How To Find
Amazing
Guest Posting
Opportunities

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How To Find Amazing Guest Posting Opportunities

Have you ever wanted a quick and easy way to find blogs in your topic area that accept guest blog posts?

Here are 3 great ways to use technology to make your life easy.

1. Twitter search

It's always a good idea, when someone publishes a guest blog post you've written, to share it with your audience by posting it on social media.

So, let's reverse that process, and do a twitter search to see what guest blog posts have recently been posted about.

Not only does this process give you a list of sites that are accepting guest blog posts, it also tells you who are accepting guest articles right now (which is key, because many of the sites that used to accept posts are either no longer actively posting or not accepting new posts at this time.)

To do so, simply go to https://twitter.com and enter
your topic guest post
in the search bar. Then add until:2020-07-10 since:2020-06-01 replacing the dates with the dates of the last month like this:

```
Q    marketing guest post until:2020-07-01 since:2020-06-01
```

In response, you'll get a list of recent twitter posts containing that phrase. Some will be from the blog that posted the guest post, others will be from the writers promoting that post. You may have to scroll a bit to find them, and you may have to relax your topic targeting a bit (for example: changing online marketing to marketing) to get more responses, but you'll likely see some good results like these:

LaunchHouse @LaunchHouse · Jun 29
Check out our latest blog **post**, 'Content **Marketing** Ideas for Small Business: the Ultimate Guide,' written by **guest** contributor,Marie Barnes.
launchhouse.com/content-market...

💬 1

Web Scribble @webscribble · Jun 29
Read this **guest post** to learn more about **marketing** your association to Millennial's and Gen Z!

Guest Blog
Marketing to Millennials and Gen Z:
What's the Difference?

web scribble

Guest Post - Marketing to Millennials and Gen Z: Wh...
Marketing to the younger generations is key to success - but do you knoq the difference between ...
🔗 webscribble.com

💬   ⬆1   ♡1

Aaron Agius ✓ @IAmAaronAgius · Jun 27

My **guest post** for @socialmedia2day >> 6 Brands That are Driving Real Engagement with #Facebook **Marketing** socialmediatoday.com/marketing/6-br...

Debra Murphy @MasterfulMktg · 8h

Empowering Email **Marketing** Strategy With Artificial Intelligence (AI) buff.ly/2YHnPm0 - How can Artificial Intelligence help you with your email **marketing**? Learn the 7 ways it can enhance your results in this **guest post** by Kevin George of Email Uplers.

EMPOWERING EMAIL MARKETING STRATEGY WITH ARTIFICIAL INTELLIGENCE (AI)

Note that each of these was published within the last week of the search dates – so these are blogs that are currently at least considering guest blog posts.

And the cool thing, is that some of these results will come from blogs that don't advertise that they accept guest posts, making this list even more valuable.

You can try running similar searches on Facebook and other social media sites, but I've found that Twitter usually gives the best results.

2. Do a search on a line from a heavy guest poster in your industry's bio

This strategy is great because it reveals not only guest blogging opportunities, but also other places where you can be a guest participant, like podcast interviews, places that accept infographics, and video interview opportunities.

To do it, find a guest blog post written by a frequent guest blogger in your industry (can't think of any? Why not use one of the ones you found by using the Twitter search described above?)

Find their bio, and pull a few words out of it.

For example, here's the bio that Neil Patel uses in his guesting work:

Neil Patel is the co-founder of Crazy Egg , KISSmetrics, and helps companies like Amazon, NBC, GM, and HP grow their revenue.
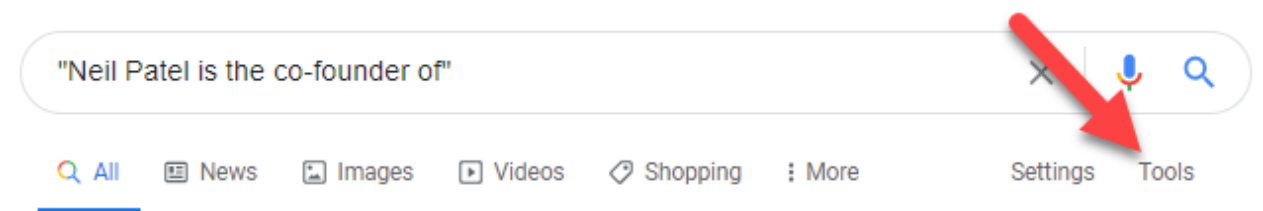
For much more click below to watch! [Video & mp3 included]

Watch the Full Episode

If I grab just the first few words: Neil Patel is the co-founder of, enclose that phrase in quotation marks and put it into Google like this:
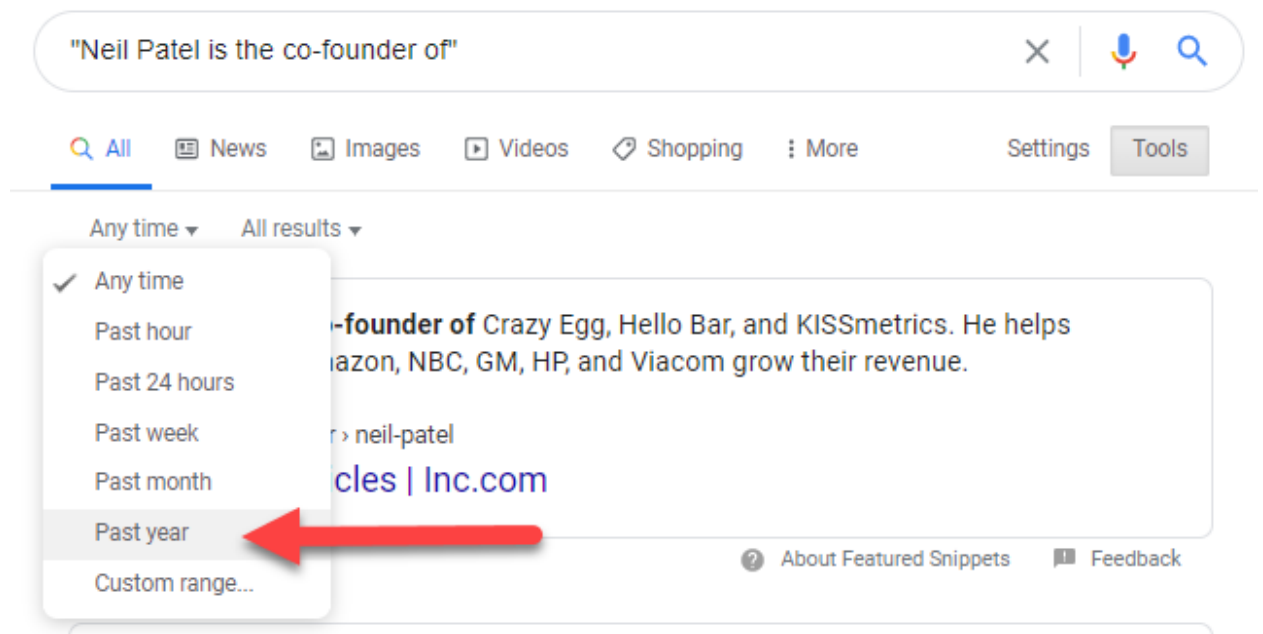
> "Neil Patel is the co-founder of"   ✕ | 🎤 🔍

I'll get a nice list of sites where he's guest-posted, been interviewed, etc.

But things get even more interesting if I do a date-filtered search. So when the results come up, I simply click on Tools

> "Neil Patel is the co-founder of"   ✕ | 🎤 🔍
>
> 🔍 All   📰 News   🖼 Images   ▶ Videos   🛒 Shopping   ⋮ More   Settings   **Tools**

and select a time period (I'll choose past year)

> "Neil Patel is the co-founder of"   ✕ | 🎤 🔍
>
> 🔍 All   📰 News   🖼 Images   ▶ Videos   🛒 Shopping   ⋮ More   Settings   Tools
>
> Any time ▾   All results ▾
>
> ✓ Any time
> Past hour   -founder of Crazy Egg, Hello Bar, and KISSmetrics. He helps
> Past 24 hours   azon, NBC, GM, HP, and Viacom grow their revenue.
> Past week   r › neil-patel
> Past month   cles | Inc.com
> **Past year**
> Custom range...   ❓ About Featured Snippets   🚩 Feedback

that gives me a list of pages containing that phrase that were written within the last year.

Very nice – recent data, that helps to build my list of potential posting or interview partners.

## 3. Do a google search on key guest-posting terms

Many sites that actively accept guest posts create evidence that helps you identify who they are. These can easily be found through Google searches on those specific terms.

For example, let's say you wanted to find sites that have recently posted a guest post in your subject area.

Try googling your topic area + "guest post by" like this which searches for pages containing your term AND the exact phrase "guest post by"
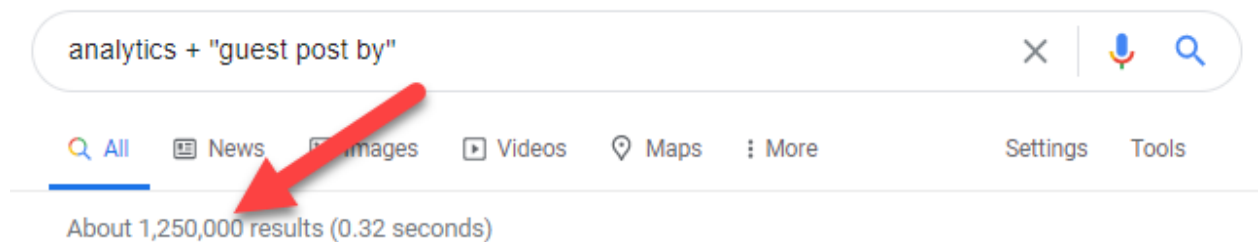
Oh, 1.25 million posts. That may take a bit of work to sort through (but it does show there are lots of opportunities!) So how about if we use the same date filtering trick we talked about above to narrow that list down. Searching using a filter to isolate out just the past year
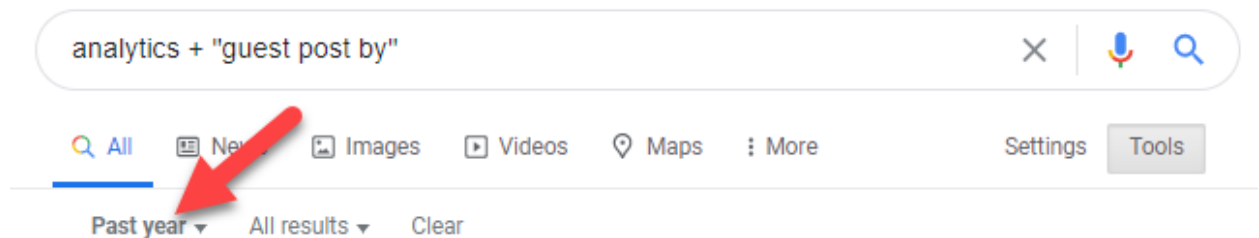
gives me some great, recent data I can use to filter things down.

But not everyone will attribute articles using the words "guest post by". Try searching for other variations including

"guest post from"

"this is a guest post by"

"guest article by"

"contributing writer"

"contributing author"

"guest blogger"

"guest writer"

"guest expert"

"this post was written by"

"guest post courtesy of"

And other variations.

Plus, some sites also publish a page announcing they take guest posts and possibly giving instructions on how to submit them and/or guidelines for what they're looking for. You can find pages like that by searching for your subject + terms like:

"guest post opportunities"

"write for us"

"want to write for"

"write for us"

"contributor guidelines"

"submit an article"

"guest posting guidelines"

"submit content"

"become a guest blogger"

"submit news"

"accepting guest posts"

"writers wanted"

"articles wanted"

"submit guest post"

"submit an article"

"suggest a post"

"contribute to our site"

Etc.

You'll almost certainly want to do a date filter on these searches too, as many of the sites that used to use those types of pages are no longer actively publishing guest content.

Using techniques like these can keep you very busy finding, proposing and writing guest articles. This can be a great way to build your expert positioning in the marketplace and get more traffic to your site!

Finally, a word of warning

Some sites teach guest posting as a way to get higher in the search engines. That's not a viable strategy. Google now requires that all links back to the writer be no-follow links, which means that this strategy probably won't generate a huge SEO effect.

However, it can still be a solid way to generate expert positioning in the marketplace and traffic clicking on those links.

But that only happens if:

1.   You target sites with healthy levels of traffic
2.   The content you create is high enough quality that the person reading it will want to click on it to get more information

Keep that in mind, and this can be a powerful tool to build your business!

Just go DO this stuff!