

6 SANITY CHECKS WHEN CURATING CONTENT



Curating content from a 3rd party can complement your original created content perfectly. Below are 6 MUST FOLLOW checks when curating.

1 Is your content excerpt too long?

If you're reposting an excerpt from the original article, make sure your content excerpt only represents a small portion of the original post.

Did you include your own commentary?

Add your own voice to your curated content. Provide context on why you feel it's important, add your own insight and/or guidance for your audience.

2

Are your no-follows turned off?

The no-follow attribute on hyperlinks tells search engines not to give SEO credit to the site you have linked to. Don't use no-follows on your links to the original publisher's content.

3

Is your annotation longer than the excerpt?

Make your commentary longer than the excerpt you are reposting. This is also good for SEO because it reduces the amount of duplicative content.

4

5 Is your image thumbnail size?

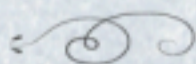
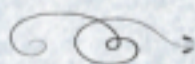
When sharing images only share a portion of their original form, such as a thumbnail, unless you have explicit permission to share the full-size of the image.

5

Did you retile the article you curated?

Retitling curated content means you are no longer competing for the same title in search results. You are able to add your own spin and you can incorporate keywords that are important to your organization.

6



THERE IS MORE! Find more tips & guidelines for curating content in our eBook *Content Marketing Done Right*.

Download your copy at:

<http://bit.ly/CMDoneRight>