

**HOW TO  
IDENTIFY  
BLOGGER  
INFLUENCERS  
WORKSHEET**

**MARTINE ALPHONSE**

# Identifying Blogger Influencer Worksheet

- There are numerous ways that people can find their way to your blog, but one of the best ones is by following links from other sites.
- If someone is reading an article on their favorite site and they see a link within that article, odds are they will probably click it because their favorite site linked to it.
- Here are some great reasons to utilize blogger outreach:
  - Another blog's traffic can be used to bring more people to your blog
  - Connecting with other blogs opens up new platforms for you to meet potential customers
  - People who find your blog become subscribers and eventually loyal readers
  - You have a free way to market new content
  - It places your posts directly in front of your audience
- Think of these backlinks as a blogger's version of a recommendation letter.
- If someone with a lot of pull and influence gives your blog the thumbs up via a link, people are going to visit it based on that simple recommendation.

## 1

## FIND THE RIGHT PEOPLE

Create a hit list of bloggers in your niche that you want to build relationships with and whose networks you'd love to tap into.

*Finding the blogger is usually fairly easy – simply check out the blog's About Page. Fields like Twitter and Facebook should be easy to fill out too.*

Blog	Blogger	Twitter	Facebook	Contact

## 4 Killer Tools to Fast-Track Your Blogger Research

Good research relies on using the right tools, and a number of free tools will help you build your outreach target list.

### AllTop

[Alltop](#) is a curated list of quality blogs in almost every industry. And it's a great way to find blogs that aren't already familiar to you.

### Technorati

[Technorati](#) is another gold mine of quality blogs.

### FollowerWonk

Moz's [FollowerWonk](#) takes a slightly different approach to identifying influential blogs. Instead of searching for blogs, you search for **the influential people behind them**.

### Google Search

Google is a great place to look for influential blogs because if a blog is showing up in searches, it has a lot of authority in Google's eyes. So if you can land a link from a blog that is already ranking well in Google, you should get a nice bump in the search engine traffic for your own blog.



## Separate Your Target Bloggers Into Tiers

Let's face facts: not all blogs are created equal. Some blogs are big, well respected and get tons of traffic and engagement. Others, well, not so much.

**Use the following tips to fill in your spreadsheet with the new data.**

### **Social Authority**

Social Authority is a smarter social metric that takes into account not just the number of followers a user has on Twitter, but also the influence of those followers.

### **Domain Authority**

As an SEO guy, I prefer to use SEO metrics when evaluating bloggers. Like Twitter followers, search engine authority metrics tend to correlate with influence and reach.

### **Blog Comments**

The average number of comments a blog attracts for its posts is another useful metric, because while Copyblogger-level influence is nice, it's not always necessary

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*Now, we're to adding three new columns to your spreadsheet: Social Authority, Domain Authority and Comments*

Blog	Blogger	Twitter	Facebook	Social Authority	Domain Authority	Comment	Contract



## Divide and Conquer

Now that you have your targets tiered up, it's time for the fun stuff – getting on the radar screen of your blogger targets.

The beauty of using tiers is that you can start building relationships with Tier 1 bloggers as you reap quick wins from the low-hanging-fruit Tier 2 and Tier 3 blogs.

Tier 1 Bloggers	Tier 2 Bloggers	Tier 3 Bloggers

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## **Here's the bottom line:**

Blogging isn't something people do alone and isolated.

It's a group effort and just like in real life, it's all about who you know!  
It may be the internet but that doesn't mean you can build authentic relationships with other bloggers in your niche.

For more blogging tips don't forget to check [www.martinealphonse.com](http://www.martinealphonse.com)