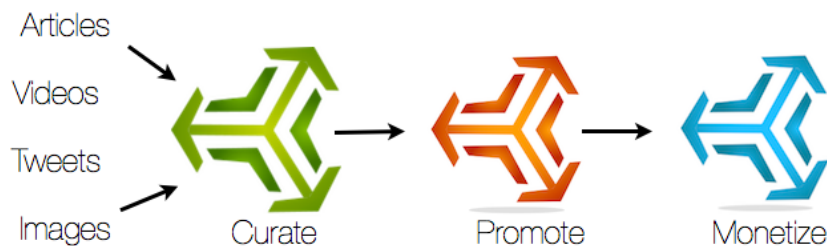




# Content Curation

A introduction to curation – the fastest way to build authority, voice and thought leadership.. and best of all traffic.



Paul Clifford

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## Quick Start

For the Internet Marketing community we look at ways to make money using websites. We follow a simple equation; Traffic + Conversions = Sales... and therefore money in our pocket.

What most people focus on is Google traffic as we know it is the dominant force - and represents 70% of the search engine traffic on the web - especially when it comes to natural organic traffic. And of course when you get it right - its evergreen... it just keeps coming.

So the way to do this is through SEO - and ranking our sites using predominately backlinking techniques. However we all know that, fundamentally, this is not a practice Google likes. I mean, they really want us to just put content out there and then let Google decide itself what/where it should rank for.

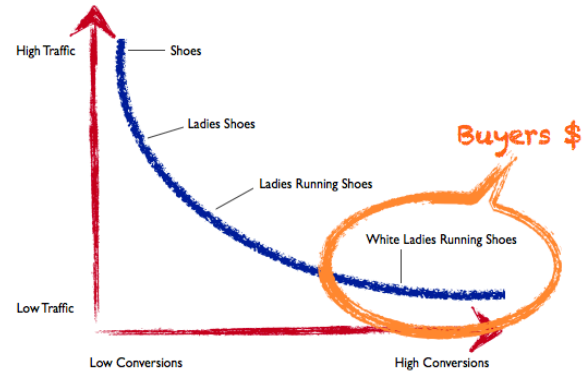
The big 'but' in all this is that it's hard. Backlinking is hard and laborious and at the end of the day - it doesn't last. I mean Google is forever changing its algorithms to combat backlinking methods - and so even if we rank high today - the site could disappear tomorrow. Remember all the fancy algorithm changes...Panda this and panda that...

Recently Matt Cutts - Google's Chief of webspam announced a new algorithm (Penguin) to specifically target sites that have been over-optimized for SEO - so at the end of the day you just can't win!

In the end (after every loophole has been tried) people always come back to this strategy - simply build an authority site that represents your voice or brand - and when you generate a following you will be rewarded with traffic, backlinks and Google love. All you need to do is monetize it with a quality squeeze page, ads, cpa or some kind of product and then its just a case of working out what converts the best.

## Why authority sites get traffic?

The key point to understand is firstly - the more quality posts you put out - the more you get traffic. Its because each post captures low levels of long tail traffic. These long tail keywords are easy to rank on page 1 - and although they don't necessarily have high search volume...many posts capture lots of low search volume. The second point is that these long tail keywords are the buying the keywords. People don't search for shoes they search for 'white ladies running shoes'



## The fundamental problem of course is creating content.

You can either write it yourself or outsource. My experiences with outsourcing have not always been great. I mean its fine if no one is going to read the content - but if you are putting your name to it - then I find I would rather do it myself. But we don't have time to do all that - it would have to be a real labor of love.... like finding the best bars in New York or training your pet dog or something. You just can't seriously put a lot of passion into getting rid of acne - can you?

Of course we also know that we can't just copy content as that would be useless, infringe copyrights and Google wouldn't like it one bit.

## Go back in time

However what Google loves is linking to other <sup>1</sup> sites right?.. remember it used to be called 'Backrub'. So linking is fundamental to any site...if any of your sites are not linking out to others.. then you need to change that and you'll be surprised at the result.

What Google also recognizes is that there are authorities in the market that report on topics in specific niches. News sites do not always create their own news, they find other news and report on



<sup>1</sup> Zebra image licensed under Creative Commons courtesy of Image by [Lara Mercer](#)

it... and reference the source.

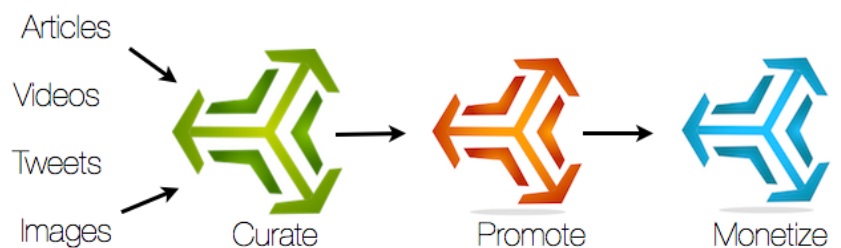
What's interesting here is that if you break down these news sites, technology and celebrity blogs and so on - what they are doing is aggregating. They are collecting and republishing information... mostly the same information. Technically they are copying other people's content and publishing it on their site - and Google is rewarding them for it - as long as they put a reference back to the source.

Taken a step further you can add your own editorial comment as an introduction to this content - and even summarize it. As long as you reference the source - then in Google's eyes this is 100% approved.

Add your own voice or tone - and then this becomes **curation**.

You are becoming a voice for material on the web - and people will come to your site to read further time and time again.

The most prolific examples of this are the Huffington Post and Drudge Report, which were worth \$315m and \$30 million respectively. They simply curated other material and generated a loyal following and readership which generated huge volumes of traffic.



But there are other lesser known brands... from corporates like <http://popurls.com/> or <http://smarterplanet.tumblr.com> from IBM.

It can be done anywhere and on any topic... all you need to do is create a site and get started.

## So why the need for Curation?

What you need to understand is that with so much content on the web people are simply overloaded with information. They want smaller authoritative sites to follow and digest. Being a curator means selecting the best content and wrapping it with your voice and comment. This makes you the authority which builds trust and repeat visitors.

Here is my fast track guide to get you going.

Curation is generally broken into 3 activities:

- 1) Researching content.
- 2) Curating the post.

### 3) Promoting your content.

For Internet Marketing - there is also a 4th activity and that is monetization.

## Researching Content

Depending on what kind of niche you are publishing in - you need to establish your content sources. For example if you decide to become the voice of 'Dogs that go in your handbag' more commonly known as 'purse dogs' - then you need to start finding quality sources of content that you can use and reuse to start curating from.

You could start by simply expanding the phrase 'purse dogs' in the google keyword tool - and explore websites that discuss these topics.

When exploring suitable sites - you need to find 2 things. 1) The site should be authoritative. And by that I mean - you really don't want to be selecting content from affiliate sites that have poor content. 2) You'll find that many sites have a feed. A feed is usually represented by the RSS icon that looks like this:



For example searching for purse dogs shows the site: [www.lifewithdogs.tv](http://www.lifewithdogs.tv) - but their RSS feed is [feed://www.lifewithdogs.tv/feed/](http://feed://www.lifewithdogs.tv/feed/)

A feed structure is essentially summaries of the content in a form that stripped bare of images etc.

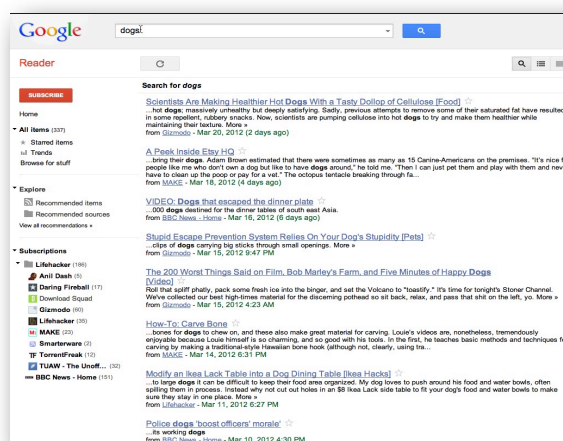
The reason we collect these is that they are always updated with the latest content - and we can then use various tools to search and manage them.

Your next 2 best friends:

Google reader is a free tool that allows you to import all these collected feeds - so that everytime you want to curate you can search in your reader and find some fresh content.

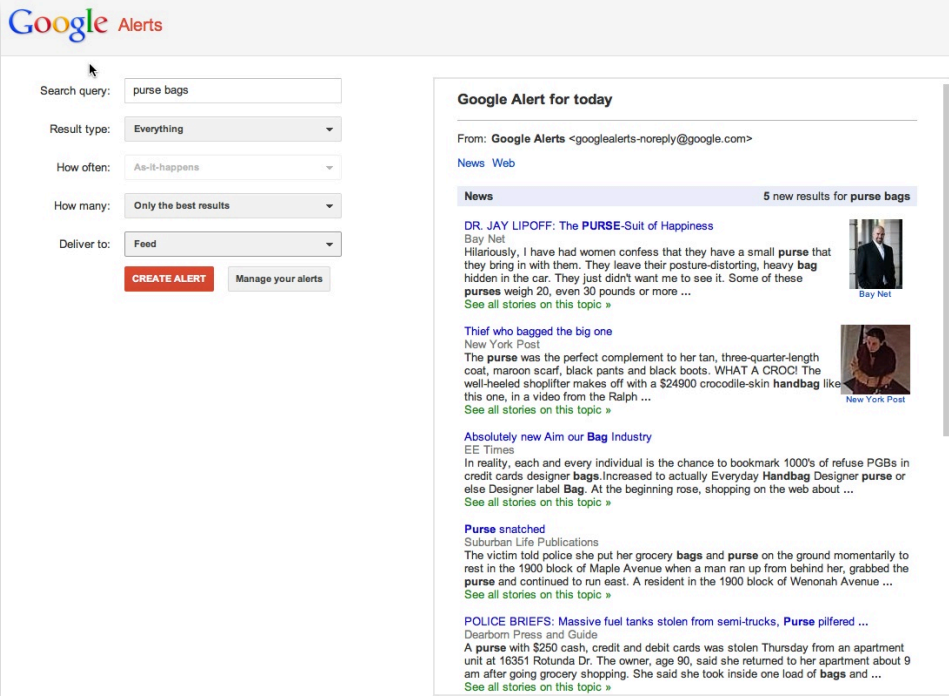
Google reader is here:

<http://www.google.com/reader/view/>



The next step would be to use Google alerts <http://www.google.com/alerts>

With Google alerts you simply enter your keywords and it will email you each time whenever something is published on the web that matches your keywords. This is essential for being up to date with news, which is something your readers are going to come back to you for more.



The screenshot displays the Google Alerts website. On the left, the 'Search query' is set to 'purse bags'. Below this, there are dropdown menus for 'Result type' (set to 'Everything'), 'How often' (set to 'As-it-happens'), 'How many' (set to 'Only the best results'), and 'Deliver to' (set to 'Feed'). At the bottom of this section are two buttons: 'CREATE ALERT' and 'Manage your alerts'. On the right, the 'Google Alert for today' section shows the email address 'From: Google Alerts <googlealerts-noreply@google.com>'. Below this, there are links for 'News' and 'Web'. The 'News' section indicates '5 new results for purse bags' and lists several articles with their headlines and source logos. The articles include: 'DR. JAY LIPOFF: The PURSE: Suit of Happiness' from Bay Net, 'Thief who bagged the big one' from New York Post, 'Absolutely new Aim our Bag Industry' from EE Times, 'Purse snatched' from Suburban Life Publications, and 'POLICE BRIEFS: Massive fuel tanks stolen from semi-trucks, Purse pilfered ...' from Dearborn Press and Guide.

When selecting content you need to make sure you spice up your page, make it interesting and readable. You do this by mixing your communication with images and videos. This is easily done by searching across Youtube and Flickr for content using your selected keywords. Ensure your content is interesting, varied and newsworthy. Quirkiness really comes into play here - so the more you can do that the better. Always ensure that any images you insert from the web are either free or royalty free (and you have paid the fees for them) or if you have take a creative commons licensed image - then ensure that you link back to the original photographer with a correct credit.

# The Curation Formula

This is the nuts and bolts of the process. The basic structure of a curated post - is:

- Intro
- Copied content
- Summary
- Links to sources

.. it actually looks like this:

Keyword Oriented Title

**SEO is not an exact science**

Your introduction to the text

In SEO most people think they know what they are doing – and it's because of this – they are clearly trying to get ahead by using spammy techniques. Look at this recent article from seo consult

One of the best things I have found about working in search engine optimisation and internet marketing, is that you come to really come to appreciate the great ideas and innovations on the web that might pass by people whose understanding of SEO is relatively limited. I was recently shown a blog hosted by Starbucks called My Starbucks idea, where members can suggest ideas they have for products. These ideas are then voted on and discussed; as the suggestion gains the attention of the community, it also gets the attention of the company, and ideas that aren't well received are eventually vetted out of the system. This seemed to be a great idea for several reasons – it creates almost a constant stream of user generated content that might attract long-tail traffic to the Starbucks website or at least remind them of the strength of the Starbucks brand, it's a great example of crowdsourcing (which I'll discuss in more detail later), and it is costing Starbucks practically nothing

.... See more from [seo consult here](#)

The copied text from the article  
(no more than 40%)

Always link back to the source  
article

Interesting that they are using the cloud sourcing model to get their SEO kicks and ranking up in the charts.

Summarize providing your input and opinion

Following this simple structure will enable you to curate in a few minutes per day.

## Promoting Your Content

Pushing your content out to your audience is imperative to getting eyeballs on you content. Once you start doing that you start to get an audience, clicks and backlinks.

### **Start with social.**

Ensure you have a twitter account established with your brand or domain name.

Then create a Facebook page for your brand and link it up with your blog.

What you should also do is setup some accounts with social bookmarking sites and web2.0 sites like posterous - so as you create a post - you can syndicate the excerpt and create social backlinks without any effort.

Doing this consistently with your blogs will generate traffic and more importantly an independent business which you can sell on as an authority site.

## Monetize

Monetizing is too bigger topic to cover in this book - however you should look beyond simply running ads or cpa offers - and look at collecting email subscriptions. Focusing your marketing into building a list is key to turning a site from a few dollars of income into a 5 figure income lifestyle blog.

## Semi-Automation is the key

Curation is a great way to create an authority site and is incredibly simple to do. It takes consistency and patience. Taking the time to create quality posts is key. Never get an automated plugin that sits in your blog churning out what it calls 'curated articles'. We all know that this is really auto-blogging and does the word curation a dis-service. The whole point of curation is **you** make the decision as to what is good and bad - and by doing this correctly produce quality content that people actually want to read.

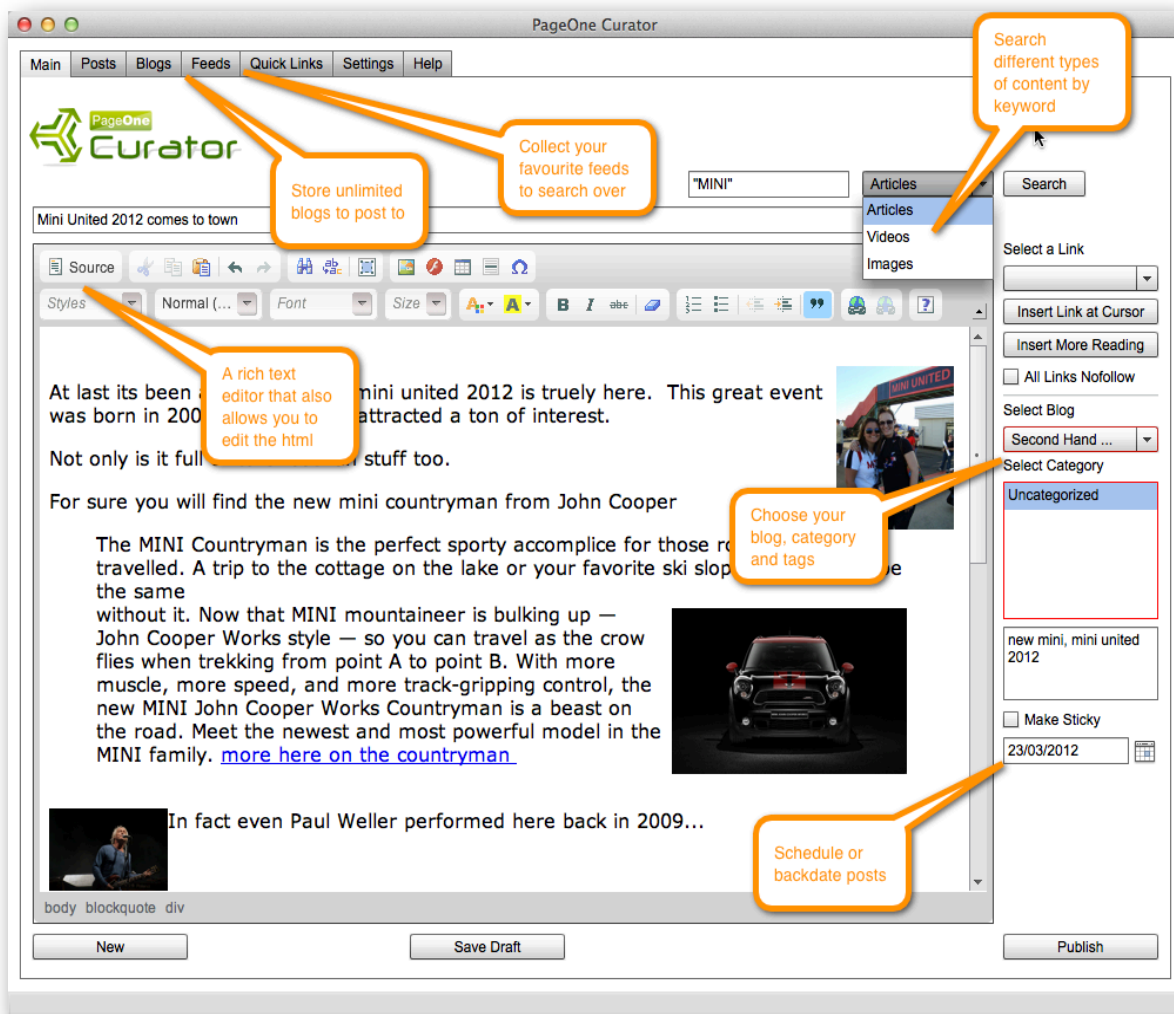
I know that scanning feeds, copy and pasting etc is a lengthy process - and we all lead busy lives. It would be much faster if you could semi-automate the process; automatically searching across your feeds, images, tweets and videos to enable you to search the content easily and quickly – right?

This is problem for which I needed a solution, and it came in the form of PageOne Curator. It provides a powerful text editor that can help you structure the article - and publish the post out to any of your blogs. You can setup the blogs in advance allowing you to use one desktop platform to manage multiple remote websites.

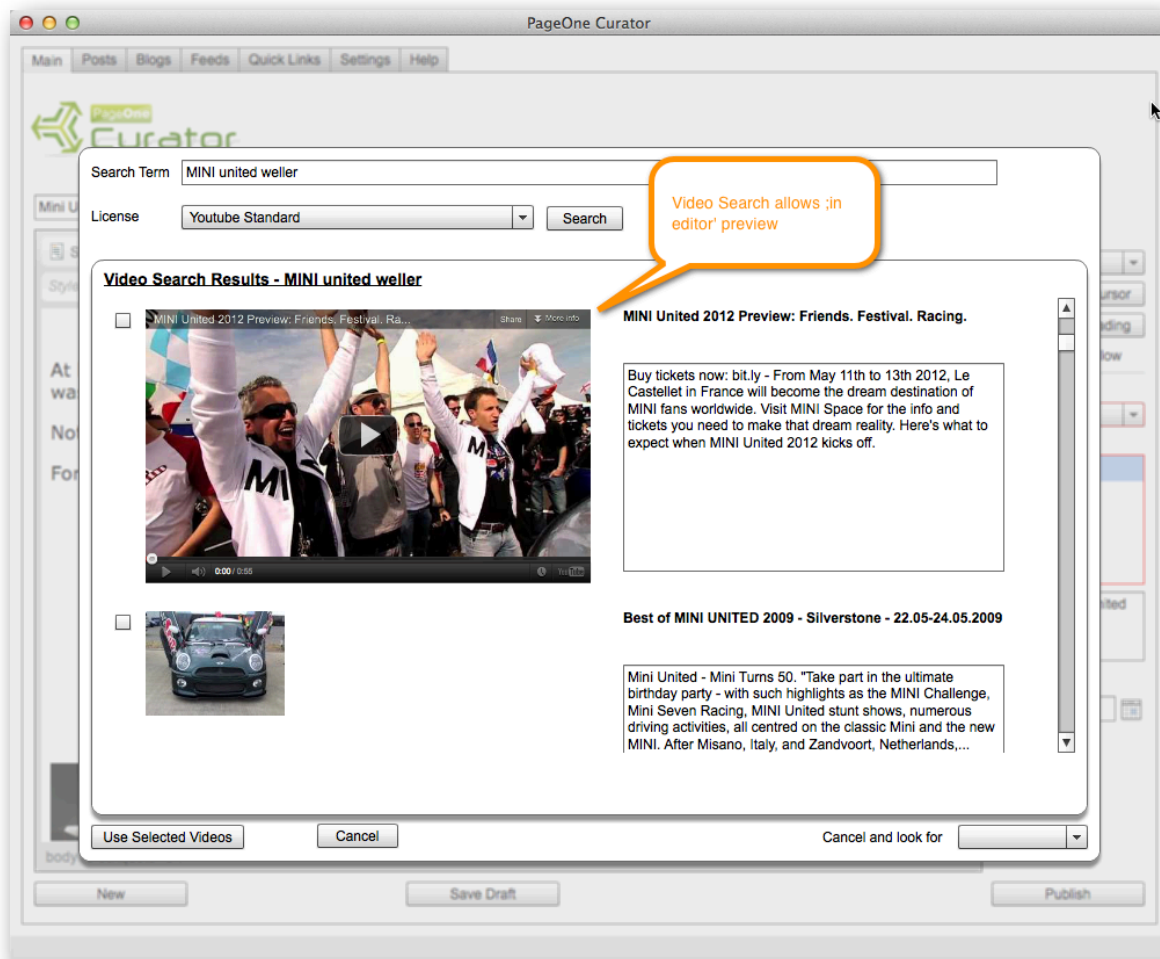
Its a software system that can provide all the information at your fingertips.

- \* Save a huge amount of time researching by providing the search results on you desktop in your editor... so its inserted with one-click (including your attribution links).
- \* Suck in content from websites, Youtube, flickr and twitter - completely legitimately.
- \* Post remotely to your blogs - so you don't even have to login.
- \* Inserts your own photos from your desktop.
- \* Perform your long tail keyword research within the editor.
- \* Takes a few minutes to create a beautiful post with images, words and videos using an inbuilt graphical editor.
- \* Whitehat and Google approved - this is the way forward for creating authority sites that make money.

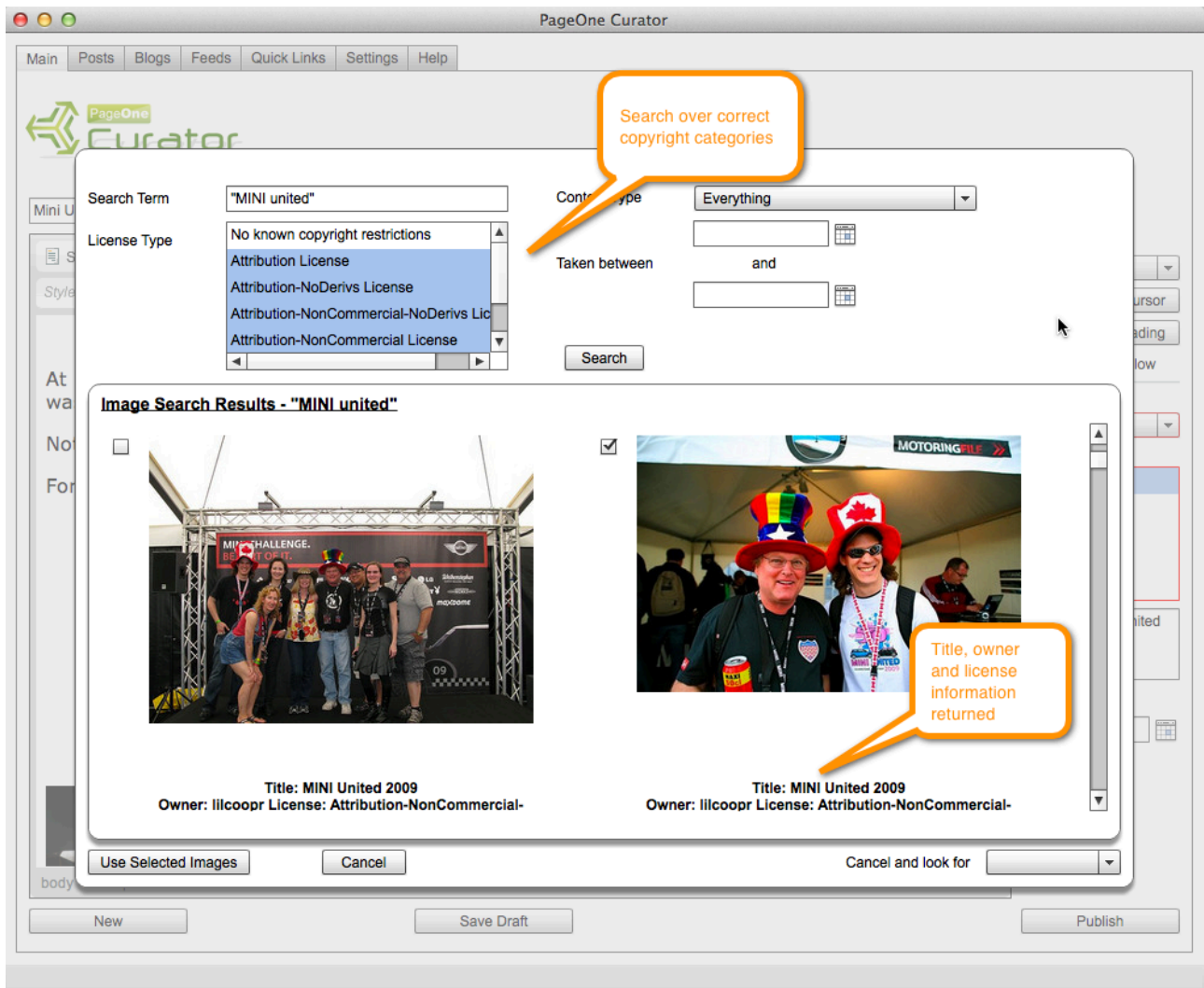
Here is a screenshot of the interface:



Search videos, images and text:

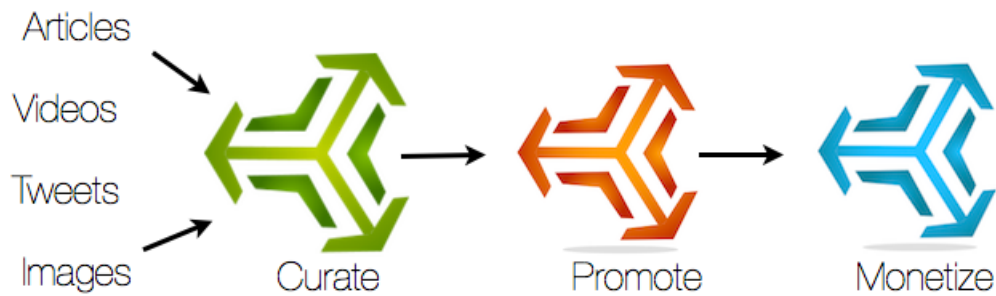


Full transparency of licensing rights so you know exactly where you stand with copyright:



PageOne Curator can also be combined with PageOne Syndicator to become a formidable platform for content marketing. The combined system will not only allow you to create unique interesting content - but can be used to syndicate and market your blog posts out to authoritative web2.0 sites.

[Click here to discover more on PageOneCurator](#)



### Check out these key features:

**Search for written content through feeds** – import your own or use a pre-supplied Getting Started Pack

**Search over YouTube, Flickr and Twitter** – Liven up your posts with images and videos and curate tweets on the fly.

**Sophisticated easy to use desktop application** - Purposeful and slick - a real application that you will be using every day.

**Full unrestricted access to all features** - No limitations, or limited functionality. This is the real deal fully implemented.

**One time purchase, no ongoing support or maintenance fees** - We take care of continual updates.

**Remote posting in all your blogs** - No need to manually login to each blog to create content - do everything from one application.

**Tracking of your posts** - All your posts are stored in a dedicated tab - so with a one click you can zoom straight to published article on your blog.

**Page Rank monitoring of your blogs** - See if Google is giving you the love you deserve by rewarding your blog with its stamp of approval. PageRank.

**Full wysiwyg local editor** - Powerful local editing - some say better than Wordpress's own one.

**Auto link insertion for affiliate links** - Fast insertion of additional links to your monetization links or even to interlink your other blogs.

**Supports backdating your posts** - Powerful for backfilling a blog of content

**Schedule posts in advance** - Do your work today, and pre-publish weeks of drip fed content.

**Supports homepage only posts** - Want to keep certain posts on the homepage?... we do it.

**Runs on Mac and PC** - Never be restricted by what you choose for your desktop. We support both.

**Instant update checking** - We automatically let you know when there is an update available saving you the hassle.

**Minor version updates included** - all version 1 updates are included.

**100% free access to our excellent helpdesk** - Our highly praised support service is open to you 24x7.

[Click here to discover more on PageOneCurator](#)

Thanks for reading  
Paul Clifford

