

# Guest Post Vetting Checklist

Because Not All Blogs Deserve Your Genius

Before you waste a perfectly good pitch on a blog with broken links and fonts that scream “GeoCities,” run it through this no-fluff checklist. Trust me, not every guest post opportunity is actually a good one.

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## 1. Does the Site Even Rank on Google?

- Check using tools like Ahrefs, Semrush, or even free Moz Domain Authority tools.
- If the site gets 12 visitors a month and most of them are bots from Uzbekistan, move along.

What to look for:

- Organic traffic > 1,000/month = promising
  - Domain Authority / Domain Rating above 20 = decent
  - Spam Score under 10% = you’re not entering a digital sewer
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## 2. Is It Actually In Your Niche (or At Least Adjacent)?

- If you’re a fintech writer and they publish recipes for quinoa muffins, stop right there.
- Irrelevant backlinks won’t help your SEO—and might even hurt.

Ask yourself:

- Does the blog’s content overlap with what you write about?

- Would your ideal audience read this site without being forced?
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### **3. Are the Existing Posts...Readable?**

- Open a couple articles and see if they're written by humans or word salad generators.
- Look at formatting, spelling, and grammar. If it looks like ChatGPT's evil twin wrote it, you're better off elsewhere.

Instant dealbreakers:

- Walls of text
  - No author bios
  - 47 outbound links per paragraph
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### **4. Is It a Link Farm Wearing a Trench Coat?**

- Does every post reek of "SEO article for the sake of links"?
- Are there suspicious anchor texts like "buy mortgages online" linking out every 3 lines?

Watch for:

- Unnatural link density
  - Guest post pages filled with paid links
  - No real editorial content—just backlinked fluff
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### **5. Is There an Actual Audience?**

- Check for comments, social shares, newsletter opt-ins—something that suggests living, breathing readers exist.
  - You don't want to be the only one reading your masterpiece.
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## **6. Is There a Guest Post Policy?**

- A clearly outlined "Write for Us" page is a green flag.
  - No guidelines at all? Either they don't accept posts or they accept everything—which is somehow worse.
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## **7. Do They Respond to Emails or Ghost Like a Tinder Match?**

- Test with a quick email. No reply in 2 weeks? Cool. You're not begging.
  - Editors with a pulse will usually at least send a rejection (yay!).
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Verdict:

If a site fails more than 2 of these checks, don't pitch it. Save your time, your backlinks, and your remaining sanity.