BLOGGING SAMPLE 1

The MIT Press

Books ▾

Journals

Blog

Podcasts

About

Contact

Search this site...

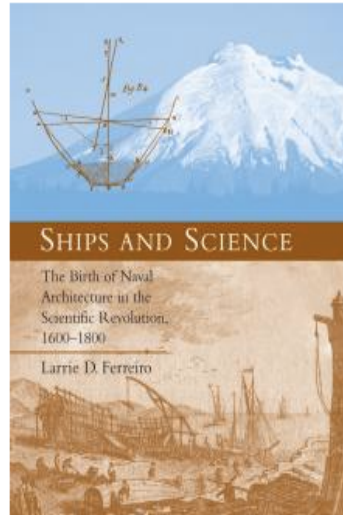
GO

Home → BLOG → NATIONAL MARITIME DAY

National Maritime Day

For National Maritime Day we are featuring a guest blog post from Larrie Ferreiro, author of [Ships and Science: The Birth of Naval Architecture in the Scientific Revolution, 1600-1800](#). Enjoy!

The United States celebrates National Maritime Day every May 22, the date on which *Savannah*, the first steamship to cross the Atlantic, departed its eponymous home port in 1819. Yet this event, commemorating a significant advance in our maritime heritage, obscures two important facts: first, that America was a maritime nation long before *Savannah* set sail, even before it was an independent country; and second, that we have always been mariners of the rivers, coastlines and littorals, far more than of the open ocean. As the authors of the magnificent book, [The Way of the Ship: America's Maritime History Reenvisioned, 1600-2000](#) explain, "Americans began trading more with themselves than they



Share



Subscribe to the MIT Press
Blog Digest

email address

Subscribe

Or, if you prefer to use an RSS reader, you can subscribe to the Blog RSS feed.

RSS

SAMPLE 2

Home → BLOG → OPEN ACCESS WEEK II

Open Access Week II



Our first *Open Access Week* post came from Charlie Schweik, author of *Internet Success*. Today, we have Peter Suber author of *Open Access*, part of our *MIT Essential Knowledge Series*.

Update on my book on open access

MIT Press asked me to write a guest blog post on my book, *Open Access*, and I'm glad to oblige.



The book came out in June 2012, and became open access (OA) in June 2013. MIT Press doesn't routinely make its books OA, and I'm grateful that we were able to negotiate OA for my book. Beyond merely allowing OA, the press produced four different OA editions, in PDF, HTML, ePub, and Mobi (Kindle). Once the book was OA and people were free to tinker with it, the Internet Archive produced four additional OA editions, in Daisy, DjVu, plain text, and streaming formats.

Share



Subscribe to the MIT Press Blog Digest

Subscribe

Or, if you prefer to use an RSS reader, you can subscribe to the Blog RSS feed.

[RSS](#)

THINGS TO WATCH OUT!

MITP:

Views expressed by guest contributors to the blog do not necessarily represent those of MIT Press



DISADVANTAGES/RISKS

➤ Abuse

➤ Spam

➤ Collateral Damage from Guest Posts:


✧ *Hurt in Reputation*

✧ *Server Failure*

✧ *Website Insecurity*

✧ *Guest Blogging Penalty: Google Penalty*

RECOMMENDATIONS

- **Require authors' signatures on blogging**
 - **Track footprints under the names of the authors**
 - **Avoid making guest blogging a mass scale “link building tool”**
 - **Use no-follow links as much as you can**
 - **Keep away from using Commercial Anchor Text in guest post links pointing to your site**
 - **Always guest post on relevant websites**
- 

REFERENCES

<http://www.socialmediaexaminer.com/8-brands-that-benefit-from-guest-blogging/>

<https://blog.kissmetrics.com/guide-to-guest-blogging/>

<http://www.iacquire.com/blog/the-undead-guest-blogging-in-2015-and-beyond>

<http://www.effectivebusinessideas.com/category/guest-blogging-list/>

<http://cognitiveseo.com/blog/3600/guest-blogging-link-risk/>

http://www.marketingterms.com/dictionary/guest_blogging/

<https://mitpress.mit.edu/blog>



THANKS!

