



## 3 Ways Writing Guest Articles Can Help Grow Your Online Presence

Publishing content of any kind is a great way to showcase your expertise and provide valuable information to your followers. As your content base grows, so do your chances of getting found by the public. If you have a blog and already write for it on a regular basis, you're definitely doing the right thing.

That being said, writing isn't always an easy thing to do. When you find your groove, words flow and every paragraph falls into place seamlessly. But you also know how time-consuming it can become. We all got to the point where writing seemed like such a chore that we asked ourselves "Why am I even doing this?".

With this love/hate relationship in mind, you might think that writing for other blogs is a waste of time, especially when you're not getting paid for it. Plus it won't even appear on your website.

But despite what you think, guest posting is absolutely worth it. Below are 3 good reasons you should highly consider writing for someone else's blog to help grow your wellness business.

### **Guest Posting is Great for Your Website's SEO (Search Engine Optimization)**

In the world of the internet, Google and other search engines use a few different strategies to decide how to rank your website. One way they do this is by analyzing the links that direct people from other domains to your own website. These are called "backlinks".

It's common practice to include one (or two) links to other articles you wrote in a guest post that you publish on someone else's blog. Since these links are hosted on a different website, they will improve the SEO ranking of your own site.

The bigger the hosting site, the more importance Google will give to those links. That's why you need to work your way up over time by publishing on bigger and bigger platforms. This will slowly (but surely) strengthen your rankings and make you appear higher in the results when people search for your services.



## **Guest blogging introduces you to a new audience**

One of the best aspects of guest posting is that you're given a chance to "talk" to an already established community. This gives you the unique opportunity to connect with new people that wouldn't have heard of you otherwise.

If you take the time to know what the audience cares about before writing, you can add a lot of value to the discussion and start creating authentic bonds with this community's members. My advice about guest posting is the following: write your best material and don't ask for anything in return.

Be available to answer comments and connect with people if they ask, but don't barge in trying to squeeze in any sleazy sales pitches. Remember that nobody there knows you (yet), so act - and write - accordingly.

## **How to be a good guest blogger**

When you write for someone else's blog, it's in your best interest to promote the article to the best of your ability. To help you with this, I've created a 12-step checklist that you should go through every time you publish a guest article.

[Download your free checklist here](#)

Since you've used your best material for your guest blog, it's also a great time to reach out to industry leaders who might be interested in having you write for them in the future. At the very least, you'll get a "thanks, but no thanks". But in the best-case scenario, this could be your ticket to reaching an audience much bigger than ever before.

## **"What about guest articles on my blog?"**

This is a great way to provide value to your community without having to do all the work. If someone offers to write for your blog, definitely consider it as a great opportunity, as long as they can cover topics that matter to your followers.

You can also offer the hosts you write for to "exchange" articles, where you write for them and they write for you. This trade can be the start of a long term partnership that will be mutually beneficial.



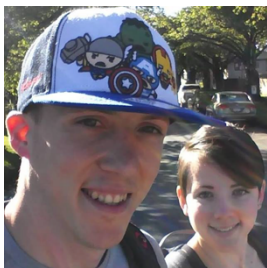
However, if you have the choice between guest blogging or having someone write for you, pick the former. The opportunity to engage with a new audience isn't something you should ever pass on.

### **If you get the chance, write a guest article**

There aren't many activities that will boost your online presence and extend your reach as much as guest blogging does. And if you eventually want to get featured in magazines, on news sites, or get other "traditional" publishing opportunities, guest blogging is a big step in the right direction.

If you want your influence to grow rapidly, don't waste any time and start reaching out to potential hosts today.

### **About the Author**



Sean is a Personal Trainer at Upside Strength and the Online Community Manager at [Holistic Nutrition Hub](#). Fully immersed in the wellness industry, he juggles between coaching fitness clients and building a nation-wide community for holistic nutritionists. He lives in Vancouver BC with his wife Lynne, and their three sons.



Come Hang Out Online!

