

# THE ULTIMATE GUIDE TO CONTENT SYNDICATION

Content syndication is the process of publishing content across multiple platforms. When your content is syndicated on another site, it receives a disclaimer that it's been previously published. However, readers can still enjoy the entire piece. This can expose them to your brand, introduce them to your social media presence, and improve your link authority. Ultimately, mindful syndication will help you grow your audience by reaching people who wouldn't have come across the content on your site.



## WHERE TO SYNDICATE CONTENT <sup>1</sup>

Is this new content?

YES

NO

Has it been published previously?

YES

Is it among your best-performing articles?

YES

NO

Where would you prefer to publish the original?

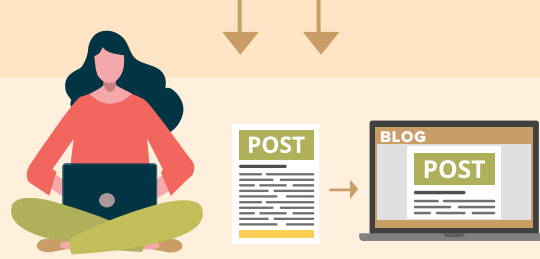
On another site

On my own site



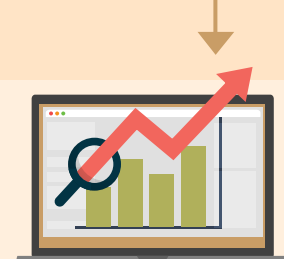
### Publish as a Guest Post:

Post the original article on another website as a guest post. Syndicate it later to your own website or other pages.



### Syndicate on a Bigger Website:

Republish your best pieces or post your latest new articles on sites that are bigger and more popular than your own.



### Syndicate on a Website at Your Level:

Solid content that still has usefulness but isn't among your top pieces can gain traffic with syndication on sites that have about the same audience and authority level as your own.

## FREE SYNDICATION OUTLETS

Medium

Quora

Mashable

LinkedIn

BuzzFeed

tumblr.

reddit

B2C  
BUSINESS 2 COMMUNITY

## PAID SYNDICATION OUTLETS

Taboola

ARC™

Zemanta

Outbrain

content.ad

revcontent

SHARETHROUGH

## SYNDICATION TOOLS

BuzzSumo

ahrefs

SEMRUSH

## HOW TO FIND NEW SITES FOR SYNDICATION

Search for key terms combined with your industry as "inurl:[domain]"

"originally published" 🔍

"originally appeared" 🔍

"republished with permission" 🔍

## DOES SYNDICATION WORK?



Anna Crowe of Search Engine Journal saw a **34% increase** in page views on her original posts when she syndicated them to LinkedIn and Medium each week for a month.<sup>2</sup>



**65%** of companies use content syndication as a core tactic for lead generation.<sup>3</sup>

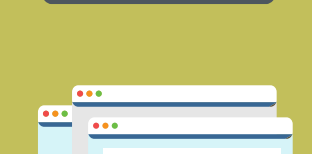


Brands believe the perfect content marketing mix is **65% new content, 25% content curation, and 10% content syndication.**<sup>4</sup>

## TIPS FOR SUCCESSFUL SYNDICATION



Work with sites that use a rel=canonical tag. This established your article as the original for SEO purposes.



Stagger publication dates when syndicating to multiple sites.



Use a "noindex" tag so syndicated content isn't indexed by search engines. This means searches are more likely to point to your original.

Thoughtful content syndication can have your content working overtime across multiple sites. Explore syndication and expand the reach of your pieces.

Resources:

- <https://blog.hubspot.com/marketing/how-to-syndicate-content>
- <https://www.brafton.com/blog/distribution/the-dos-and-donts-of-syndicating-your-content/>
- <https://www.themarketingscope.com/wp-content/uploads/2017/02/Salesbox-2017-B2B-Content-Syndication-Report.pdf>
- <https://www.brafton.com/wp-content/uploads/2018/01/Brafton-Content-Syndication-WP.pdf>