TODAY'S SEO TIPS & TACTICS TOPIC

CONTENT AGGREGATION & CURATION

SEO Tips & Tactics Meetup - September 25, 2013
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Print, Illustration, Web

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THE STRATEGIC INTEGRATED MARKETING MIX

TOOLS / TIPS / TECHNIQUES

SOCIAL CONNECTIONS - ONLINE PRESENCE - LOCAL LISTINGS - ORGANIC SEO/SEM

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SOLO Media Marketing by Tysa Fennern
Presenter Plug

The Internet Innovationist

Thursday, September 26, 13
DAVID’S DIALOGUE

History of Content Curation
Do you use Facebook?

Does your mother?

Why? To Share!
Everybody wants to share!
Facebook, the average user creates 90 pieces of content each month. If you multiply that by the 1 billion Facebook users, it isn’t surprising that data or content on the Internet is measured in exabytes, or billions of gigabytes. We are living in a content-rich era!

Curation offers high value to anyone looking for quality content.
Let’s Get Sophisticated:

• Curation Vs Aggregation
• Citation Vs Attribution
• What if you don’t know?
Curation Vs Aggregation

Curation is *not* about collecting links or being an information pack rat, it is more about putting them into a context with organization, annotation, and presentation. Content curators provide a customized, vetted selection of the best and most relevant resources on a very specific topic or theme.

A content curator cherry picks the best content that is important and relevant to share with their community. It isn’t unlike what a museum curator does to produce an exhibition:

They identify the theme, they provide the context, they decide which paintings to hang on the wall, how they should be annotated, and how they should be displayed for the audience.
AGGREGATION

Aggregation is consolidation of many websites into one page that can show the new or updated information. Aggregators reduce the time and effort needed to regularly check websites for updates, creating a unique information space.

Content is collected from multiple social network services or news services. The task is often performed by aggregator software, which pulls together information into a single location.

CNN, Google News, Drudge Report, NYTimes all have gotten in trouble for aggregating content without permission from the source. Those allegedly damaged by aggregation, such as freelance journalists, make the strong points that they are not compensated and there are ethical questions of plagiarism when their work is distributed through aggregator sites.

Stay out of trouble when curating or aggregating by crediting your source.
"Citation" and "Attribution" are often used as synonyms, but they mean two different things.

Citation is a scholarly practice for tracking the ideological underpinnings of a work, usually referencing sources like published books, articles, government documents, primary sources, etc. This is the stuff you put in a research paper.

Attribution is about crediting a copyright holder according to the terms of a copyright license, usually crediting creators of artistic works like music, fiction, video, and photography. This is the part you need to do. (Besides, it will help you find it again later!)
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Citation Vs Attribution

Which boils down to this…

Website Name. (year). (Title of article: only capitalize first word). Retrieved (month) (day), (year) from http://www.website.com/entire_name.htm

Aggregate for yourself. Curate for others!
WHAT'S THE POINT OF CONTENT CURATION?

Consistent Streams
Topics & Ideas
Content Promotion
Content Organization
Sharing with Networks
Connecting Friends, Family, Followers

Link Prospecting
Tracking Results
Boost SEO
Thought Leadership
Authority in Topics
Brand Visibility
BUZZ & Hot Topics

"Every two days now we create as much information as we did from the dawn of civilization up until 2003."
- Eric Schmidt, CEO, Google
According to Social Media Today and MarketingProfs, Ann Handley: In order to build a “content empire”, you need to employ tools to help you with time and resource constraints to enhance your content strategies.
DEFINITIONS

Aggregation
The process of **gathering web content & applications** from multiple different online sources for reuse or resale such as: Data, News, Polls, Reviews, Search, Social, & Video into a single repository.

Curation
The process of preservation, maintenance, collection, & archiving digital assets. Establishes, **maintains & adds value to repositories of digital data** for present and future use to improve the quality of information and data within their networks and strategic processes.
INDUSTRY FAVORITES

TOP 5 CURATION TOOLS OF THE TRADE

Scoop.it :: Alltop :: List.ly :: Paper.li :: Flipboard
Scoop.it

Semi-automated platform
Allows review (commentary/re-organization) before publishing

Attractive “web-magazine” format by topic

Each article is a “sticky-post” with an interactive interface

Bookmarklet for easy Tagging
PAPER.LI

Custom Newspaper with Topics of Choice
Automatic processing of articles, blogs, rich media
(over 250 million social media posts & 25 million articles)

1. Select sources 2. Define frequency & times 3. Promote
**LIST.LY**

**Community Lists**

Create Lists (influencers, tools, infographics, videos, etc)

Users vote items up or down and add their own suggestions

Share lists on Social Networks

Embed Lists on Websites or Blogs

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<th>List Maker Top 5</th>
<th>Community Top 5</th>
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<tr>
<td>Go Beyond Comments: Collecting and sharing our passions is the new norm. Listly helps curate lists of things people care about inside your blog posts. Sharing is shifting to live embeddable content, so you can share content, community and engagement across multiple blogs.</td>
<td>Collect Your Thoughts: Lists add structure to life and your content. Lists organize friends, research and dreams. We socialize your lists so they become smarter and loved by many, not one.</td>
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<td>Build your traffic: Unlike social networks, Listly drives traffic and visitors to cultivate engagement inside your blog posts. You can share links on Facebook and Twitter, but why give them the content?</td>
<td>Stay in the know: With Listly, lists are informative, social and fun. Check off what you know and fill in your knowledge gaps. Lists make you and your audience smarter.</td>
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<td>Amplify your brand: By embedding lists in your posts you amplify your exposure. Activity on these posts promotes your list on Listly’s homepage. Listly is a multiplier. Listly’s community is your community.</td>
<td>Filter the noise: Suggestions help you fill in gaps and validate your thinking. Votes add priority and shares bring more eyeballs. Social Filtering scales your input and saves you time.</td>
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<tr>
<td>Integrate Social &amp; SEO: Beyond pure SEO value, the living nature of crowd-sourced content keeps search engines coming back for more. Social sharing accumulates to give your content the highest possible ranking.</td>
<td>Foster Community: Lists aren’t just about the content. You’ll love the list curators too. When people congregate around a topic, strong community bonds are formed. That’s when the real magic happens!</td>
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<td>Shift to Live Content: Input from your community keeps your list fresh and living. Social activity brings your blog to life and prevents content rot. You can of course curate all suggestions.</td>
<td>Get CrowdSmart: You’ll love the crowd’s ability to deepen your knowledge. You can connect directly with the people who share your passion and who contribute to your lists. Listly transforms crowds into community</td>
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ALLTOP

Simple Interface
Collection of All “Top” Recent Stories (think RSS)
Headlines from Top Blogs

Create Customizable “Online Magazine Rack”

Shareable Page Link: Facebook, G+, Pinterest
FLIPBOARD

Digital Magazine App
Flips Through Social-Networking Feeds

Page Saving for Offline
Subscribe & Share

Growth Tracking Stats:
Readers, Flips, & Articles

Specialized “Flip” screen
for iDevices + Android

FREE: Download App
iDevices, Android, Kindle, Nook
IN SUMMARY

Overall, it is recommended to have a content curation plan as part of your content marketing strategy, as it is imperative to share content other than your own on your social networks and even on your website.

THE RULES OF THIRDS:

- Spend one third of your time posting your own blog posts, articles, videos, infographics
- Spend one third of your time sharing the content from an external source
- Spend one third of your time engaging in conversations and asking questions

The rule of thirds in social sharing ensures that you’re not just pushing content to your audience — and, that when you do share content, it comes from a variety of sources. When it comes to distributing content besides your own, consider using these tools and concepts to discover quality content to share with your network.

-MarketingLand
WHAT QUESTIONS DO YOU HAVE?
OTHER RESOURCES

Pinterest Infographics

Content History: http://www.pinterest.com/pin/259168153527316988/
The Content Marketing Game - http://www.pinterest.com/pin/259168153528398771/

A Few Top Websites, Webinars, Resources

Social Media Today: http://socialmediatoday.com/content
CopyBlogger: http://www.copyblogger.com/content-marketing/
MarketingProfs: http://www.marketingprofs.com/marketing/library/102/content
Curata: http://www.curata.com/resources/
Content Marketing World: http://contentmarketinginstitute.com/research/
THANK YOU

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