



# **THE ULTIMATE CHECKLIST FOR SELECTING THE RIGHT BLOGGERS FOR YOUR CAMPAIGN**

By Ruth Gray

Supercharge your blogger outreach strategy



One of the most essential elements of any blogger outreach campaign is ensuring that you carry out your due diligence, and that you're selecting genuine, authentic, and legitimate sites that will help you to reach your goals.

If you're new to the process then you might be feeling a little confused about the factors that you should consider, why they're important, and how you should ultimately choose between the various sites that you think could potentially be a great fit for your campaign.

This checklist covers the important criteria that we use behind the scenes here at Get Blogged, and details how they should be used for the best results.

If you need help generating a list of prospective bloggers that would love to work with your brand, we can help you with that with our bustling [Marketplace](#).

Simply create a free listing telling us what you're looking for, and you'll start receiving proposals almost straightaway. Get started [here](#).



The [Get Blogged Marketplace](#) instantly connects your business to an international community of bloggers who can skyrocket your search rankings, traffic, and sales. Post jobs for free and start receiving pitches within hours.

## 1. Does the URL appear to be genuine?

Websites can have weird, whacky, and wonderful names, and you'll come across all kinds of different URLs when you're doing blogger outreach.

Sometimes though, if they're completely nonsensical or appear to have no relevance to the nature of the content, it could be an indicator that the site is built on a repurposed domain that was previously used for something completely different.

The main issue here is that at first glance, you've got no idea what the domain was previously used for.

It could have been part of a bad neighbourhood, stuffed with spammy content, or engaged in black-hat SEO tactics which could ultimately cause you problems in the future.

For a snapshot of the former life of a domain, try out [archive.org](https://archive.org).



The [Get Blogged Marketplace](#) instantly connects your business to an international community of bloggers who can skyrocket your search rankings, traffic, and sales. Post jobs for free and start receiving pitches within hours.

## 2. Is there a privacy policy page?

The vast majority of websites require a privacy policy page, and there are very few exceptions to this.

Not only can it serve to give readers confidence in terms of how their data is handled and stored, but it can also ensure that you're fulfilling various legal obligations.

If you can't find this page on a site, it's likely to be a sign that it should probably be avoided.



The [Get Blogged Marketplace](#) instantly connects your business to an international community of bloggers who can skyrocket your search rankings, traffic, and sales. Post jobs for free and start receiving pitches within hours.

### 3. Is there an about page?

An about page is a great place to get a feel for a content creator and what they're all about.

This is where you're likely to find out more about their journey as a blogger, why they're so passionate about their chosen topics, and the kind of content that you're likely to find on their sites.

This page will assure you that there's a real person behind the site who cares about the work they're putting out into the world, and that their interests and values are aligned with your brand.



The [Get Blogged Marketplace](#) instantly connects your business to an international community of bloggers who can skyrocket your search rankings, traffic, and sales. Post jobs for free and start receiving pitches within hours.

#### **4. Is there a balanced amount of non-sponsored content on the site?**

Content that's created in collaboration with a brand will often be labelled as 'sponsored' or 'advertisement' right at the beginning of the post, or in the title.

If you find that practically every post on the site is sponsored, this could indicate that it exists purely to make a profit.

Ultimately, working with sites like these could do your brand more harm than good, as they're designed to manipulate search engine results rather than provide useful content for a real audience.

It could also be indicative that the blog owner isn't discerning about the brands that they work with, so there's no assurance that you'll be featured alongside other reputable businesses.

Most established and reputable blogs will have a balanced mix of sponsored and organic content.



The [Get Blogged Marketplace](#) instantly connects your business to an international community of bloggers who can skyrocket your search rankings, traffic, and sales. Post jobs for free and start receiving pitches within hours.

## 5. Is the content interesting and engaging?

Genuine bloggers and website owners take a great deal of pride in their content, and will always strive to ensure that it's of the highest quality.

Of course, interesting and engaging will mean different things to different people, but there are some rules of thumb to follow. The content should be free from spelling and grammatical errors, well researched, and make you want to spend longer on the site.

Does the site have an acceptable amount of AdSense/PPC ads?

Running ads is a totally legitimate and acceptable monetisation strategy. In fact, many of your favourite websites that you visit on a regular basis are likely to run ads and they can help to ensure that a site can consistently publish high quality content.

If you find though that there are more ads than content, or they completely dominate the site at the cost of user experience, exercise caution.



The [Get Blogged Marketplace](#) instantly connects your business to an international community of bloggers who can skyrocket your search rankings, traffic, and sales. Post jobs for free and start receiving pitches within hours.

## 6. Is there an associated social media presence?

Most established and reputable bloggers will have a social media presence. These platforms are often dedicated to sharing new content and connecting with their readerships.

Even if your collaboration doesn't involve any social media sharing, taking a peek at the social media profiles of your shortlisted bloggers can help you to work out whether they're genuine creators.



The [Get Blogged Marketplace](#) instantly connects your business to an international community of bloggers who can skyrocket your search rankings, traffic, and sales. Post jobs for free and start receiving pitches within hours.



**PRINTABLE**  
**BLOG SELECTION**  
**CHECKLIST**

How to select the right bloggers  
for your campaign

**DOWNLOAD NOW**

[This checklist](#) is sure to make your job easier when it comes to selecting the right bloggers for your campaign.

Remember that when you're a Get Blogged Marketplace user, you'll be assigned a dedicated account manager who'll be on hand to help you review your proposals and choose the right websites.

Get started today by [creating a listing in our Marketplace](#), and you'll soon be receiving pitches from the bloggers who want to work with you.



The [Get Blogged Marketplace](#) instantly connects your business to an international community of bloggers who can skyrocket your search rankings, traffic, and sales. Post jobs for free and start receiving pitches within hours.