

The Ethical Guest Posting Checklist

Print it. Tape it to your wall. Or just pretend you follow it.

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Before pitching

- I've researched the host site and confirmed it's relevant to my niche.
- I read at least one full article before emailing them. Shocking, I know.
- My pitch includes an actual human introduction, not just "Dear Webmaster."
- I'm not offering payment disguised as a "collaboration."
- My intent is to offer value, not just grab a backlink like a hungry raccoon.

Before writing

- I've confirmed the topic hasn't already been covered 12 times.
- My content plan addresses the reader's needs, not my client's link goals.
- I understand the site's tone, format, and quality standards.
- I'm not writing 1,000 words just to mention my brand twice.
- I'm not plagiarizing from my own blog and calling it "syndicated."

While writing

- I'm creating original, well-researched, typo-free content.
- Any stats or claims are backed by actual sources, not vibes.
- Links are relevant, sparing, and placed naturally.
- I've disclosed affiliations, sponsorships, or any bias.
- My author bio includes a name, credentials, and a non-sketchy site.

After submission

- I'm open to edits and not throwing a tantrum if they cut a link.
- I'll share the post on my own channels.
- I'll respond to comments like a functioning member of society.
- I'll never submit the same article to five other sites like a spam bot.
- I've thanked the editor because manners are free.