



Content Curation Success Formula

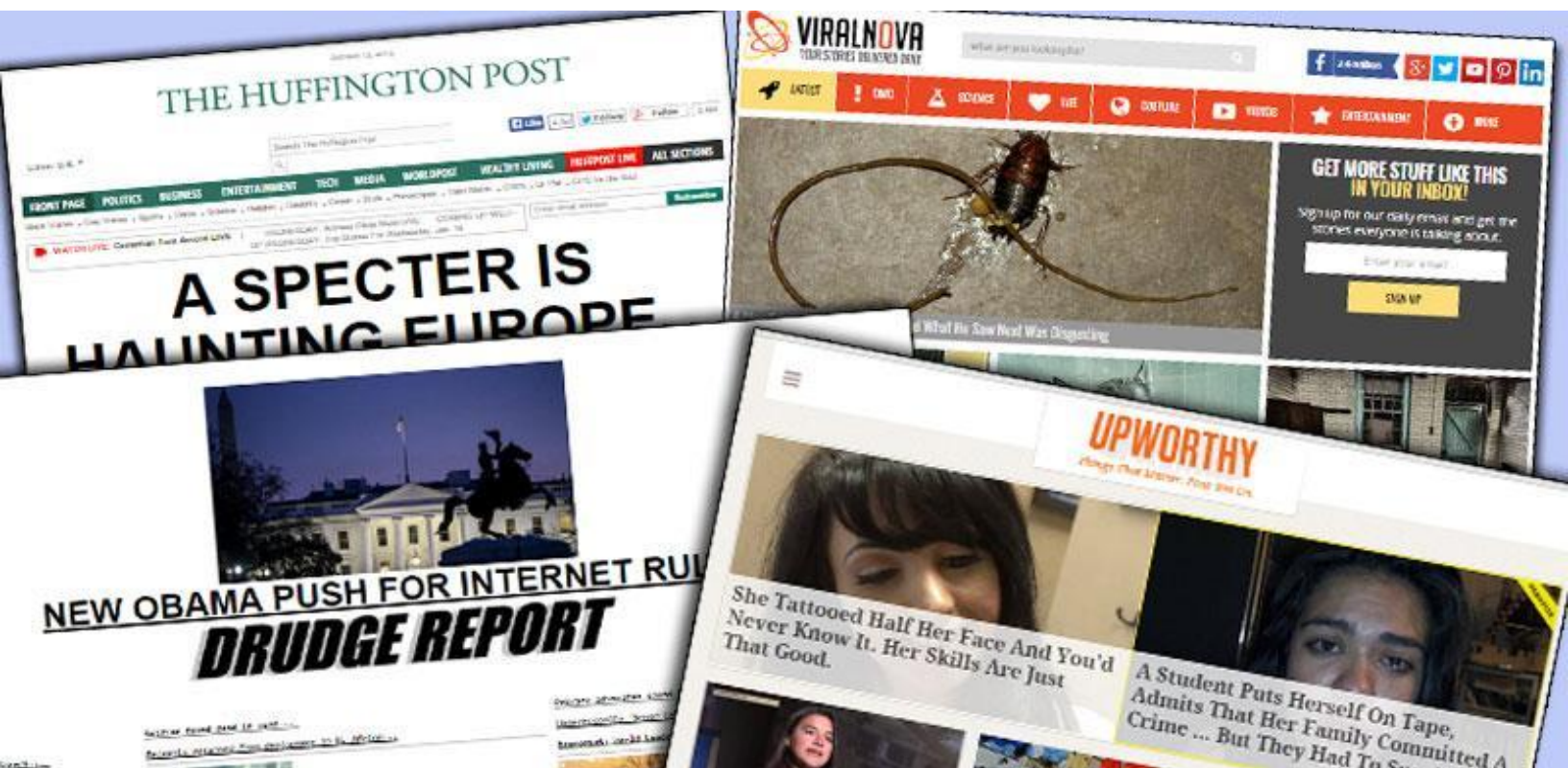
Get Traffic & Rankings
by
Sharing Other People's Content!



Content Curation Success Formula

Welcome to the Content Curation Success Formula! Content Curation is one of the best ways to find content for your blog, website, authority site or niche website. After you read this report, you, too will know exactly how the big sites are getting tons of traffic by using other people's material -- *and doing it legally!* Once you know these techniques, you too can go out and get all the traffic you want.

Sites like Viral Nova, the Huffington Post and Upworthy.com use Content Curation as a strategy, take a look at those sites and you'll see that a large percentage (if not all) of the content are actually items that are shared from a third-party or a different website! What these major websites do is that they find interesting content from external sources, snip out a few relevant paragraphs, then share that with their readers along with some commentary and a link back to the original site.



They didn't write the original content themselves, they just found it and shared that find with a few comments and a picture or video. And the result is more and more traffic, page views, opt-ins, and sales, all based on finding and sharing existing content - it is

not necessary to create original content to get traffic and views - all you really have to do to have the most interesting website on the block is to just share others' content!

The web is full of great content - you do not have to rack your brains coming up with brand new ideas. Why reinvent the wheel! Just do like the Huffington Post, The Drudge Report and tons of other websites that are literally crushing it with this strategy.

And you can, too... quickly and easily, and ramp up your own traffic, page views and opt-ins. Want more traffic? Curate existing content. Want more opt-ins? Just put interesting shares on your site. You can easily use curation to create fresh, new, exciting and engaging content, easily and quickly.

What is it that makes Facebook so addictive? It's the fact that hundreds and thousands of people just share the cool things they find on the internet. Mark Zuckerberg is really cashing in on this - you and other Facebook users do all the work, and Facebook benefits! So why not do the same thing on your own website? It's really quite simple, and the benefits are astounding!

Here's just one report showing how our traffic grew on one of our sites, just from curating a few posts each week:

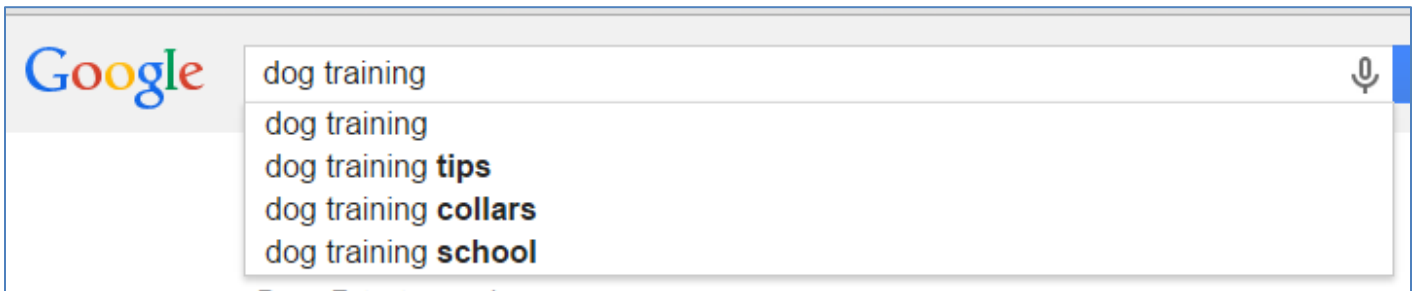


You can get the same results just by following the simple eight-step plan that we have provided in this report. Follow it, and you'll surely see your traffic and rankings improve, almost overnight.

Are you ready to ramp up your traffic? Ok, then let's get started!

Step 1) Identify your Keyword/Niche/Topic

- Start with your broad niche or keyword topic - for example, if your niche is Dog Training, that would be the overall or broad niche.
- Move into longer tail keywords - you can find those by seeing what Google shows you when you type your broad niche into the search box:



- This way you can get a lot of variations of your broad keyword. You definitely want to explore as many “long tail” keywords as possible. You can use those not only for your main post topics, but also as phrases in your curation narrative to help attract search volume for those keyword phrases.
- Simply by using Google, you can find trending, relevant content worth of sharing.
 - Look for ‘good links’, posts that are from authority sites that are reputable and well known.
 - Read through a few of the posts you’ve retrieved in the search results to find one that resonates with your niche, one that you feel comfortable about commenting on.
 - Once you find an appropriate story, select one or two paragraphs from the story to copy and paste as your curated content. DO NOT copy the entire article - the purpose of this is to find a relevant snippet and then direct your viewer to that original article rather than reposting the whole thing.

I realize this concept somewhat goes against logic! Why would you want to direct someone away from your own website, by offering links to outside content? Let alone making it look delicious and interesting?

The answer is a bit complex -- first I would just advise you to have faith that this works :)

I will provide an explanation, and it goes like this: The internet is like a huge network of railroads, with tracks connecting here and there, crossing at certain points and collecting at the train station. Think of the concept of a railroad “roundhouse” - the building or installation that the railroad company uses to bring all their trains into the station and re-route them or repair them. By curating content effectively onto your website, you are turning your blog into a “roundhouse” where all the tracks meet up and diverge to interesting destinations. While you may be sending traffic outwards, you are also maintaining a “central roundhouse” where all traffic converges. **Google appreciates that fact that you are providing a “convergence” of the best content on the internet. If done correctly, this results in a HUGE amount of traffic.** Try it and you’ll see! But be consistent for best results!



photo credit: [Josh Graciano](#), flickr

**Step 2) Go to your Blog's wp-admin section and create a new post.
(Do that from your Wordpress Dashboard, Posts, Add New)**

- Give your post a title - we discussed this in the previous section - definitely don't copy the same title as the article you are curating, but make it interesting, something to make people want to read it.
- Try to include your niche keyword somewhere in the title, it works better if the phrase is at the beginning of your title.
- Example: "Lose Weight Quickly: 10 Effective Tips from "X" (X is the source you are curating from)
 - As mentioned above, never use the same title as the article you are curating - you will want to provide the source article's title, but not in your blog post title (what you'll do is include the original article's title in h2 tags just before your curated content.)
- For the beginning of your post, write an original paragraph or two, in your own voice, introducing the topic and the source you are curating. Add your take on the subject and indicate that the curated content you are sharing is something your readers would be interested in, and why it's interesting and important.
 - Write at least two sentences for your introductory comments - your opening narration should cover between 200 to 400 words for best effect..
 - Tell people what you liked about the post, eg what was new, interesting, controversial or different.
 - In your narration, make it clear why this post is about you and your readers, and how it is relevant to them.
- After your introductory comments, insert the following:
 - The title of the original content, in <h2>My Title Here</h2> tags (You'll need to be in the html editor side of your wordpress post editor to add code, or just use the format selector in the visual side.)
 - Under the source title's h2 tags, include the author of the original post's name, and or the name of the website you got it from.
 - (Never copy all of the post - that's illegal)
 - ALWAYS provide attribution to the original source
 - ALWAYS provide a link to the original source

- Write a paragraph or a line or two after the curated content, continuing and concluding your narration from the beginning of the post.
 - This is your final thought on the post.
 - Perhaps explain why you curated this content, what you learned or how the idea helped you and could help your readers.
 - You can also add in a Call to Action where you can ask them to comment, send them to another link or ask them to sign up for your newsletter, or ask them to re-share your post.
 - You can also add in – monetization - that means adding in a link to an affiliate product from Amazon or something that can bring you some income from your website. You could also find a related Clickbank offer, or just use Google AdSense if that is part of your arsenal.
- (Probably the best idea is not to monetize until you have traffic. But if you follow these directions, you will have traffic soon enough :)

As always, make sure your post uses headers effectively - usually Wordpress manages that automatically. For example, YOUR post title should be in h1 tags, and as mentioned above, the title of the curated post that you are sharing should be inserted down the page a bit, in h2 tags <h2>Original Post Title</h2>. Your curated content should be either quoted or blockquoted, and it should start with that h2 header of the curated article's title and definitely include a link to the curated article, along with either the name of the writer or the source of the article such as the website name or address.

That's about all there is to it, in terms of the text content of your post! But Google also looks at things like whether or not you have a nice image in the post, perhaps an embedded video, all of these things are examined by Google when deciding whether or not to send traffic your way. Also they are good for your viewers - the more attractive your post, the more attention you will get.

Step 3) Find and Insert Images and/or Videos

- Go to an image sharing site like [Flickr](#), [Pixabay](#), [WikiMedia Commons](#) or [Morguefile](#).
 - Search on your keyword/niche/topic and find an image
 - Check the attribution, make sure you can use it without attribution and for commercial uses
 - Save the image to your computer
 - Insert your image into your post using your Wordpress blog's Media Library (upload it to your blog).
 - If the image is from Flickr you may have to provide an attribution link back to the original poster of the image you're borrowing - that's why you must always check the requirements of the image before using it. There is definitely a history of people being sued over using images that they don't own, or didn't give attribution for -- so this is very, very important. Always make sure you have the rights to use the image, and that you have attributed its authorship correctly, if the license demands it. You can research the license and usage rights directly on the page where you find the image on Flickr, Pixabay or even WikiMedia Commons. Morguefile images are usually completely free to use without attribution, but it's definitely worth checking every one - that is, if you want to make sure you're not going to be liable in a lawsuit!

- Go to [Youtube](#), [Vimeo](#), [MetaCafe](#), or [Daily Motion](#) Video Sharing Sites
 - Search each site on your keyword/niche/topic and find a video that's very relevant to the topic of your curated post.
 - Copy the embed code, and insert the embed code into your post at an appropriate place within the text. Make sure it's centered properly and looks good.
 - Google especially likes YouTube videos so probably that should be your first stop when looking for a relevant video.

Step 4) A few extra things to help your post be noticed.

- Make sure your posts are set up so that the post name is in the link. To do this, you need to have set up your Wordpress blog permalinks correctly. Go to Settings-Permalinks in your wp-admin section and select “post-name” as the permalink type, if you haven’t already done so. Generally, this is something you need to do right at the time when you are initially setting up your blog.
- If you have a plugin for SEO, like All-in-One SEO or Yoast SEO, make sure you follow the instructions and optimize your post for SEO (they can tell you if you have the right h1 tags, enough keywords in the post, etc.)
- Add in tags -- relevant tags can help your readers find information. Tags are like keywords and are added in the Post Editor, on the right-hand side.

Step 5) Preview your post - **ALWAYS PREVIEW YOUR POST.**

- This is when you will notice any mistakes you have made, if images are too big, too small, and any other things that will make your post look less attractive. This is the time you check your links to make sure they work.
- When you are happy it all looks good, then it’s time to publish.

Step 6) Publish your post

- That Publish button can be scary to push, but with Content Curation, most of the work has already been done -- so take a deep breath, and publish!

Here's an illustration of a simple curated article, in which I quoted (curated) an article from Rolling Stone magazine's website. You can see the main title of my post at the top, my introductory paragraph, the original article's title in <h2> header tags, the name of the original source and the quoted text (about two paragraphs) including a link directly back to the source article. Underneath, you can see an image I borrowed from Google creative commons image search, and my final call to action.

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Music News: Spotify Over Million Subscribers says Rolling Stone

By [hith](#) | January 13, 2015 0 Comment

Spotify was started by Sean Parker, who was also one of the founders of Napster. Did you use Napster? He had a failure with Plaxo but according to Rolling Stone, his current company is extremely successful... have a look:

Spotify Reaches 15 Million Subscribers

www.rollingstone.com

"Spotify's total number of paid subscribers has topped 15 million, according to a recent post on the [company's blog](#). To mark the occasion, Spotify posted a playlist titled "15 Million Thank You's" that boasted triumphant, celebratory tracks like Kanye West's "Touch the Sky," Katy Perry's "Firework" and, obviously, Kool and the Gang's "Celebration." As The New York Times reports, Spotify has tripled its number of subscribers in just over two years, and this most recent announcement comes only eight months after the streaming service notched 10 million subscribers. The majority of Spotify's 60 million users, however, continue to use a free version of the service supported by advertisements. Still, record labels and distributors count Spotify as one of their top revenue sources, and the service boasts that it has paid out more than \$2 billion in music royalties since launching internationally in 2008."

<http://www.rollingstone.com/music/news/spotify-15-million-subscribers-20150113>




photo by Jon Aslund <http://www.flickr.com/photos/joon/5040941751/>

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All in all, my curation was very minimal in this particular post. You can do really as little, or as much narration as you wish – of course, the more value added, the better! You can even curate from more than one source article in just one post, especially if the source articles are related or share some topic. It's really up to you to get as creative as

you want – this nice thing is that there is so much cool content out there to curate, you'll literally never run out of ideas!

Step 7) Submit your post to social media - Facebook, Twitter, Google+.

Once your post has been published, you should think about publicizing and promoting your blog even further, by way of social shares. Do the following:

➤ Facebook

- Copy the permalink (url or web page address) of your new blog post after you publish, and open up your Facebook account. Go ahead and paste in the permalink into the “Status Update” slot in your Facebook page, and watch Facebook go out and retrieve information from your blog and display it as a nice bookmark. Click the post button to publish that share.



Facebook status update with my new blog post

➤ Twitter

- Copy your URL and open up Twitter. Go to Tweet a comment, paste in your URL (you might need to use the Twitter provided URL shortener depending on the length) and submit.

➤ Google+

- Copy your URL and navigate in your browser to your Google+ page. Make a comment in your status update, paste in your URL and submit.

○

You can help your post being found on social media by using hashtags in your status updates. Type in #tag where “tag” is your main keyword for the post: eg #dogtrainingtips. Don’t use spaces, and try to keep the hashtag relatively short, and also try to use a hashtag that might be searched by others.

By posting the url of your new content into status updates on these social sharing sites, not only do you get people to view your content just because they see it on Facebook or Twitter, but also because it will help in getting your urls indexed more quickly, since Google pays attention to these social sites.

Step 8) Make This a Regular Thing - Curate New Content Regularly to Your Blog.

- Create new curated blog post regularly – once a day, once every three days, or even once a week. The more curated content you post, the more readers, viewers and traffic you are likely to receive on your website.
- As well as keeping your blog fresh, you can easily learn what works best, and curate to that interest.
- By continuing to add new content daily, or every few days, it keeps people interested, it keeps Google knowing that your blog is growing and active, and it increases the chances that your content will be indexed and ranked in the Google search results (SERPs).

What’s next... *(next page...)*

Want to learn more? [Register now for our exclusive Webinar in which we'll go over all the points in this report and answer any questions you may have.](#)



Want an easy way to do Content Curation?

[ICC Express](#) is our flagship software that makes this whole process a snap - you can curate content right out of the box with just a few clicks and automatically post content to your website and share it on Facebook. It's really simple and fun --> [Check it out here.](#)

You are also invited to [join our exclusive Facebook Group here.](#)

Thanks for reading our [Content Curation Success Formula](#) report!

Questions or comments? Email us here: support@instantcontentcurator.com

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