

Content Curation With Feed140: Part 4, Making Blog Posts Out of Curated Items

This is part 4 of a series. If you are new to the series, please start here: [Content Curation with Feed140: Part 1, Strategy and Overview](#)

In this part, we will show you how to make posts out of curated items to create helpful content for your blog visitors and social network followers. You will learn how to add value to curated content by summarizing it in a blog post. Each post will follow basic SEO guidelines to effectively rank keywords in Google and other search engines and generate significant amounts of long-term organic traffic.

In addition to traffic, content shared on your own blog is a great way to establish a strong social media presence and build brand awareness, which we covered completely in Part 1 of this series.

Quick Summary

Key Points

- Pick out the best article from your RSS Feeds that you want to put in your blog.
- Choose keywords that have relevant searches and traffic and low competition.
- Highlight and summarize the most interesting points of your curated article.
- Properly optimize your blog post by following the Yoast SEO WordPress plugin requirements.
- Don't forget to cite your source.

Tasks For Part 4

1. Create an optimized blog post out of one of your curated items

Overview via SlideShare

[Content Curation Part 4 – Making Blog Posts Out of Curated Items](#) from [feed140](#)

1. Login to your Feed140 account and go to the RSS Feeds Section.

The screenshot shows the Feed140 interface. The top navigation bar includes 'Subscription', 'Duplicate Tweets', 'Metrics', 'Playlists', 'RSS Feeds' (highlighted), 'Settings', 'Help', 'Blog', and 'Feed 140'. The left sidebar contains 'Dashboard', 'Twitter Queue', 'Facebook Queue', and 'Feedback'. The main content area is titled 'RSS Feeds (More Information)' and features a '+ New RSS Feed' button. Below this is a table with the following data:

Name	Frequency	Status	Unpublished Item
Social Media Marketing Google Alert	5 Item Per day	Active	36
Feed140 Blog	5 Item Per day	Paused	0

The 'Social Media Marketing Google Alert' row is highlighted with a red box. To the right of the table is an 'Edit Settings' button. Below the table, the 'RSS Items' section displays a list of items. A red arrow points to the first item:

- ✓ 25 Social Media Facts For The End of 2015 - Here I am going to dive into some heady social media facts... <http://clic.li/tMI> [DELETE] [EDIT]
- ✓ 5 Statistics That Prove You Need to be Marketing on Twitter - #socialmedia marketing is the great equalizer... <http://clic.li/u06> [DELETE] [EDIT]
- ☐ Coca-Cola looks beyond traditional social media for Journey's growth - Journey, which has generated upwards of ha. <http://clic.li/u07>

In this case, let's take our account and the social media marketing feed as the example.

2. Check out the links posted in the particular RSS feed and select ones that have great content.

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WordStream

25 Social Media Facts For The End of 2015

Social Media | November 3, 2015 | 9 Comments

For this feed, we select the first one. Make and save a good screenshot of this blog that will be later used in our own blog post. <http://www.searchenginejournal.com/25-social-media-facts-end-2015/142206/>

3. Go to your WordPress admin platform and add a new post

feed140.com | New SEO | Howdy, Feed 140

Dashboard | Posts | All Posts | Add New | Categories | Tags | Notify Users | Media | Links | Pages | Comments | Random Content | Contact | Profile | Tools | Email Users | Collapse menu

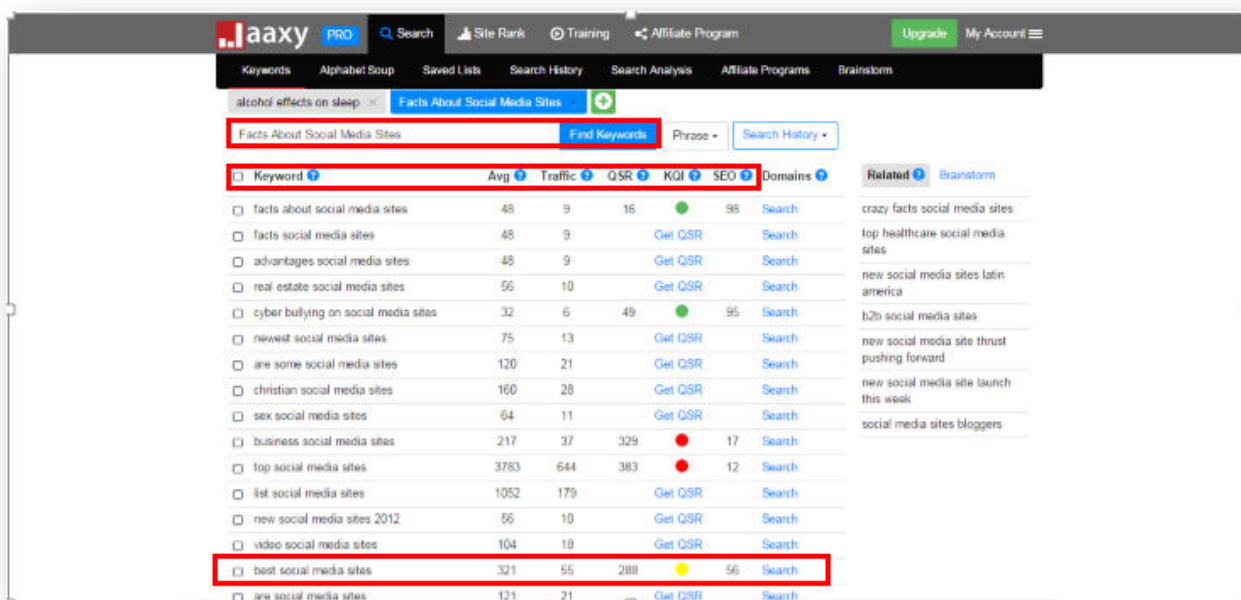
Posts

All (423) | Published (419) | Drafts (4) | Trash (7)

Bulk Actions | Apply | All dates | All categories | All SEO Scores | Filter | 423 items | 2 of 22

<input type="checkbox"/>	Title	Author	Categories	Tags		Date	SEO
<input type="checkbox"/>	Social Marketing Buzz: How Agencies Purposefully Use Social Media	Feed140	Social Marketing Buzz	social media	—	2015/03/31 Published	●
<input type="checkbox"/>	#FollowFriday: More Tweet Ideas From The Ladies!	Feed140	Follow Friday	Tweet ideas	—	2015/03/27 Published	●
<input type="checkbox"/>	#FaveTweets: Today on Helpful Tweets on Social Media	Feed140	General	—	—	2015/03/25 Published	●
<input type="checkbox"/>	Social Marketing Buzz: Grow Your Twitter Followers + 99 Tweet Ideas	Feed140	Twitter How-to	—	1	2015/03/24 Published	●
<input type="checkbox"/>	#FaveTweets: Using Social Media Responsibly	Feed140	Tweets	social media	—	2015/03/11 Published	●
<input type="checkbox"/>	Social Marketing Buzz: Excel Tips for Your Marketing Needs	Feed140	Social Marketing Buzz, Training	Excel Tips, marketing	—	2015/03/10 Published	●

4. In a separate window, search for a good keyword to be used on the new post



In Feed140, we use the keyword search tool, [Jaxxy](#). This tool provides important information about keywords such as average searches, amount of traffic, number of competitors, and SEO power on a monthly basis. Basically, the SEO power tells how easy to rank a keyword is. If it goes green, chances of ranking a particular keyword is high. The goal here is to choose keywords that have relevant searches and traffic and easy to rank at the same time.

In this instance, we selected the keyword “best social media sites”. Its SEO power is just on the average but there is a significant amount of searches and traffic behind it. Take note that there’s nothing wrong with selecting keywords with low SEO power. If you think have a great SEO campaign to handle high keyword competition, feel free to use it. You will pick up a lot of ‘long tail’ traffic for phrases that you would never predict, so it’s good to go for something popular even if it has high competition.

5. Read the curated article, select snippets from the post to add to the new blog post, re-write the snippets in your own words

- Pick good lines of introduction from the curated post.
- Capture key points

- Re-write the content in your own words, we are not doing this to plagiarize, but to add our own voice and comment and add to the conversation, as well as summarize for our audience so they can learn more if they are interested.
- Use the screenshot you saved earlier as your primary image. As you will learn by following the Yoast SEO Plugin guidelines below, use your keyword as the title and description of your image.
- Select a good category and tags that fit to the topic.
- Highlight the most interesting parts of the curated post and always make sure to cite the content source with a link to their page.

Amazing Facts About the Best Social Media Sites

by Feed 140 | November 15, 2015 | Leave your thoughts | Category: Online marketing News

Social media has become a standard channel of communication for consumers. In the past few years, it has gained significant growth as a legit media outlet and has begun to eclipse some out-of-date outlets like TV as a more desirable channel for getting media content into viewer's consciousness.

Digital devices are growing on an exponential level. Globally, 46% of consumers with a digital device use social media to make informed purchases. The top three social networks used by business to business marketers include LinkedIn, Twitter, and Facebook. While LinkedIn is supposed to be the source for business marketing, just 62% of marketers say it is effective. 50% say the same for Twitter, and, not surprisingly, only 30% of business marketers view Facebook as an effective business marketing platform.



To prove its impact on a global perspective, here are some fact about the best social media sites of our generation.

1. Facebook

- 1.39 billion active monthly users as of December 31, 2014
- Every minute, 510 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded
- Our own study indicates on average, native videos on Facebook reach 2.04 times more people, getting 2.38 times more likes, 2.67 times more shares, and 7.43 times more comments
- Photos drive engagement on Facebook pages
- 45% of account holders become very paranoid if they cannot access Facebook.
- 23% of users check their accounts at least 5 times per day
- Drives more referrals than any other social platform

2. Twitter

Search Here

Free Twitter and Facebook Drip-Feed Publishing Tool

[Open Your Free Account](#)

Stay Connected

[RSS Feed](#)

[Find us on Facebook](#)

[Find us on Twitter](#)

Recent Comments

- Content Curation With Feed140: Part 2: Setting Up Your Inbound RSS Feeds on Content Curation With Feed140: Part 1, Strategy and Overview
- More Tweet Ideas from Them! on Social Marketing Buzz: Grow Your Twitter Followers + 95 Tweet Ideas
- Ways to Avoid Twitter Suspension on Social Marketing Buzz: Do You Automate Your Twitter Feeds?
- Helpful Guides to Kickstart Plans for 2015 on Content Marketing for 2015
- Social Marketing Buzz: The Impact of Social Med... on Social Marketing Buzz: Impact of Social Media on Health Care Industry

Recent Posts

- Experts' Advice on How to Market your Business on Social Media: How to Use "Publish Immediately" Feature
- Social Media Marketing Tips and Tricks – Ways to Save Time on

- 316 million monthly users.
- 500 million tweets sent per day
- 77% of active users are outside the U.S
- 88% of active users are on mobile devices.
- 6 distinct communications networks
- 65% of users expect a response in less than two hours

3. LinkedIn

- There are 13 million groups on LinkedIn
- 27% of users access LinkedIn through their mobile device
- Over 3 million company pages
- 50% of LinkedIn users have Bachelor or Graduate degrees
- 45% of B2B marketers have gained a customer through LinkedIn
- LinkedIn is adding, on average, two members per second
- Only 20% of LinkedIn users are under the age of 30

4. Instagram

- More than 16 billion photos already exist on the platform
- An average user has close to 40 photos
- MTV is the most followed brand, with over 12 million followers
- 1,000 comments per second are posted
- More than 3 million photos are uploaded every day

Original Source:

<http://www.searchanginjournal.com/25-social-media-facts-end-2015/42206/>

Amazing Facts About the Best Social Media Sites

Your Social Media Efforts
4 Reasons to Use Social Media to
Promote a Business
How to Succeed in Social Media
Marketing – 8 Steps to Enhance
Your Content

Find us on
Facebook



Here is the [sample post](#) for reference.

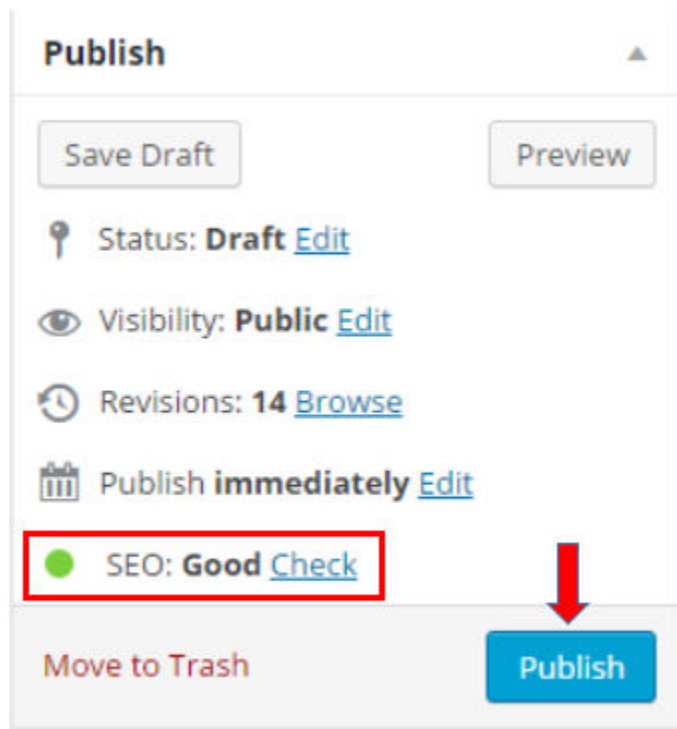
6. Fill out the Yoast SEO page requirements.

For this step, you will need to install the free Yoast SEO plugin. Here is a quick video tutorial showing how to install the plugin and the basics of using it.

<https://www.youtube.com/watch?v=qs2mB8ITROQ>

Always make sure that the main keyword (“best social media sites” in this instance) is present on the article heading, page title, page URL, blog post content, and meta description. Also don’t forget to select a category and to type in tags relating to the topic.

7. Check if the SEO status turns green. Then, click publish when ready.



- If it turns out to be yellow, double check your work and conduct a page analysis. Check out the parts where you have poor ratings. Below is a sample page analysis of this particular post. Also highlighted here with a red box are the portions of the post quality that needs improvement.

Yoast SEO

General Page Analysis Social

To update this page analysis, save as draft or update and check this tab again.

- No images appear in this page, consider adding some as appropriate.
- The keyword density is 0.5%, which is a bit low, the keyword was found 2 times.
- The slug for this page is a bit long, consider shortening it.
- The page title contains keyword / phrase, but it does not appear at the beginning; try and move it to the beginning.
- No outbound links appear in this page, consider adding some as appropriate.
- The copy scores 50.9 in the [Flesch Reading Ease](#) test, which is considered fairly difficult to read. Try to make shorter sentences to improve readability.
- Keyword / keyphrase appears in 1 (out of 6) subheadings in the copy. While not a major ranking factor, this is beneficial.
- The page title is more than 40 characters and less than the recommended 70 character limit.
- The keyword / phrase appears in the URL for this page.
- The keyword appears in the first paragraph of the copy.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The meta description contains the primary keyword / phrase.
- There are 407 words contained in the body copy, this is more than the 300 word recommended minimum.
- You've never used this focus keyword before, very good.

8. Your post is ready for viewers to see!

feed140.com/amazing-facts-about-the-best-social-media-sites/

Home Blog Affiliates About Us Contact Logout

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Free Twitter and Facebook Drip-Feed Publishing Tool

Open Your Free Account

Stay Connected

RSS Feed

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Find us on Twitter

Recent Comments

More Tweet Ideas from Them! on Social Marketing Buzz: Grow Your Twitter Followers - 99 Tweet Ideas

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Assignment

OK. Now it's your turn. Over the next 7 days create and publish at least one blog post from curated content. You will also want to establish a posting frequency. For Feed140, we post one article per weekday at a minimum. You might post once per week or something in between. We suggest once per week at a minimum if you want to see any real results.

1. Create at least one optimized blog post out of one of your curated items
2. Establish a posting frequency for curated blog posts going forward