

The Spreadsheet for People Who Fear Spreadsheets

A Guest Blogging Growth Tracker for the Chaotically Ambitious

You've sent pitches. You've heard nothing back. Or you've heard something back and then forgot what you pitched and to whom. Congratulations—you're a normal human adult in content marketing.

This tracker is for people who want to stop guessing, start measuring, and maybe even pretend they run a real business. It's not Excel wizardry. It's just enough structure to save you from your own inbox.

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What to Track (Yes, You Actually Have to Do This)

Here's what you'll want to jot down for every guest post pitch:

- Blog name
- Editor's name (if you found it, gold star for you)
- Date you sent the pitch
- Topic you pitched
- Whether they replied, ghosted you, or laughed privately
- Current status (rejected, accepted, waiting, ghost town)
- If it got published, when
- Whether you got a backlink (and if it was do-follow or a cruel no-follow)
- Any noticeable traffic spike from the post

- Notes like “editor was nice” or “never pitch here again unless desperate”

Write it in Notion, a notebook, your hand, whatever. Just don't let it live only in your head.

Tracking Your Monthly Progress

At the end of every month, count:

- How many pitches you sent
- How many were accepted
- How many were rejected
- How many got no response
- How many guest posts were actually published
- How many links you earned
- Which post performed the best (in traffic, shares, or compliments from your mom)

You'll start to see patterns. For example: “Oh, I always pitch best when I'm mildly angry and had coffee.”

Reflection Questions: For Growth and Regret

1. What types of pitches worked best for you?
2. What topics got the most traction or response?
3. What time of month/week did editors respond more?
4. Where did you waste time pitching the wrong sites?

5. What will you change next month?

Bonus: Write down the name of any editor who responded like a human being. These people are rare and precious. Do not scare them away.

Final Note: You're More Organized Than You Think

Even if you use a messy notes app or a crumpled legal pad, that's still better than nothing. Organization is your edge in a world full of spray-and-pray emailers who don't even remember what they pitched.

Track your pitches. Reflect. Repeat.

And when in doubt: don't pitch on Mondays.