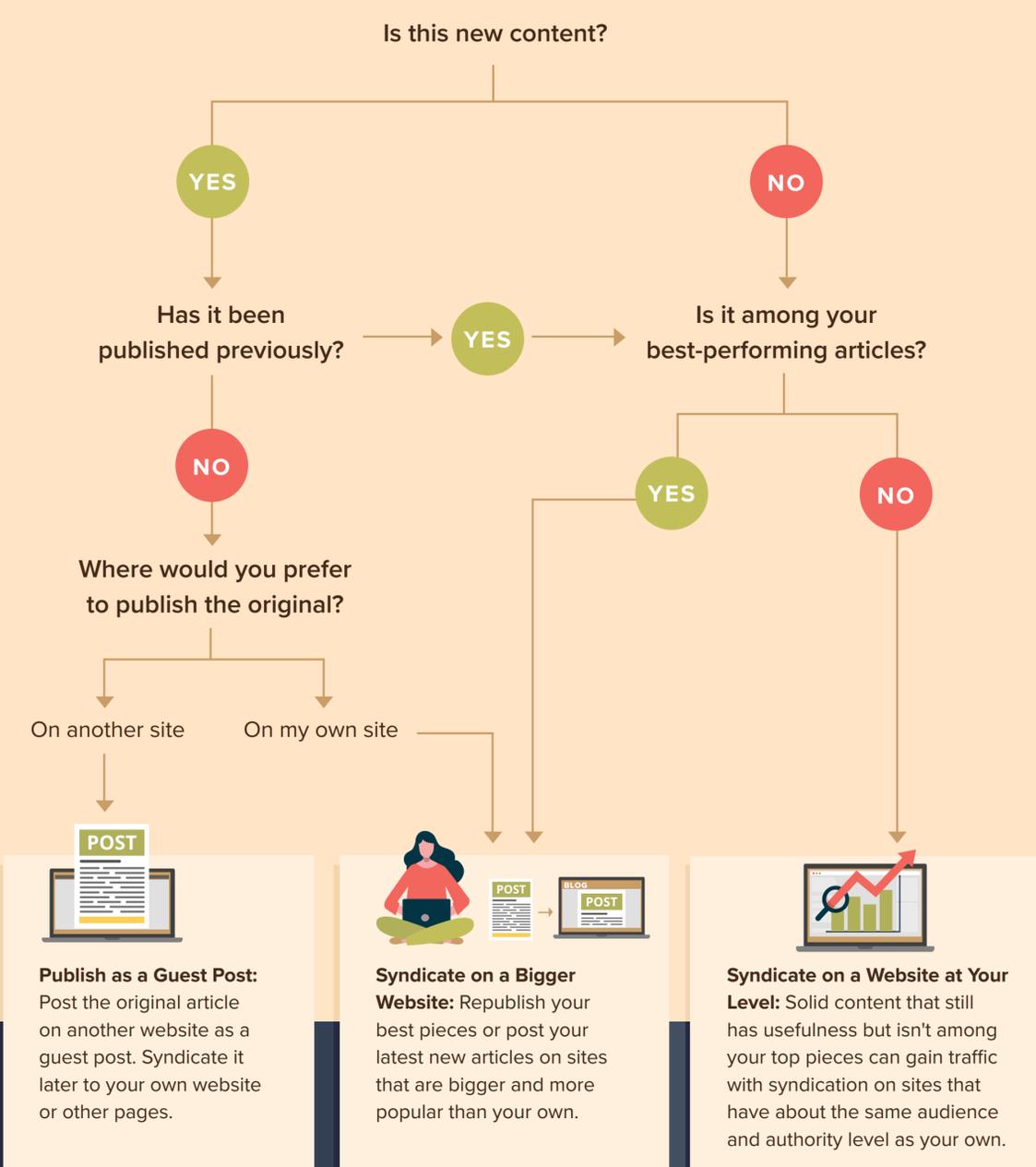


THE ULTIMATE GUIDE TO CONTENT SYNDICATION

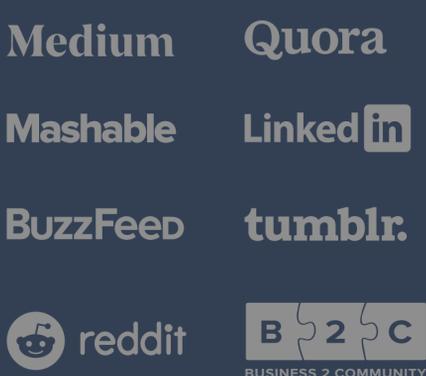
Content syndication is the process of publishing content across multiple platforms. When your content is syndicated on another site, it receives a disclaimer that it's been previously published. However, readers can still enjoy the entire piece. This can expose them to your brand, introduce them to your 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 ¹



FREE SYNDICATION OUTLETS



PAID SYNDICATION OUTLETS



SYNDICATION TOOLS



HOW TO FIND NEW SITES FOR SYNDICATION

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



DOES SYNDICATION WORK?

- 34%** 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.²
- 65%** of companies use content syndication as a core tactic for lead generation.³
- Brands believe the perfect content marketing mix is **65% new content, 25% content curation, and 10% content syndication.**⁴

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>