

Benefits and Reasons for Guest Blogging:

the Only 2 Things You MUST Know!



By Freddy Gandarilla

If you are a brand new blogger online, you need to learn the great **benefits and reasons for Guest Blogging!**

Guest Blogging will be the most important key to help you build a successful, money-making, blog online.

Want to build up daily traffic flow to your blog – fast?

Guest blogging is one of the best and most effective ways to accomplish that!

Today, I would like to share with you, what in my opinion, are the two important and only things you must know about Guest Blogging, in order to get going with it.

But, first, I would like to answer a question that you might still have (*you could still be very new to blogging, you know*).

My goal is always to teach as much possible. With that in mind, let's begin with the most obvious question a very new blogger online would have

What exactly is Guest Blogging?

According to weblogs.about.com – here is the simple definition;

“Guest blogging is a method used by bloggers to increase blog traffic where bloggers write posts to be published on other bloggers' blogs. Guest blogging can work in one of two ways: You write a post to appear on another person's blog. Another person writes a post to appear on your blog.”

It is a very simple concept to understand.

And, it is also a very simple internet marketing strategy to help you build a successful blog online.

If you really want to be successful with Guest Blogging, all you have to do is learn exactly how it works, exactly what you need to do, and take massive consistent action with everything.

It all really boils down to TAKING MASSIVE CONSISTENT ACTION.

There is no way around that.

And, if you are thinking; “*is there a shortcut for guest blogging?*”

Well, Yes, of course there is.

But, it is not a “Free” Shortcut. This means you have to pay for it.

You can actually Outsource Guest Blogging.

If you really want to outsource – I have a good recommendation for you. You can hire my buddy Christopher Jan Benitez to help you out. Check out his Guest Posting Services [here](#).

If you don't have the patience and/or time to write a lot of unique, valuable content to publish on other people's blogs (in your niche), **very consistently**, then just outsource. But, if you do not have enough money to invest here, then guess who is going to have to do the work??

Let me tell you; **Guest Blogging is NOT for the weak and uncommitted!**

It does take a consistent flow of Valuable, Unique – CONTENT - to be Publish all over the internet.

Guest blogging is simply BLOGGING on other people's blogs. It is just another type of Content Marketing Online.

Now, let me talk to you a little bit about some of the benefits of guest blogging.

Benefits of Guest Blogging

It helps you build relationships with other bloggers in your niche.



One essential thing I have learned to build a successful blog online is to Expand your Online Network with Like-Minded Individuals.

In this case, you would want to connect with as many other bloggers online as possible. Most likely, bloggers in your Niche.

You know the quote; *“it is not really about what you know but who you know that can make all the difference!”*

Now, I am not taking anything away from taking the time to invest in your Knowledge and Education here.

But, knowing the right people and having the right connections, **along with** great knowledge, will make all the difference in your online journey!



One of the most important things when it comes to Guest Blogging is the Research Phase.

You have to find those blogs that have the Big Audience that your main blog could use more of. *You get what I mean?*

There is no point on publishing a great guest post on a blog that is getting very little traffic every week and month. In other words, **learn how to find blogs that actually get a lot of targeted traffic on a daily/weekly basis.**

And, by doing this research, you will also be able to **Build Relationships with many bloggers in your niche** (when you reach out to them). Especially, if they really like the content you are sharing on their blog.

This is one amazing benefit of Guest Blogging!

Another great benefit of guest blogging is the Authority and Brand you can build in your niche online.

When people see you publishing very valuable and epic content on many popular blogs in your niche – they will start to follow you on social media and really pay attention to your own blogs online.

Eventually, this authority will help you tremendously with Branding, and this can result in an increase in Revenue, Leads, and Sales. Got it?! :D

Here is another great benefit of guest blogging; you can help your blog's rankings in the search engines thanks to the backlinks from Authority Blogs where you have published a Guest Post.

That is the simple SEO Benefit of Guest Blogging, really.

But, it is important I point that you should not publish guest posts with the sole purpose of "gaining a backlink". Because, this can only hurt you than help you – in the long run.

Backlinks should be the very last thing in your mind when implementing a guest blogging strategy!

Okay – now, here is the deal; the two important things you must and only know about guest blogging are tied to these benefits, obviously.

I just want to point out which of these benefits (*two of them to be more specific*) are the most important things and pretty much the only things - you **MUST** know to **get started with Guest Blogging**.

The truth of the matter is; you really only need to know two things about guest blogging to **consider putting together a guest blogging strategy** to follow.

Here are the 2 important things you must know about Guest Blogging:

1 - It is one of the Best Ways to Build the Traffic Flow to your own Blog Online for Free.

And ...

2 - It is one of the Best Ways to Gain Authority in your Niche Online Fast.

If you really want to keep guest blogging simple, this is it baby!

In my opinion, this is all you really need to know about guest blogging in order to get started with guest blogging.

Let's dive into some of the reasons **WHY** you should really consider implementing a guest blogging strategy.

One of the main reasons would be because you **REALLY** want to build a successful, money-making blog online!

Right?!

Let me know in a comment below the [blog post](#)!

At the end of the day, that is the **ULTIMATE REASON Why** you are looking to build your own blog online.

You want to be able to **Generate Targeted Traffic Online** - for you to **Build Your Own Email List**, and then be able to make money selling your own products/services or affiliate offers.

Basically, you want to build an Income Online!

And Blogging is one of the best ways to do so.

Another reason why you should consider putting together your own guest posting plan to follow, is that you want to build this successful, money-making blog online FAST.

In my opinion, publishing great, unique, epic, valuable content on popular blogs in your niche IS one of the fastest ways to [build your own successful blog](#) online.

You want to build up the daily traffic numbers to your own money blog?

Guest Blogging is where it's at!

These are the two important things you must know about guest blogging. That is what I would say myself, of course. *And I do talk from experience here.*

Traffic & Authority Online.

Plain and simple.

Conclusion

You don't have to over-complicate things here.

Just learn what you need to know about guest blogging and GET GOING!

Take Massive CONSISTENT Action.

Find Blogs in your Niche – that are getting a lot of traffic – put them in a List (excel sheet) – analyze what type of content their audience loves – create the most valuable and epic blog posts for them – then contact these blogs and tell them about your epic unique guest posts.

That's it.

This is simple.

So keep it simple my friend!

Remember; if you want to [build traffic](#) and authority fast online, guest blogging is one of your best strategies!

Are you currently implementing a guest blogging strategy?

Let me know in a comment below the [blog post](#). I would love to hear from you!

Alright, I am going to wrap it up here.

You now know a bit more about Guest Blogging and its benefits.

And you learned the 2 important things (and only things) you must know in order to get going with your own guest blogging strategy **NOW**.

Put what you know so far into Consistent ACTION.

That would be your next step.

On my next blog post; I will share with you my new guest blogging strategy that I am following to promote this internet marketing blog. Subscribe to the [newsletter](#) so you don't miss that blog post!

Thank you for passing by. I appreciate ya!

Much love!

- **Freddy Gandarilla**
"galactic blogger"



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