

Five ways guest posts can build your brand and increase your traffic

 By Hicks Crawford

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If you've been blogging or running an online business, you surely understand the value of online marketing. Guest posting is one of the best online marketing strategies that you can implement to get full benefits to build your brand and increase your website traffic. Yes, guest posting, if done properly, can drive new traffic to your site and increase your branding.

One thing you always need to be aware is that you need to [produce great content](#), great in terms that the material you publish on a different site is unique, original, well-researched, detailed, thoughtful, correctly formatted and well written that can fit in to the standards the audience can understand.

You also need to make sure that you comply with the site's rules and guidelines if you want to get featured. Remember, you need to make sure to reference your website or company so that the visitors can understand who you are and [what business you run](#). This helps you and your readers to connect and make an influence.

Check out these five ways guest posts can build your brand and increase your traffic.

1. Direct referrals

The first and the best thing guest posts do is increase your traffic. When you write something on a different site, you develop an exposure and the links that you include naturally increases the chances of a visitor landing to your site. Plus, if your content attracts them, they will explore more about you and you [build more influence](#) for yourself.

2. Social traffic

The amount of social traffic depends on the nature your content is distributed or syndicated over various social networks. First, the publisher you posted on is surely going to publish it on social media sites and include your name or reference.

Similarly, you can also syndicate the content through your network and if the publisher you have is a high-profile, you gain more credibility and develop chances of getting more visitors to your site.

In fact, help people with different interests and you are ready to build some social traffic. You can drop a line about the latest events happening in the world, you can [become a tipster](#), or you can solve queries regarding anything that people want to hear from you.

3. Search or organic traffic

Guest posts also influence visitors through the SEO power that it carries. If you are successful to get a guest post in a brand authority site, you develop chances of increasing search rankings for your site as well. Plus, if your content is picked up by search engines on the first page, it increases your brand awareness, rankings, traffic and conversion rates in some time.

4. Recognition

Guest posts can help to develop a good recognition if you guest post on different publishers. The more your name or your site is seen, the more chances of getting different followers related to your industry. You develop chances of getting a good exposure in the online industry. You can also get a [trademark lawyer](#) in order to help you with trademark registration and build your business around it so that it's picked up by various other publishers.

However, you need to make sure that you work on your articles that you are going to publish on other sites great.

5. Future visitors

If you make sure that your article is good, you make it memorable to your visitors and next time a reader wants to learn more about the ideas in your area of expertise, they'll get to you through your website and social media. They might not follow your links or engage with you the first time, but they surely will follow you the next time and visit your website.

Guest post results in several compounding returns and make sure you make your publications diverse to great benefits to build your brand and increase your traffic.

ABOUT HICKS CRAWFORD

Hicks Crawford is a leading Online Marketing Business and author. Over the past 4 years, he's worked closely with clients from all over the world to help them get more results from inbound marketing and blogging. Through experience, he has mastered some of the most powerful Tech, Content Marketing and Social Media Platforms

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