

## Advertising and Promotion Strategy - Content Syndication

By Gail Bottomley

Building your internet marketing resources is vital, particularly while attempting to steer more traffic to your blogs, boost your newsletter subscribers and also increase your earnings. Among your best marketing tactics ought to now be content syndication. This could be a novel concept to you, but now is without doubt the time for you to discover and develop the power of content syndication.

Syndication benefits both the website pages providing information as well as other websites featuring it. With the receiving site, content syndication is an effective way of adding increased depth and relevancy of information to its web pages, which makes it more attractive to visitors. For the transmitting site, syndication drives publicity across many online platforms. This activates additional traffic for the transmitting site - thereby making syndication essentially a free and easy form of advertisement.



Content syndication is in actual fact a clever web advertising strategy because you grant permission for your copyrighted content to be posted on other people's sites. One of the most commonly used measures for content syndication on the web is by means of article directories. There you are likely to submit your article which has a link or two to your site in it. Others who are trying to find good content for their own site can utilize that article provided that they leave your link within it.

One more approach to content syndication is to establish accounts with the assorted Web 2.0 sites and post your material to them. This process, though, can be quite time consuming if you are looking to post your material on more than a few websites. One may outsource it, obviously, however if you happen to pay by the hour, it may become fairly expensive because it will likely be simply as time consuming for the employee you hire.

The benefits of content syndication to your site are great, however. You can efficiently increase your visitors to your website; improve the number of subscribers to your list; improve your sales and profit; boost your presence, authority and name; and raise your rankings in the search engines. Content syndication is effective to help you achieve your advertising objectives.

Content syndication will no doubt boost your traffic by extending the reach of your content. After they notice and benefit from your work elsewhere, they will obviously want to examine more of what you have to say and therefore will click through the link to go to your website. Whilst they are there, they will see more of your excellent material that will lead to an expansion in subscribers and then sales.

Naturally, with each piece of content syndicated, you gain an additional backlink to your site. These backlinks are like votes, telling the search engines that visitors like your blog. This leads to increasing your search engine rankings and also, because of the content you have out there, you earn credibility and authority in the eyes of the visitor.

If you like the concept of content syndication as a web advertising strategy, you will be delighted to know that

now the entire process can be automated, thereby making your website creation a more time- efficient and successful exercise.