Case Study : Bruce Clay

SEO-Friendly Content Curation in a Post-Panda World

When done right curating content as a strategy can effect publisher SEO and efficiency by boosting a content strategy with SEO-friendly, keyword rich content, and allowing for authority and thought-leadership.

Overview

Bruce Clay Inc., the leading global internet marketing solutions and optimization company, and PublishThis, the leading cloud-based Content Platform and first end-to-end Content Marketing Manager built for business , entered a partnership to study how curating content as a strategy effects publisher SEO. They conducted multi stage tests on existing post formats as well as a new blog post format, "Editorialized Curation", to understand positive impact and lift in search engine rankings.

Executive Summary

To be visible online, brands must become more like publishers, offering consistent and relevant content valued by their audience. Curated content published on-site can provide SEO benefits of fresh, timely content if it is unique text linking to high quality resources paired with value-added commentary.

When done right, curation boosts a content strategy with content that's SEO-friendly, keyword rich and allows for authority and thought-leadership.This study integrated the BruceClay WordPress blog and PublishThis Cloud-Based Content Marketing Management Platform. Users searched for news, articles, videos and Twitter updates; created a story feed by indicating the topics, keywords and companies of interest and selecting those to include; then ordering the stories in the feed and adding their own summary, opinion and commentary to the story.

When compared to an original blog post written whole-cloth, an equal SEO value and comparable benefits of freshness and authority was achieved– in half the time.

Study Framework

Evaluating curation from an SEO standpoint centers around the question of rankability. In the face of Google's Panda-related algorithm factors, the quality of content is of utmost importance to ranking. Panda devalues duplicate content or over-optimized content (content intended only for search engine rankings as indicated by manipulative practices such as keyword stuffing).

Can a collection of content aggregated from sources across the Web qualify for Google rankings?

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= **50**% TIME SAVINGS

Same SEO Benefits as Traditional Posts in Half the Time

Conclusion

When curation-based blog posts contained original analysis and commentary — a version of curation called "Editorialized Curation" — the post saw search engine rankings equal to a "traditional" (an unassisted sit-down-and-write post) on the same topic. At the same time, Editorialized Curation Posts took about half the time to write when compared to traditional posts. By incorporating editorial curation into a content strategy, a brand can maintain high publishing frequency and see SEO benefits of fresh, topically relevant on-site content.

Best Practices

Guidelines for Content Curation That Meets SEO Quality Standards: There were many variables to the test that are unaccounted for, however, we feel that some general best practices are revealed through this test and the guidelines for quality content outlined by Google.

1. Text should be unique on the Web: Duplicate content offers no value to a website. Google won't award duplicate content any meaningful rankings; rather, duplication is filtered from search results. Readers are unlikely to spend time reading duplicate content, let alone sharing it with their social networks.

2. Sources linked to should be of high quality: When posts contain a portion of the original post supplemented with curated links and enhanced annotations. (i.e. the addition of external links to authority sources) as authorities on the Web are understood to link to other authorities.

3. Add value to the collection: Examples could include story-telling, new perspective or commentary. Take care that everything you publish on behalf of your brand serves a purpose, speaks to the audience in a voice of leadership, and ultimately provides a special connection to your audience. Curation need not just be the straight reporting of facts. A collection can come together to weave a story or unveil an overlooked perspective. As with everything else, bring your creativity to your curation.

Ready to see PublishThis in Action?

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