

Chat 24/7 Live Guest Blogger Guide

Benefit as a Guest Blogger on Chat 24/7 Live

Learn About of Our Subject Areas

Generate Compelling Post Titles That Search Engines Will Find

Write Engrossing Content

Get the Most Out of Your Guest Blog

Benefit as a Guest Blogger on chat 24/7 Live

1. Generate links to increase your authority and Google search ranking

Links control the web. If you want rankings on Google, you need links. If you want authority in your niche, you need links. Guest blogging is the easiest and most effective way to build quality, authoritative back links to your website.

2. Build quality traffic

Guest blogging is one of the best ways to build quality traffic to your website that sticks and converts into subscribers.

3. Attract Subscribers

Subscribers are the life and soul of a blog and if you can get in front of an audience on another site, it's likely that they're going to subscribe to your feed. Traffic and links are great, but they're only second compared to the potential for getting new subscribers. Subscribers talk about you, they share your content, and they buy your products.

4. Establish your brand and increase your credibility

Your name and your blog are your brand. Guest blogging helps you get them out there in your industry and build your credibility, making it easier for people to trust you.

Learn About of Our Subject Areas

Chat 24/7 Live is a web-based managed live chat service (SaaS) that enables businesses to capture contact information from prospects who otherwise would have gone unnoticed before they can go to competitor's websites, providing them with the most cost-effective way to dramatically increase revenues, as well improve customer satisfaction. In other words, Chat24/7 Live allows users to optimize their website and marketing investments.

Some general topics include:

- ▶ Lead Generation
- ▶ Lead Capture
- ▶ Content Marketing
- ▶ SEO
- ▶ Inbound Marketing
- ▶ Online Marketing

These are only a few suggestions. Your thoughts are welcome.

Generate Compelling Post Titles That Search Engines Will Find

The post title should include a keyword phrase that someone looking for your topic will use.

People generally go online looking for solutions and answers. Proven attention-grabbing titles should start with a verb in the active voice such as "Learn", "Discover", "Uncover", "Find", "Check", "Save", "Realize", "Use" and include phrases such as:

"Top (Number)...."

"Myths About..."

"Secrets About..."

"[Number] Easy Ways to..."

"Reasons to..."

"Tips for..."

"This Checklist for..."

"The Truth about..."

"How to..."

“[Number] Little Known Ways..”

“A Quick Way to....”

“This Step by Step...”

It's important to note, that once you've drawn a reader in, you need to make sure your content delivers what your title promises.

Write Engrossing Content

1. Length

Limit your blog to no more than 500 words.

2. Text Content

Your content must be authoritative, compelling, to the point, and detail the concept or concepts described in your post title. Be sure to include links in your text to authoritative sources and your prior posts if they are relevant.

3. Image Content

Include photos, graphics or illustrations to help explain your points. We require at least one photo or graphic element in your blog.

4. Style

Your style should be conversational and easy to read. Keep your sentences and paragraphs short. Paragraphs should have no more than three sentences. Avoid sentences with verbs in the passive voice.

Get the Most Out of Your Guest Blog

1. Optimize the link to your site

To get the most out of the link to your website be sure to change the anchor text to something you want to rank for in Google.

2. Respond to comments

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Make sure you respond to all comments. This will help assure that you're asked back to guest blog again, build confidence in your readers, and gain subscribers to your website.

3. Make subscribing to your website easy

Most of your visitors are probably not as web-savvy as you are so you need to make the RSS and email subscription options on your site very clear.

Thanks for taking the time to read this short guide. We look forward to receiving your guest posts. If you have any questions or would like to forward your blog post for review, contact us at care@chat247live.com.

Your Chat 24/7 Live Editorial Team

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