

an eBook by

Scoop. **it!**

How to improve **SEO** the power of content **curation**

How you can - and should you - leverage content curation to increase your SEO rankings and grow traffic to your content from your target audience.

Table of contents

4

The rules have changed:
content is the new SEO

9

But you are not alone,
content curation helps

19

Content curation for SEO:
data-driven answers

22

In practice, 15 tips to
leverage content curation
to improve SEO

The rules have changed



[Image source](#)

Search engines had to adapt: they now work for the end user



90%

of all the data in the world has been generated over the last two years.

Faced with this huge, ever-increasing amount of data, threatened by social networks such as Facebook, Google had to adapt or die.

Search rankings used to rely on backlinks. But black-hat SEO spammers gamed the system and made millions by industrializing artificial link building, making search results less relevant.

At the same time, social networks offered users an alternative to Google: users can discover content through their friends on social networks or ask them for advice on Facebook.

To survive, search engines had to evolve and find a better way of identifying quality and relevant content that genuinely addressed users' needs.

The old SEO is dead. Long live Content Marketing, the new SEO!

Let's kill the myths then!

myth

focus on a singular keyword

create content to optimize your SEO

the more backlinks the better

70% of searches come from **long tail searches**

create content to provide **added value** to your audience

only relevant backlinks will work, "fake" backlinks will be identified and reflected in your rankings

reality

“ SEO is not what it used to be. You can't just pop up an ugly website, throw up mediocre content, build a few links and expect to rank well.

These days you actually have to build a good website, write high quality content that solves peoples' problems, build thousands of links and get thousands of social shares.



Neil Patel

Co-Founder, CrazyEgg
and KissMetrics

[@neilpatel](https://twitter.com/neilpatel)

The new SEO

“ Businesses with websites of 401-1000 pages get 6x more leads than those with 51-100 pages



“ Companies that publish content have 434% more indexed pages



“ SEO leads have a 14.6% close rate. Outbound leads have a 1.6% close rate.



The known challenge: marketers struggle to scale content



It takes time to produce content or to coordinate freelance contributors, effort to find inspiration and money to outsource to content agencies.

As a result, it's no surprise that producing engaging content and producing it consistently come as the top challenges faced by B2B marketers according to the Content Marketing Institute and MarketingProfs yearly benchmark of B2B content marketing,

Top 2 challenges that B2B marketers face

Producing Engaging Content 54%

Producing Content Consistently 50%



“Content marketing is tough for any marketer, and it is even tougher when you have a **small budget or constrained resources**.”

The Lean Content Marketing guide by





**But you are
not alone**

Image source

Content curation to the rescue

“ Content curation not only alleviates the pressure of having to devote valuable time to creating original content, but it also adds credibility and third party validations to your efforts.



Jason Miller

Sr Content Marketing
Manager, LinkedIn
@jasonmillerca

Just because you have to publish great content doesn't mean you have to create all of it.

Have you noticed who the new media rock stars are? BuzzFeed, the Huffington Post, Upworthy, Business Insider and others like the Drudge report captured impressive audiences that made traditional media pale in comparison.

Their secret?

They rely on other people's content for a great part of their publishing, if not all: they are content curators.

Let's look at how smart marketers can learn from the success of the new online media.

Turn third-party content into curated posts on your blog

Cut down the time to publish a great blog post to 15-20 minutes.

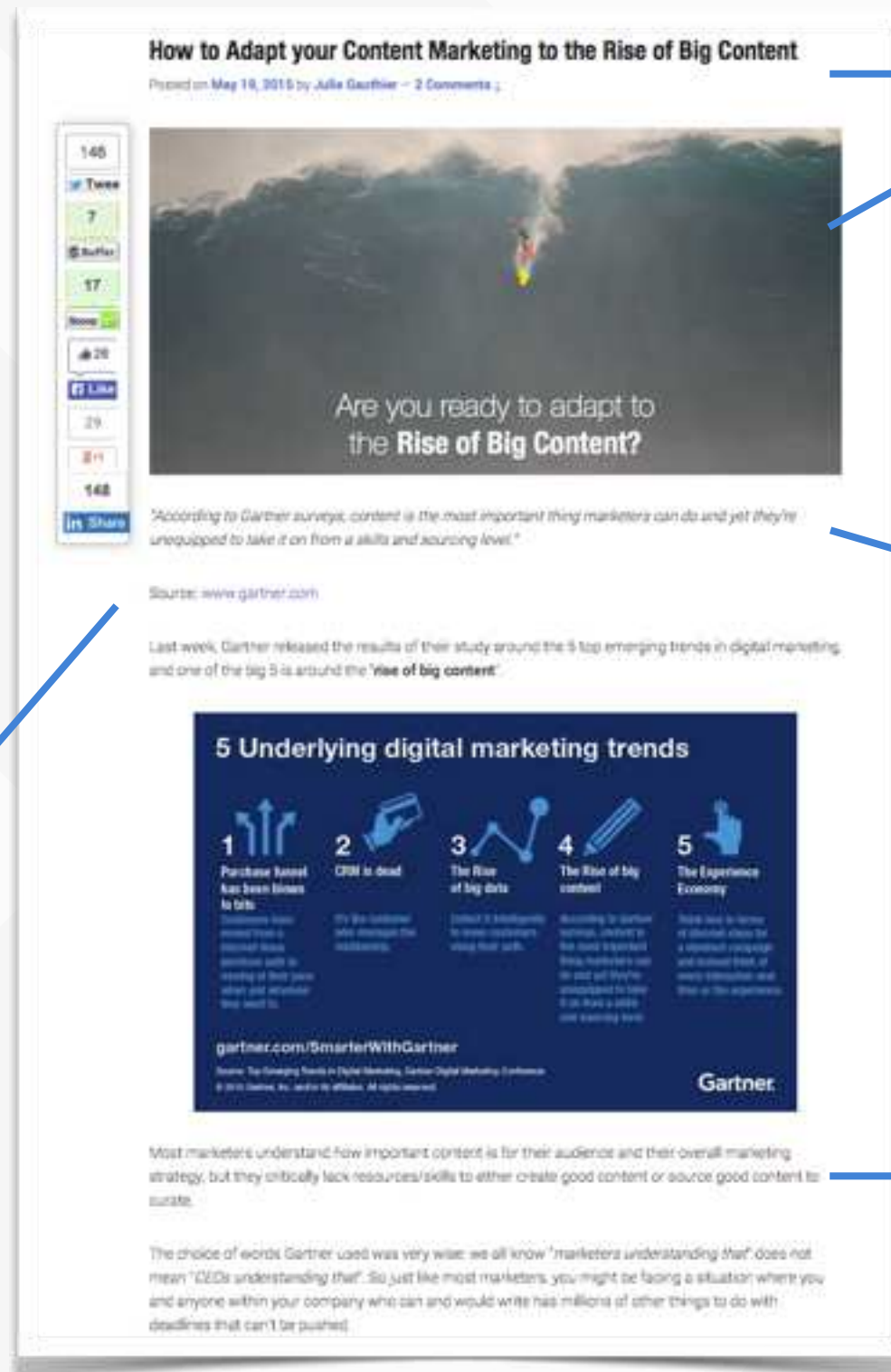
While creating a good original blog post can easily take up to 4-6 hours, building on curated content is much faster, especially if you use a curation tool to source industry content automatically.

Read, select and add your own commentary to craft a short but impacting post linking to the original piece.

Et voilà!

Source attribution where you can click to read more:

- drives traffic to original site,
- vets original content as worth reading,
- encourages further sharing.



Your title and your image should be relevant to the overall content of the article.

Quote from the original article.

Added value in the form of commentary from the curator: context, opinion, perspective, links to other pieces, etc.

Why curated content is not duplicated content

DUPLICATED CONTENT

copy / paste = repeat
deprives original content owner from traffic
unethical to content creators
infringes copyright
adds no value to readers
penalized by Google

beuajizeq pl coo8ie
9qqs no lajne to leaqeiz
iuiui8ez cobliu8ur

CURATED CONTENT

link to = quote
drives traffic to original content owners
beneficial to content creators
Fair Use legal doctrine
adds value to readers
valued by Google

launeq pl coo8ie
9qqs lajne to leaqeiz
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Content curation helps you publish more content

Content creation takes time. And money.

“ 88% of professionals found content curation helped them find the time to publish more content.

Source: [Impact of Content Curation on Business Goals survey](#)

Type of content	Cost to produce	Time to produce
Curated content	0.33 man hours	<1 hour
Blog	2-4 man hours	1-3 days
Infographic	\$2,000-\$10,000	3-6 weeks
Video	\$3,000-\$150,000	4-12 weeks
White paper	5-20 man days	3-8 weeks

Content curation helps you publish fresh content

“ Content curation helps your freshness factor.



Jayson DeMers

Founder & CEO of AudienceBloom, a Seattle-based content marketing, SEO and social marketing agency. Writer for Forbes, HuffingtonPost, Inc.com, Entrepreneur.com, and more.

@jaysondemers

Do you read industry content regularly?

Content curation comes at a marginal cost over what you already spend time doing: keep in touch with your industry news and trends. Publishing daily or weekly the best of what you read with your own perspective ensures your blog or website stays dynamic and up-to-date.

Curation helps you be more relevant

Content curation helps you organize your content in categories for greater SEO relevancy and stay with the bounds of your content strategy.

Your content curation platform offers you relevant content around the keywords that matter to you and your audience.

By publishing curated content around specific, long-tail keywords, your audience will be more and more likely to find your content when searching for it.

Content curation helps content quality

When you create content, you depend entirely on the quality of the author.

With curation, you get a double screening on quality:

- first, the algorithm selects the most relevant content for you,
- you screen it for a second time and curate only the best content.

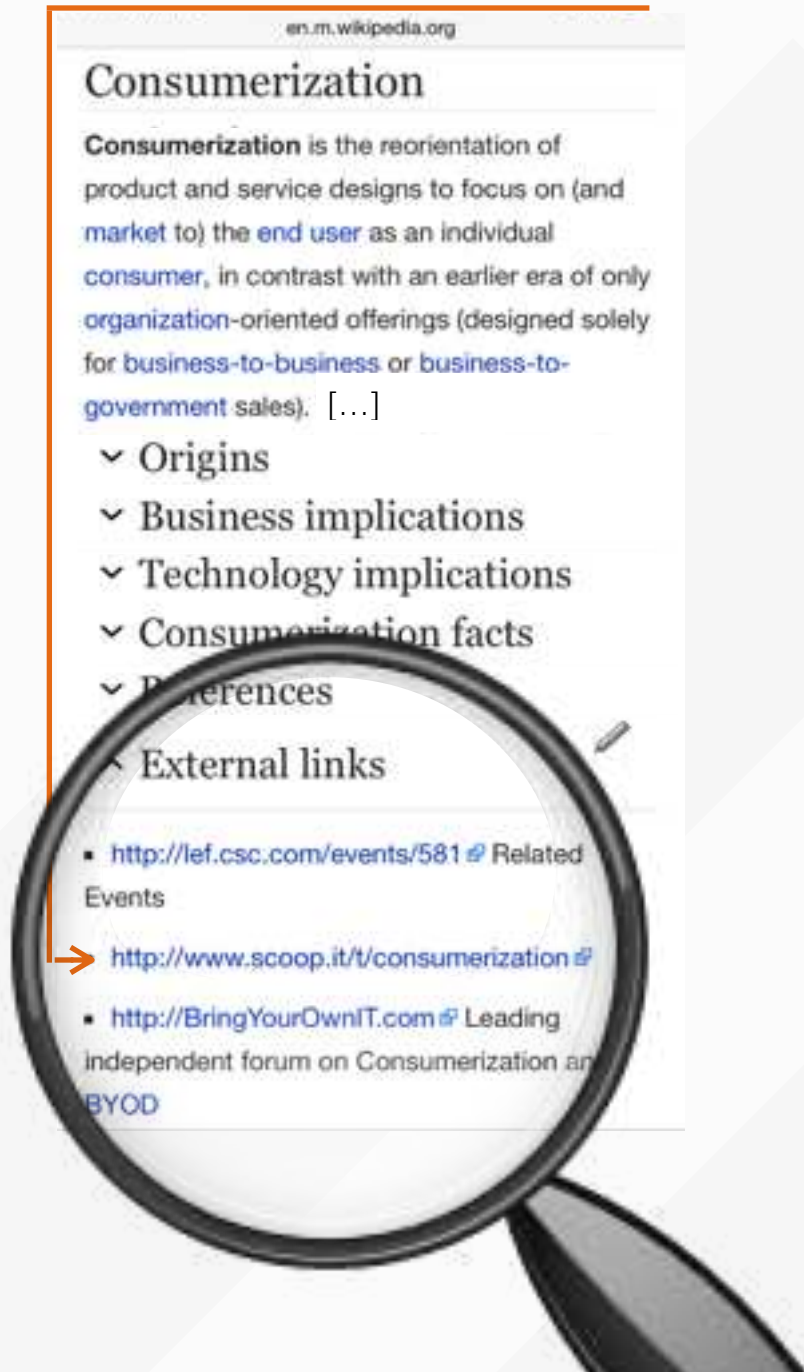
Since practice makes perfect, curating quality content with meaningful insights will double its value.



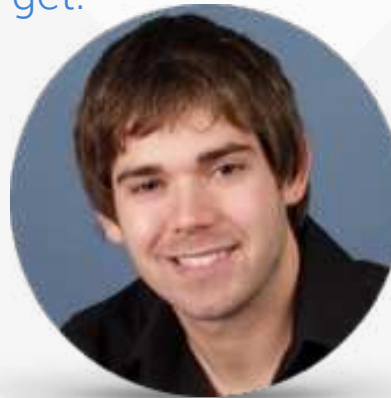
[Image source](#)

Content curation generates backlinks naturally

You become a reference



“ Content curation centralizes your blog or website as a hub for only the highest-quality information, which establishes your brand as an authority within your market. Curated content is a magnet for inbound links, and studies have shown that the more inbound links you have from quality sources, the higher your search visibility you get.



Jayson DeMers

Founder & CEO of AudienceBloom, a Seattle-based content marketing, SEO and social marketing agency. Writer for Forbes, HuffingtonPost, Inc.com, Entrepreneur.com, and more.

@jaysondemers

Content curation will help turn your website into the go-to resource for your industry.

Chances are you are not the only one producing content in your industry. Nor the only one with an exclusive monopoly on good content. But by curating valuable content that meets your audience's needs (alongside your own original content), you will create a resource others will reference.

Content curation brings your readers what they want

“

It's time to think sticky. While the fixation with “optimization” appears never-ending, every day it becomes clearer that focusing on publishing content people love to consume is the ace card for winning with search. Click-through rates and time on-site are strong signals for search engines.

If you're curating crazy cool content like a publisher should, your pages will attract more traffic and deliver more immersive experiences. Search engines gather this data and reward you.



Barry Feldman

Founder & CEO,
Feldman Creative
@FeldmanCreative

If they're looking for it, they might as well get it from you.

Search engines evolved. They're smarter at figuring out whether a website's content provided the answer users were looking for.

Can you really create all the answers there are entirely by yourself?

Content curation helps you fill in the gaps which means more traffic and more time spent by your audience on your website.

[Image source](#)



Does content curation help SEO? Data-driven answers

An SEO experiment: testing original vs curated content

“

We wanted to see if curated blog content could have the same SEO benefit as traditional blog content. We measured the rankings of an aged, traditional post with stable first-page rankings for a long-tail keyword phrase. We then removed that traditional post content and replaced it with 3 varieties of curated content

Source: [SEO-friendly Content Curation in a Post-Panda World](#), [bruceclay.com](#)

Curated content would have SEO value even if it ranked lower than original content.

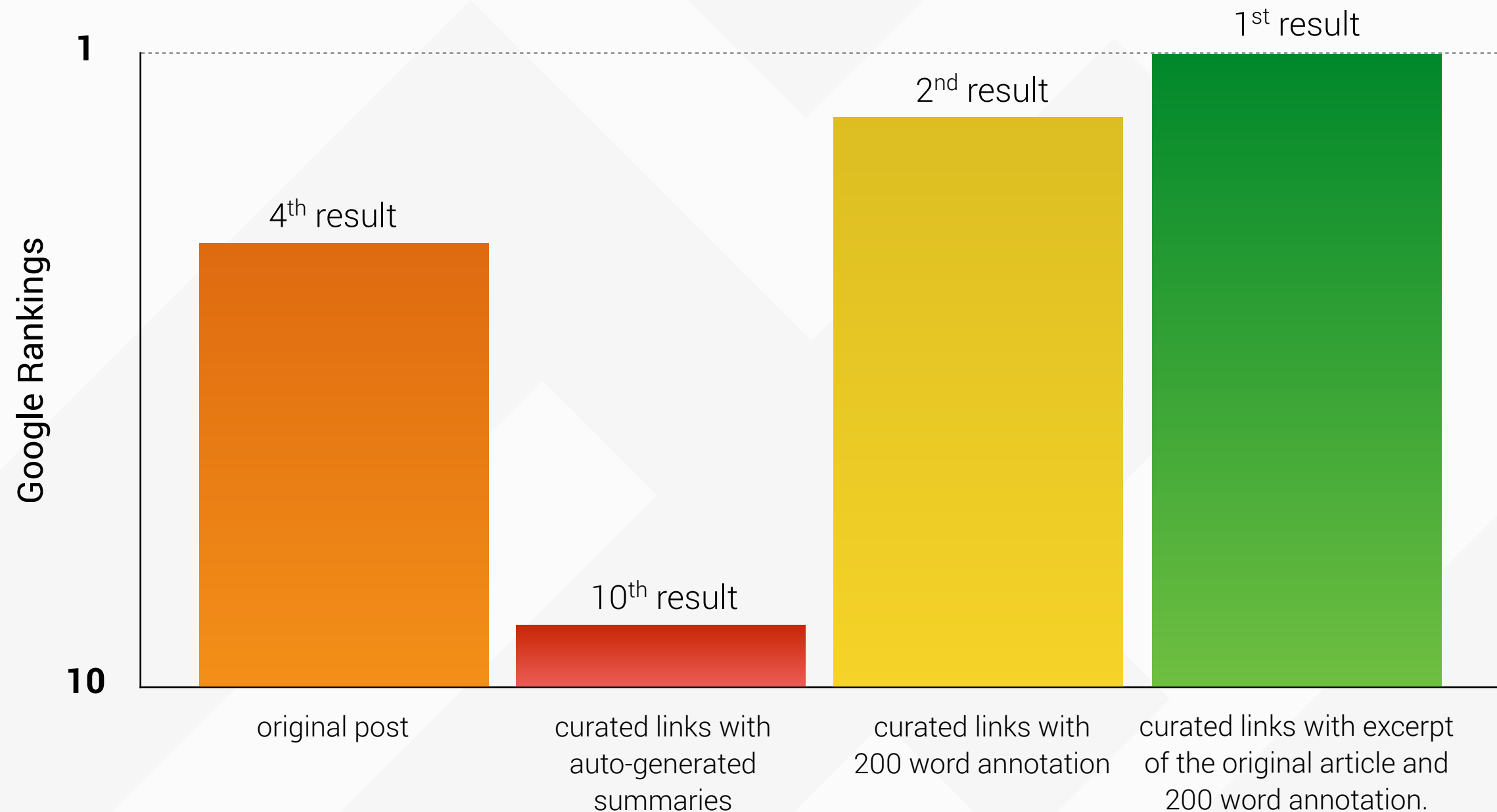
But benchmarking it against original content is tempting given what we just explained.

That's exactly what the team at Bruce Clay did by replacing an existing original post with stable ranking and replacing it with 3 different flavors of curated posts, one of which being what we defined on page 11 as a curated post.

What did they find out?

Curated posts can even rank higher than original content

Ranking of curated posts vs the original post for the same keyword



Source: [SEO-Friendly content curation in a post-wanda world](#)

And when you are well ranked... you get more traffic from search!

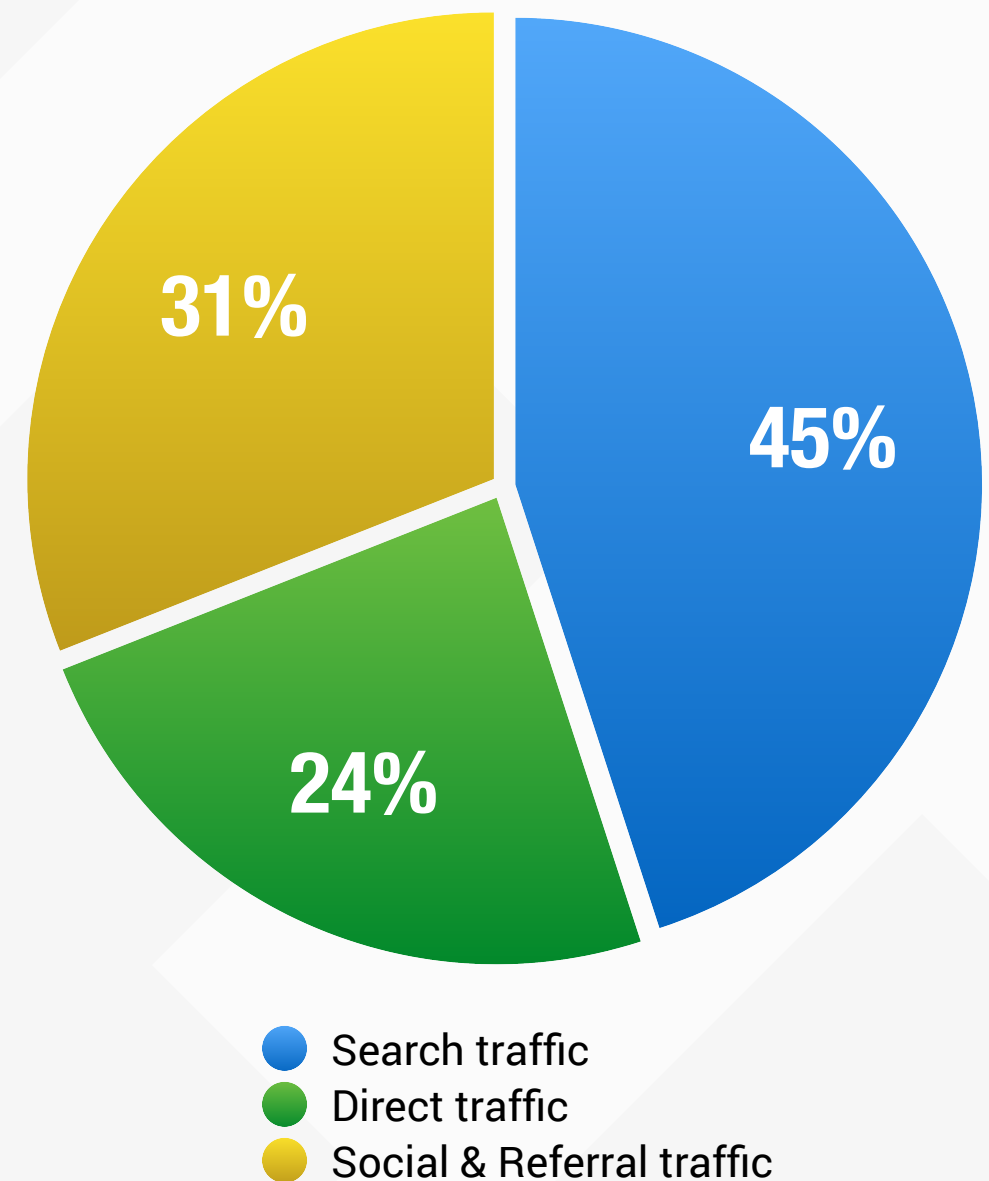
Traffic breakdown by source for Scoop.it curated topic pages - Q1 '15

While one experiment is just one data point, the previous experiment has the merit of articulating to what degree content curation helps and compares to pure aggregation and original content.

But to get a broader sample which is statistically significant, we can take a look at the data from the Scoop.it platform. Nearly 2 million professionals have used our free version to publish tens of millions of curated content pieces to their Scoop.it pages, attracting close to 200 million visitors in the process.

Where did they come from?

As shown in this graph, search accounted for 45% of that traffic as of Q1 2015, ranking as the #1 source of traffic for curated content.



Source: Google Analytics data for Scoop.it traffic

Case study: d-Wise

“ My Subject Matter Experts didn't have time to generate industry content. By using Scoop.it, we increased our SEO footprint by 200%. Traffic to our site increased and our SERP rankings improved for keywords we weren't even on the radar for beforehand.



Keith Ward

Director of Global Marketing, d-Wise

Back in 2012, d-Wise had what Keith Ward called a “Business card” website.

A few static pages, the usual suspects: a home page, about us, team, products, etc...

But no content.

As a result, the site ranked very low in Google and the company had

little online brand awareness.

Adding curated content to their websites through Scoop.it not only proved easy to learn but in a few months, Keith added 500 pages to his website and dramatically increased its SEO footprint and likelihood to rank.

SERP rankings improved and so did traffic.

We Can Do It!



In practice

15 tips

Image source

1. Find a topic that defines your brand



Image source

2. And that your audience cares about



Image source

3. Be specific

It's better to have well-defined niche topics than broad and vague ones



4. Set up publishing goals and be consistent

Use a content calendar to track and report your progress

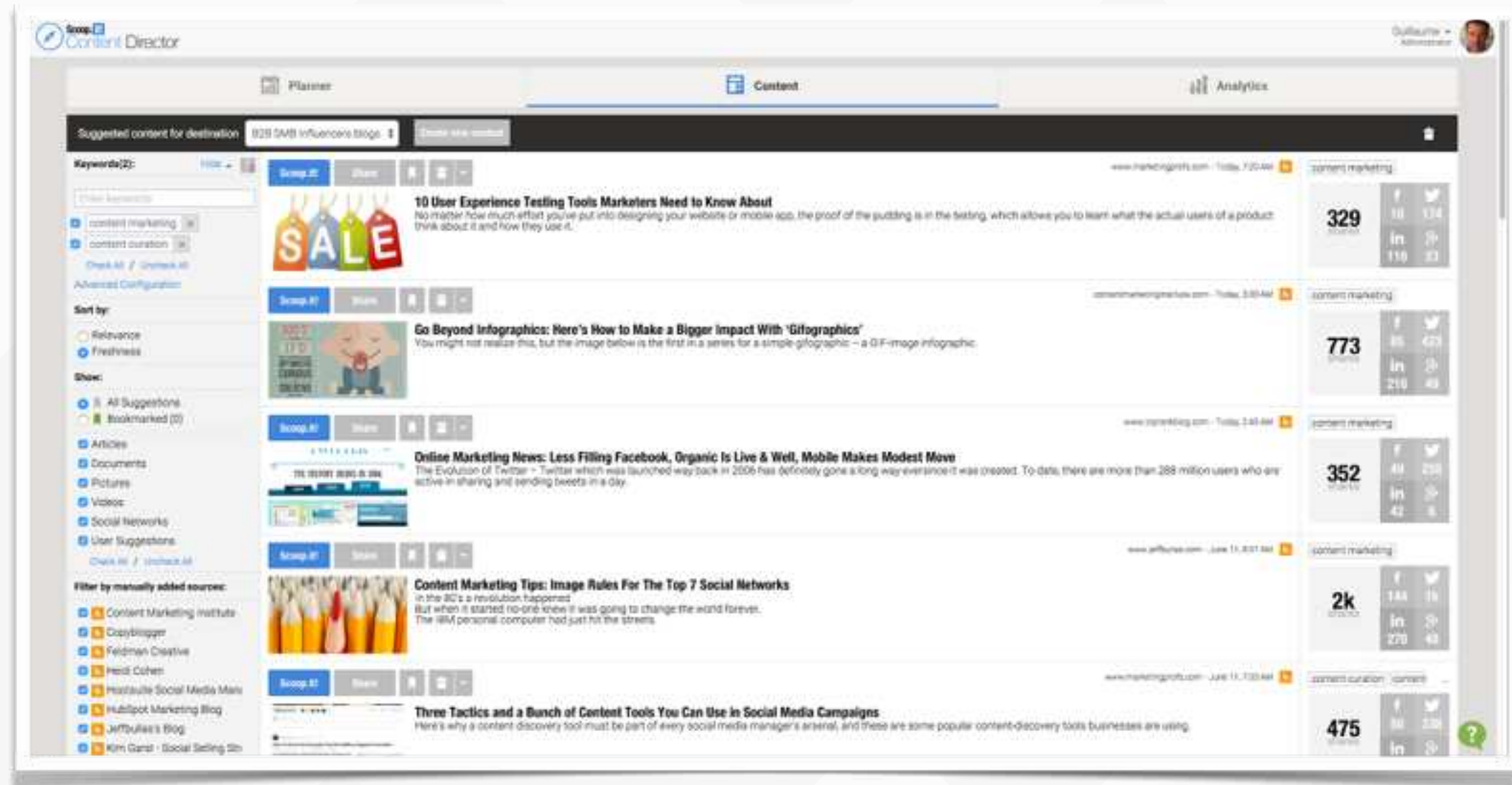
The screenshot displays the Scoop.it content calendar interface. At the top, there are three tabs: **Planner**, **Content**, and **Analytics**. Below the tabs, the **Publishing Status** is shown as **LATE!** for the period **Jun 8 - Jun 14**. The main section is titled **Destinations** and shows a weekly calendar view. The destination **Lean Content Marketing** (http://blog.scoop.it) is listed on the left. The calendar shows posts for Monday (8:20 AM) and Tuesday (17:00), with a red box indicating a **Missing 1 post** on Thursday. A **Goal Achievements** section on the right shows **67%** completion and **Missing 1 post.**

A **Goal Configuration** modal is open, showing a detailed view of the publishing schedule for the destination **Lean Content Marketing**. It displays a table of preferred publishing hours for each day of the week, with a count of posts for each hour slot. The table is as follows:

Destination	Monday	Tuesday	Wednesday	Thursday	Friday
Lean Content Marketing	1	1	0	1	0
Preferred publishing hours:					
12am - 1am					
1am - 2am					
2am - 3am					
3am - 4am					
4am - 5am					
5am - 6am					
6am - 7am					
7am - 8am					
8am - 9am					
9am - 10am					
10am - 11am					

5. Automate content discovery

Use tools to do the heavy-lifting and crawl the web for you



6. Be human with your insights



[Image source](#)

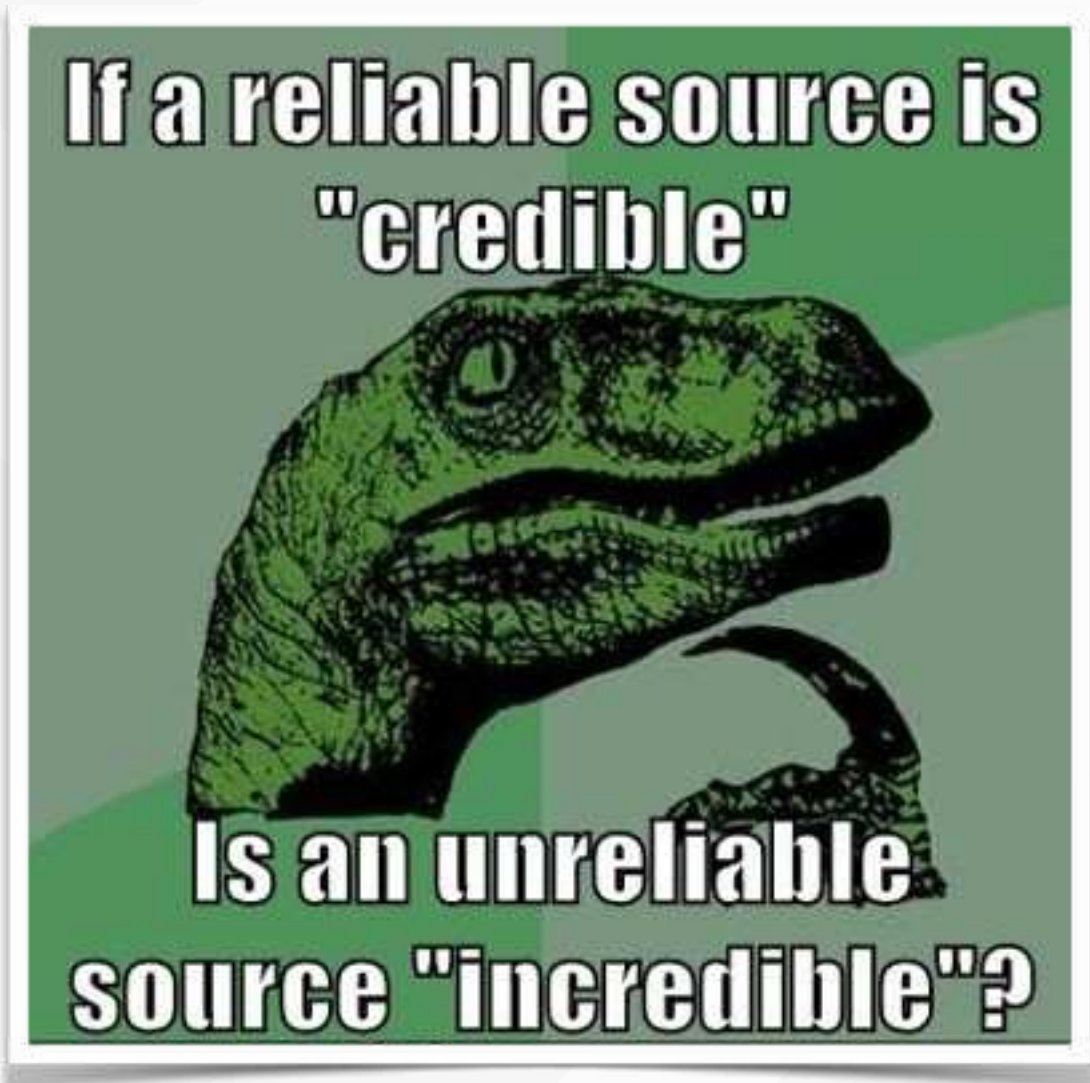
7. Curate from reliable sources

“ As with all outbound links, it's critical that you're linking only to 'good neighborhoods'



Jayson DeMers

Founder & CEO
The AudienceBloom
Agency



Source: [6 Facts About Content Curation and SEO You May Not Know](#)

8. Be selective on the quality of each piece of content to add value to your readers



[Image source](#)

9. Find and engage with influencers in your space for inspiration and cross-promotion

“ I’ve seen curation also become an amazingly powerful form of networking. Sharing content is reciprocal so when other authorities reciprocate, you get more links, authority, traffic and some of the other crown jewels in the search world.



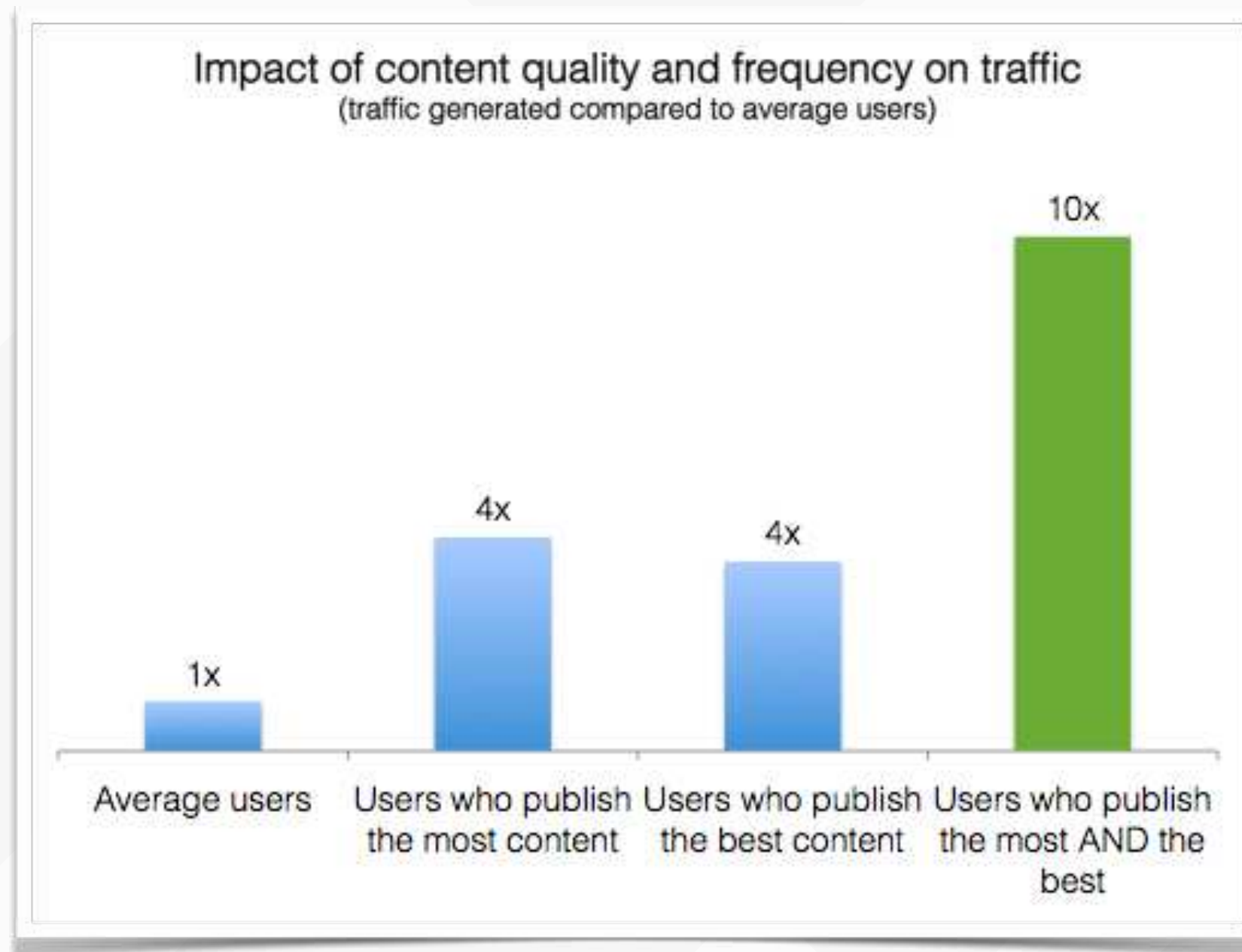
Barry Feldman

Founder & CEO, Feldman Creative
@FeldmanCreative



Image source

10. Be relevant and consistent



Source: [Where content curation traffic comes from](#)

11. Choose the right image and title for your post to tell the appropriate story

Curation is about bringing context: a (good) picture tells a thousand words



12. Put a CTA on your posts to drive traffic to your website

The image shows a screenshot of a blog post titled "How to Adapt your Content Marketing to the Rise of Big Content" by Julie Guillier. The post includes a large image of a person surfing and a quote from Gartner. On the right side of the post, there is a sidebar with several widgets. An orange arrow points from the text "On the right panel" to a widget titled "Publish more relevant content. Save time. Generate ROI." which contains a "Get a demo" button. Another orange arrow points from the text "and at the end of the post" to a large blue banner at the bottom of the post. The banner features an image of a book titled "ROI or RIP: THE LEAN CONTENT MARKETING HANDBOOK FOR SMBs" and a red button that says "Download the free eBook".

How to Adapt your Content Marketing to the Rise of Big Content

Published on May 16, 2015 by Julie Guillier - 2 Comments

Are you ready to adapt to the Rise of Big Content?

"According to Gartner surveys, content is the most important thing marketers can do and yet they're unequipped to take it on from a skills and sourcing level."

Source: www.gartner.com

Last week, Gartner released the results of their study around the 5 top emerging trends in digital marketing, and one of the big 5 is around the "rise of big content"

Publish more relevant content. Save time. Generate ROI.

Get a demo

Curate and share knowledge with coworkers privately

READ THIS NEXT:

Want to Make Blog Posts More Effective?

Do you read online? Come on, you're like most people, you...

3 Comments

Conclusion: Your content marketing team can be as large as you want it to be

This is just a glimpse of all the ways Scoop.it Content Director helped me increase my traffic and generate more leads. Have a look at our [latest release](#) for a broader view of the new features we developed to get you more ROI on your content marketing.

Don't hesitate to tell us what you think in the comments section below!

And for more tips on how to make your content marketing strategy lean as an SMB, [download our free eBook](#)

ROI or RIP
THE LEAN CONTENT MARKETING HANDBOOK FOR SMBs

Download the free eBook

13. Share your content on social media

Get direct traffic and increase your chances of generating natural backlinks



14. Give credit where credit is due

Always attribute
the source you curate.

The screenshot shows a blog post interface. At the top, the title "Lacking inspiration? Here is How to Create Better Blog Posts" is displayed, followed by the date "Posted on April 13, 2015 by Guillaume Decugis" and "No Comments". Below the title is a large image of a forest with the text "Lacking Inspiration? Here is How to Create Better Blog Posts" overlaid. The main text of the post begins with "With so many advances in smart technology these days, marketing professionals, content creators, and their teams need to keep up with the availability of tools that help reduce their workload and maximize their output." Below this, a line of text "Source: contentmarketinginstitute.com" is highlighted with an orange box. An orange arrow points from the text "Always attribute the source you curate." to this box. The rest of the post text is partially visible, discussing the challenges of content creation and the importance of inspiration.

15. Analyze the ROI of your efforts with the VATL model

Analyze how each post performs so you know what your audience likes to read and adapt your content marketing accordingly.

Volume

Amplification

Traffic

Leads

