

Marketing-SEO.com : Blogger Interview Instructions

Marketing-SEO.com will be featuring weekly interviews with interesting bloggers, focusing on their blogs and how they market them. If you would like to be included in these interview posts, here's what you need to do:

1. Send an email to submission@marketing-seo.com with your answers to the interview questions (below). Writing the question number, and then your answer in the email will be fine (you don't need to rewrite the question). If possible, please include a .jpg or .gif file (either a photo of you, or a screenshot of your blog – under 500kb please, I'll resize and compress to suit if needed)
2. Make sure you use a valid email address. If I feel that some follow up questions are needed to flesh out some of your answers and make the interview a little more interesting, or focused on your specific products/experiences, then I'll send you though a couple more questions in those areas.
3. Feel free to add 'suggested questions' (and answers) of your own. If you think you have something to offer related to marketing blogs that my questions don't touch on, I'm more than glad to consider adding your suggestions.

A few things to keep in mind...

- I don't guarantee to post every interview submitted... I will try, but I can't promise. Only one interview will be published per week, depending on how many people submit, it could be awhile before yours is published. I will let you know within a few days of your email whether you're in the queue or not – if you haven't heard back from me after a week, feel free to send a follow up.
- If for some reason I don't publish your interview, then I will still make use of parts of it in some other fashion... not sure exactly what yet, but it'll be something that mentions what your blog is about and link back to you etc.
- If your website is very spammy and your answers are stuffed with keywords, then you probably shouldn't waste your time (or mine).
- You don't need to be an 'A-list' blogger to join in... if you've been blogging for at least a month, then you've probably got something interesting to say... I want to hear it!

The Interview Questions...

You don't need to answer all of these questions (there are a lot – and I'd prefer detailed answers to a few rather than one liners for all). Anything you don't feel comfortable with, or don't have anything significant to contribute... just leave out. Remember though, the more details and insight you can give, the more interesting your interview will be (meaning I'm more likely to publish it quicker) and the better promoted your site(s) will be.

Profile

My readers will want to know a bit about you and your blog(s) so the first section collects a bit of background info (don't forget to include a small pic (.jpg or .gif) of either yourself, or a screenshot of your blog home page to be included with the interview).

1. Name
2. City, Country
3. Optional Info (age, male/female, hobbies)... anything you want to add?

Blogging Background

We want to get to know where you're coming from as well as promote your websites... so detail here is good.

4. What blog(s) do you own? (provide URL's and a brief description of what they are about)
5. Are there any other blogs you regularly contribute to?
6. When did you start blogging?
7. Why did you start blogging? What made you make that first post?
8. What blogs or individuals inspired you most when you were first starting out – did you have any role models? Any blogger heroes?

(continued...)

Social Networking Background

Are you active in any of the social networking sites? This is an area I'm likely to email you some follow up questions for – if you want to promote your social networking profiles... the last question (overall) will give you a chance to do that.

9. Are you an active member on any social networking/bookmarking sites? If so, which one(s)?
10. (follow on from #9) Which social networking/bookmarking sites would you recommend to bloggers who haven't been active in social media previously?
11. (follow on from #10) How much time do you spend each week on building your social networking profiles?
12. (follow on from #11) Do you think the time you spend social networking is worth it in terms of attracting new readers to your blog?

Marketing Info

Have you given lots of thought to your marketing strategy, or has it all just kind of fallen into place? Here's your chance to tell us what has worked and what hasn't. This is another section that I'm likely to email follow up questions for.

13. What's your #1 tip for a new blogger promoting their first blog?
14. How much time each week do you spend actively promoting your blog posts? (eg. Getting links, commenting on related blogs and linking back to your post, submitting to social network/bookmark sites etc.)
15. What do you consider to be the best post you have ever written? (include title and link)...
16. (follow on from #15) Why draws you to that post – what makes it one of your best? (eg. The writing?, the traffic it has attracted? Quality of comments???)
17. (follow on from #16) How did you promote that post? Did you do anything different to your usual methods?
18. What's the best headline you have written for one of your posts? (include title and link)
19. (follow on from #18) Did that headline help the promotion of your post? What effects did you see? (increased social media traffic, good organic search results etc.)

(continued...)

Final Thoughts

Anything else you like to add? This is a good place to add new questions that weren't covered in other sections. Is there anything particular on your site that you would like to promote in this interview?

20. Is there anything else about promoting your sites that you'd like to mention? The spotlight is on you...
21. How can people connect with you? (if you are active on social media sites, provide profile url's for any you want to promote. You can also include links to your RSS feeds or a contact page on your website etc.)

Finally... the end!

Thanks for taking the time to consider being interviewed on <http://Marketing-SEO.com> - I appreciate your time taken to read through these questions let alone sitting down to answer them.

I want to stress that the aim of these interviews are not just to provide interesting reading, but to promote YOUR blogs. As a regular feature on Marketing-SEO.com, these interviews will be revisited from time to time in the form of 'Best Interviews', 'Most Popular Interviews', interlinked with other posts etc. so the more interesting you make them, the bigger the benefits will be to you.

If you have any questions – just ask them with your submission when you email it to submission@marketing-seo.com, or you can connect with me on Twitter, my profile is @martyj (<http://twitter.com/martyj>)

Thanks once again – I can't wait to see your submissions.

Martin Jamieson

<http://Marketing-SEO.com>