

# Guest Blogger Contributor Checklist

Share your knowledge with the CoTradeCo community to increase exposure and get new customers and fans

## Already on the schedule?

Please submit all articles and information on the checklist and direct any questions to **traderdan@cotradeco.com**

## Interested in becoming a Guest Blogger?

Call 866-530-4804 or email traderdan@cotradeco.com and indicate what community, specialty, and article topics you would like to share.

## Checklist for Guest Bloggers

- Contact us to suggest topics and get on the schedule
- Submit 4 article topics
- Write the articles and submit them
- Write and submit by-line and single paragraph bio/promo; create a SPOT and Welcome Message
- On the days your articles are posted, sign in and respond to visitor questions and comments.

## What is the CoTradeCo Guest Blogger program?

Through the CoTradeCo community blog, we bring special guest "speakers", experts, specialists, and hobbyists such as yourself share interesting skills and tips, as well as fun stories and anecdotes from your uniquely qualified point of view. Visitors to CoTradeCo learn something and you share valuable knowledge that get's your name and message out there.

## Benefits of guest blogging

Whether you are a blogger or have a personal, company, or organizational website, you understand that more exposure is good. By demonstrating your expertise to our audience you gain valuable exposure, improve your SEO potential, and take control of your online identity.

## Overview of Guest Blogging

You write 4 articles about your specialized knowledge to be posted at CoTradeCo.com in our community blog 1 per week for 4 weeks according to a pre-announced schedule.

On the day each article is posted you sign in throughout the day to respond to questions and comments left by visitors. We encourage contributors to check back a few more times over the subsequent days to respond to any late comments. The process repeats for each article.

We promote you and your articles and help enhance your online presence while we help each other to succeed!

## TIPS for maximum success

- Don't write advertisements; Build relationships. Demonstrate knowledge and expertise avoiding marketing rhetoric for a better first impression and long term impact.
- Articles don't need to be long, but they should be informative and useful to show your knowledge
- Consider SEO when writing by-lines, bios, and SPOT text
- Already have a newsletter? Use articles you have already written. Though we try to avoid reprinting articles already online.
- See reverse/next page for more tips and assistance
- For even more help don't hesitate to contact us.

## What CoTradeCo will do for you

- Help you set up an informative and useful SPOT at the trading post to maximize your exposure.
- Post your articles the night before the scheduled post date
- Create a special listing for the Guest Blogger section with your credentials and links; Add your article topics and post dates to the Guest Blogger calendar.
- Promote your articles in the community where they will appear the prior to, during, and after the article is posted.
- Provide permanent links from our community resources
- Work with you in any way we can to gain exposure for you, your organization, or cause.
- Be a part of your long term online presence giving your exposure for years to come.

**Be a Guest Blogger. Call 866-530-4804 or email traderdan@cotradeco.com**  
**For more information visit <http://cotradeco.com/pages/150-guest-bloggers>**

# Guest Blogger Contributor Checklist

Share your knowledge with the CoTradeCo community to increase exposure and get new customers and fans



Interested in being a guest blogger but not sure what to do?

Use the tips here to get started and then if you have more questions or would like help email us at [traderdan@cotradeco.com](mailto:traderdan@cotradeco.com)

Your participation is invaluable to us and CoTradeCo wants to be a part of your long term promotional campaign. We help you in any way we can to make your experience as painless and rewarding as possible. We look forward to working with and hearing from you!

## Choose a community

An article/post may only appear in one community at a time. CoTradeCo is building specialized communities with focused information for our community members and visitors. Please choose the community most relevant to your specialty.

- Business Interests
- Creative Endeavors
- Digital Life
- Entertainment
- First Responders
- Gearheads & Drivers
- Green Life
- Hardworking Folk
- Health & Well-being
- Home & Family Life
- Military Life
- Potluck
- Public Sector
- Sports & Leisure
- Stagehands

## Consider benefit to your audience and you

CoTradeCo community blog posts typically garner good traffic from search engines. What information or knowledge do you have to share that a potential customer or fan might spend a few minutes reading. Visitors from search engines expect to find useful information. If you give it to them you have gained valuable exposure that will last in our communities. Sharing that knowledge outside of your official web presence shares the human side of your organization.

## Schedule with upcoming promotions or events

Do you have an upcoming sale, product release, or event? Ask us to be put on the schedule to coincide with that and choose related article topics for increased exposure.

## Choose your article topics

What is your specialty? Are you trying to promote yourself or just get some good information out there. Different guest bloggers have different needs. A freelancer or company might want to focus on topics that promote their industry and in turn themselves. Hobbyists and advocates are often interested in simply sharing information about their expertise and increasing interest in their activity.

- Checklists or how to articles
- Tips and advice articles
- Primer and introductory concept articles
- Funny and interesting stories

**Example 1:** A locksmith might choose to write articles with safety and security tips for your home or office, explanations of various locks and security methods and why they recommend each under different circumstances, or humorous anecdotes on what some people consider security.

**Example 2:** A ham radio operator might choose to write articles about the history of ham radio, how to become a licensed operator, or stories of how ham radio saved lives during natural disasters.

**Example 3:** An inspector, consultant, or advocate might simply wish to get the word out about topics and issues of importance in their area of expertise.

## Writing a successful by-line, bio, and welcome

Be sure to describe with important keywords who you are and any relevant credentials or experience. Use less pronouns and be specific. The by-line, bio, and welcome message on your SPOT is where you give a call to action and reason to look you up more. Include links to your web sites and any keywords we should focus on when promoting you.

**Have other ideas on how we can work together? Trader Dan would like to know. Call 866-530-4804 or email [traderdan@cotradeco.com](mailto:traderdan@cotradeco.com)**

**For more info visit <http://cotradeco.com/pages/150-guest-bloggers>**