HOW TO GET
Even More *Out Of Your Content*
With Outreach And Link Building

A Guide to Link Building and Making The Most of Your Existing Content

"So, you want traffic, right? Even if you aren't blogging with the intention of building a million-dollar blog, it's nice to have your ideas, words, and hard work appreciated." Use this template to draw in the traffic your blog deserves.

Find Guest Blogs and Guest Blogging Opportunities

What resources do you use to find and evaluate guest blogging opportunities?

How could these opportunities help increase your own content?

Guest Blog vs. Outreach

How many keywords is the domain ranking for?

How relevant is the blog to my target audience?

Is there a "Guest Post", "Contributor Guidelines", or "Write For Us" page? If so, how demanding are the guidelines?

Does the author link out often? If so, are the links dofollow?

Choosing the Right Content to Promote

Use the "Ultimate List of Blog Post Ideas" to prevent burnout.

How do you make your content stand out?

You Need to Be Marketing Your Content

Get to 100,000 visits to your blog a month with less post by investing more time into marketing.

When you're ready to plan all of your content, give CoSchedule a try- it's your all-in-one marketing calendar.

HEAR THE RAVES

"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— Michael Hyatt, *New York Times Bestselling Author of Platform: Get Noticed in a Noisy World*

"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

—Jay Baer, *Convince & Convert Bestselling Author of YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

| | WordPress Blog | Schedule | Settings | | | |

SUN	MON	TUES	WED	THURS	FRI	SAT
	8a **5 Tips For Writing Better Blog Headlines** Marketing	8a 5 Tips For Writi	4p **Schedule Your Blog Like a Content Pro** Content Planning	8a Schedule Your		
	8a 5 Tips For Writi					
	9p Don't Miss: 5 Ti					
	8a **Planning Your New Editorial Calendar**	10a Grow Your Audeience & Traffic Now	9p Schedule Your	8a Grow Your Aud		9p Grow Your Aud