

What is content syndication? (& Why is it important)

It's the end of the month, you're reviewing the metrics for your blog to figure out your performance and you see that even though the figures are looking all right, your website traffic is not where you want it to be and things could definitely be better.

If you're looking to grow your business, then you need to work on getting as many people as possible to view your content. You can't just write blog posts and hope that people will discover you. That has never worked out for anybody and I highly doubt that it's going to start working now.

So the question is, how do you make sure your content is being discovered? By knowing how to promote and distribute it in the best ways possible. And one way to do that is through content syndication.

In this article, we'll be looking at:

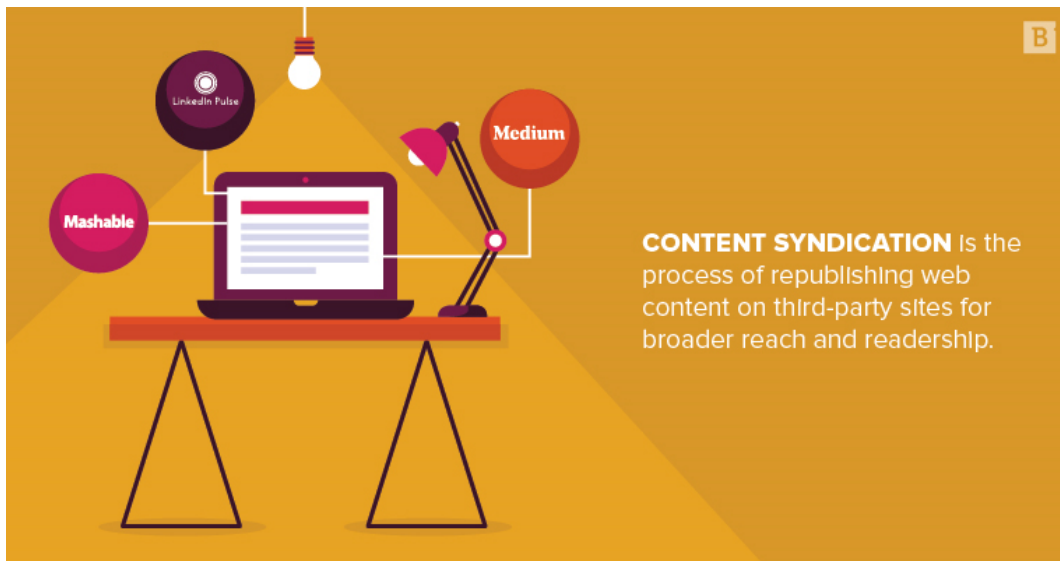
- The meaning of content syndication
- What content syndication is not
- How content syndication works
- Benefits of content syndication
- Content syndication and SEO
- Steps to successful content syndication

I'll explain exactly what content syndication is, the best ways to do it and why you need to incorporate it into your content marketing efforts.

What does content syndication mean?

Content syndication is a marketing strategy that can be used by businesses to get more traffic from other people's websites. It is the process of taking your content, which could be in the form of a video, an image or infographic, or blog post, and distributing it to other

websites.



[Image source](#)

This means that you make one piece of original content, publish it on your website and then perform a series of tasks to get that content on third-party sites.

But why should you care about content syndication?

Because It's a one-way ticket to improving all the efforts that you are putting into getting other people to see your posts. It helps you gain more exposure, promote your content, and expand your reach, sometimes at no cost.

According to a [survey](#) done by Salesbox in 2017, as many as 65% of B2B marketers were using content syndication as a strategy to improve their lead generation efforts.



Think about it, if you publish a post and leave it on your website, sure you might get a few hundred visits but when you take active steps to get your post republished on other platforms, there is the possibility of doubling, no, quadrupling the numbers that you will see in your month end's report for visits to your website. Now doesn't that sound much better?

What content syndication is not

Some people might attribute content syndication to content repurposing or guest posting. It is important to note that these do not mean the same thing. Content repurposing means creating something new from content that already exists while guest blogging is when you write a new piece of content specifically for a website or publication.

With [content repurposing](#), you would be creating microcontent such as image quotes, infographics, video snippets, audio snippets, or summaries of the original content.

And if you guest post for blogs, you can't use the same content for a guest posting opportunity on another website.

But content syndication, on the other hand, allows you to keep republishing your original content on as many websites that indicate an interest in doing so. They get fresh content for their audience and you gain more traffic and reach, it's a win-win!

How does content syndication work?

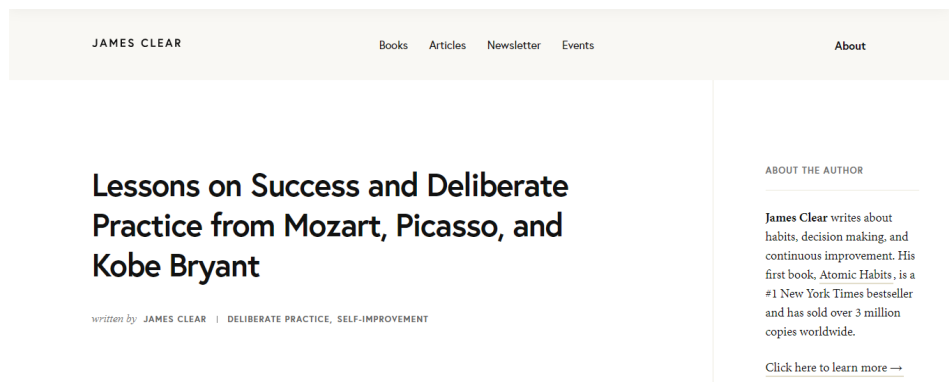
Take James Clear, for example, he's a huge advocate for content syndication, and for good reason- he's benefited a lot from it.

He writes a new article every Monday and Thursday on his website and after about a week, he syndicates them by re-publishing the articles on other third-party sites.

“James [gives an example of](#) an article that originally ran on his website and was re-published by Lifehacker. The republished one gained him over 600 subscribers and he didn’t even need to put in any additional work to write a new article.”

Mind-blowing right?

Here’s the original article on his website-



[Source](#)

And here’s the syndicated post as seen on lifehacker-



[Source](#)

As you can see, the title of the re-published content doesn't have to be exact with the one you used on your website but the content itself would remain the same.

Content syndication can be free or paid. Free content syndication means finding websites or publications that are known for re-publishing blog posts from the original website and pitching your article to them. Some of them are really eager to get new content for their viewers while others might need more convincing.

Paid content syndication on the other hand is well, paying for your posts to be re-published by other sites. Many platforms offer services like this and what they do is to recommend your re-published post to readers or visitors on their website. It works like your typical PPC campaign and you are charged anytime someone clicks on the ads to read your article.

Benefits of content syndication

You might be skeptical about posting your content on third-party websites but when you look at the upside of doing so, it makes it a no-brainer that you add content syndication to your marketing strategy. Some of the benefits are:

Building your website authority

If one of your goals is to increase your website's domain authority, and it should be, content syndication can be a great way of doing that. Factors like the number and quality of backlinks are considered when calculating your domain authority and with the increased amount of traffic you would be pulling from the backlinks on third-party sites, you can be sure that your domain authority will keep improving over time.

Increases brand visibility

Content syndication can be the key to getting your brand some much-needed visibility, especially if you're just getting started with your blogging. People get to see you on many popular blogs, they register your name and you invariably become more visible to a larger audience, which could include your future customers.

Generates more backlinks

Republishing your content on other sites is an opportunity for you to have many backlinks that take people back to your website. This is especially great if the sites are popular blogs with good domain authority as that will mean high-quality backlinks for you.

Expands your reach

When you republish your content to bigger websites, it automatically reaches a wider audience than it would have if you had just posted it on just your website. Content syndication allows you to distribute your content to various sites of your choosing, which means that your post will be seen by the viewers of those platforms instead of just your audience alone. This also means your post can even get to people who had never heard of your brand before.

Content syndication and SEO

You might be wondering about how Google sees content syndication and whether or not it views it as duplicating content. Well, you're right to consider that.

Even though Google does not LOVE duplicated content which is essentially what you would be doing by publishing your content on other third-party websites, Google knows that content could appear on multiple sites for legitimate reasons, i.e content syndication and so there is nothing like a duplicate content penalty.

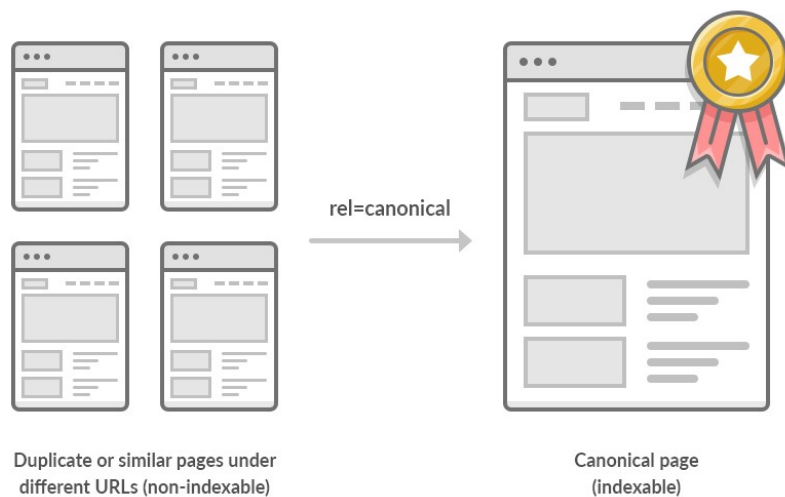
Having said that, sometimes your syndicated content could be ranked over the original post even though this rarely happens as Google's algorithms have been set to cluster the duplicate content together and then rank the original post.

Still, you can take steps to make sure that search engines do not view your syndication efforts as content duplication.

One is to give your original content time to get indexed by Google before contacting third-party sites for republishing. You can wait for about a week after publishing your post and then start pitching editors with content syndication requests.

You could also make sure that the syndicated content contains a link that leads back to your original post and ask that the third-party website include a canonical tag in their post.

As explained by HubSpot in this [canonicalization guide](#), the canonical tag (`rel="canonical"`) is used when you have similar content on multiple pages with different URLs. It allows you to specify which page is the main or master version so that Google can index and rank that one.



Source: <https://ahrefs.com/blog/canonical-tags/>

ahrefs

[Source](#)

Steps to successful content syndication

If you want to get maximum benefits from your content syndication, you're going to need a plan and an actionable one at that. So here's a 4-step guide on how to go about it.

Step 1: Make sure your content is of high quality

Before you even start to think about getting your content on external sites, you should make sure that what you have is high-quality. Don't just write articles that reach a 2000 word count but have no value to your readers. Especially if you know that your content is going to

be republished and shown to a wider audience. If your posts have no substance, then you probably won't see any conversions from the traffic that content syndication will bring to your website.



Step 2: Get started with guest posting

There's a good reason for this. Most websites you would reach out to for content syndication may want to see if you've appeared on other blogs and use that as a criterion for republishing your content. Guest posting gives you social proof and shows that you have some authority in your niche and have been featured by other relevant sites.

To find blogs that accept guest posts, simply search with your niche and "write for us" For example, type "health +write for us" into Google search, and here's what you see



Health write for us



All News Images Videos Maps More Settings Tools

About 2,900,000,000 results (0.61 seconds)

thehealthcareblog.com › write-for-us

Write for Us – The Health Care Blog

We want you to write for us! We don't care if you are a newcomer to the industry or a long-time health expert, so long as it's punchy, intelligent, and interesting, we are interested in publishing you on THCB.

www.healthwriterhub.com › write-for-us

Contribute to the blog - Health Writer Hub

Want to write a guest blog post for the Health Writer Hub blog? I'd love to hear from you! Please read the guidelines on this page carefully before submitting your ...

www.primehealers.com › write-for-us

Write Health For Us Health tips, Home Healthcare care ...

Prime Healers® accepts articles related to Medicine, Health & Fitness, Durable Medical Equipment, health tips, healthy eating tips etc. We encourage articles from doctors, medical writers, fitness bloggers. We encourage quality, SEO optimised health articles, relevant to medical domain articles only.

digitalhealthbuzz.com › write-for-us

Write for Us – Digital Health Buzz

Write for Us. Digital Health Buzz! aims to be the destination of choice when it comes to what's happening in the digital health world. We are not about news and ...

Source

When you are able to guest post for other blogs, you'll have no problem showing samples of your posts to the websites that you send content syndication requests to. Try to make sure that you understand the best ways to perform [blog outreach](#) to increase your chances of getting a positive reply.

You should also keep an eye out for websites with a wide syndication network. This is because some of those websites would pitch high-quality guest posts to get republished by other partners in their syndication network. New eyes get to see your content and if they've included a by-line in your original guest post, then more people can find their way back to your website.

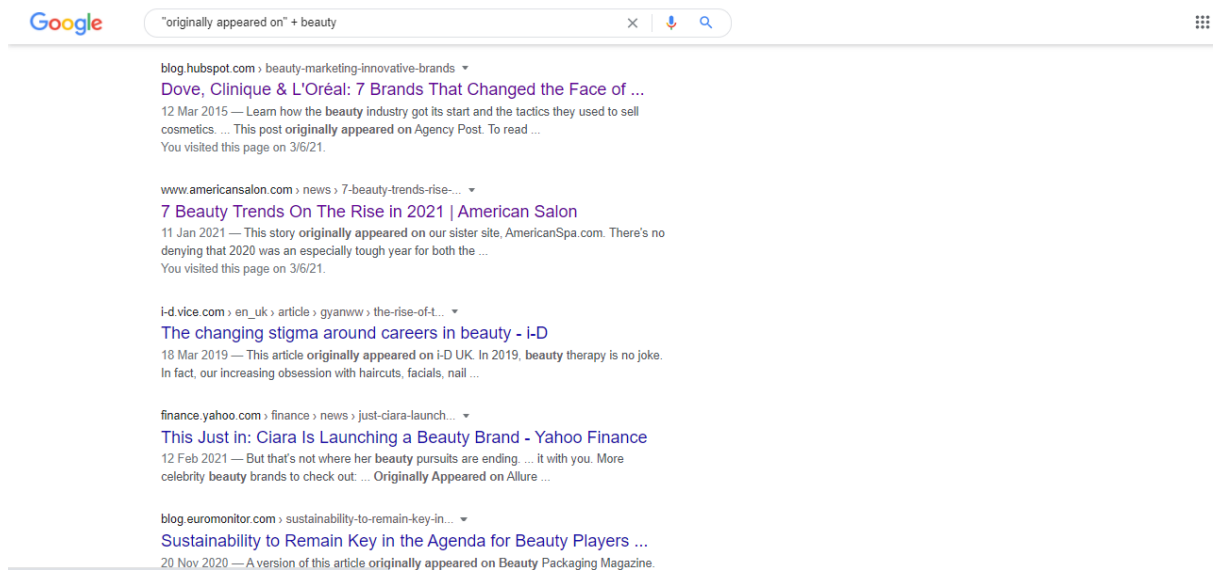
Also, try to target websites with high engagement and those that allow you to include an author bio section/by-line.

Step 3: Look for content syndication partners

Now that you have some credible guest posts, you can confidently start pitching to websites for content syndication.

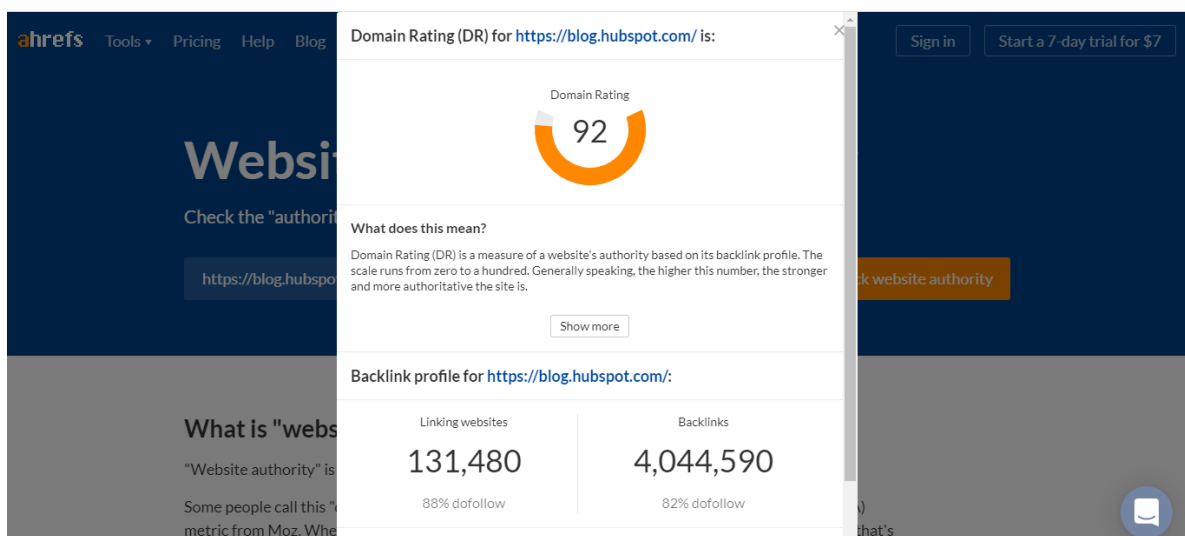
While some blogs post general content about any and everything, some websites are niche and if you want to submit content syndication requests to them, you might have to fit your content to their requirements.

One way to find content syndication partners is by running search queries that look like this: "originally published on," + your niche. See an example below with the beauty niche-



[Source](#)

An added tip is for you to make sure that these sites have good domain authority. Check for this by using this [domain authority checker](#) from Ahrefs which shows you the domain rating for any website. Using the HubSpot blog that appears in the picture above as an example, here's the domain rating shown-



[Source](#)

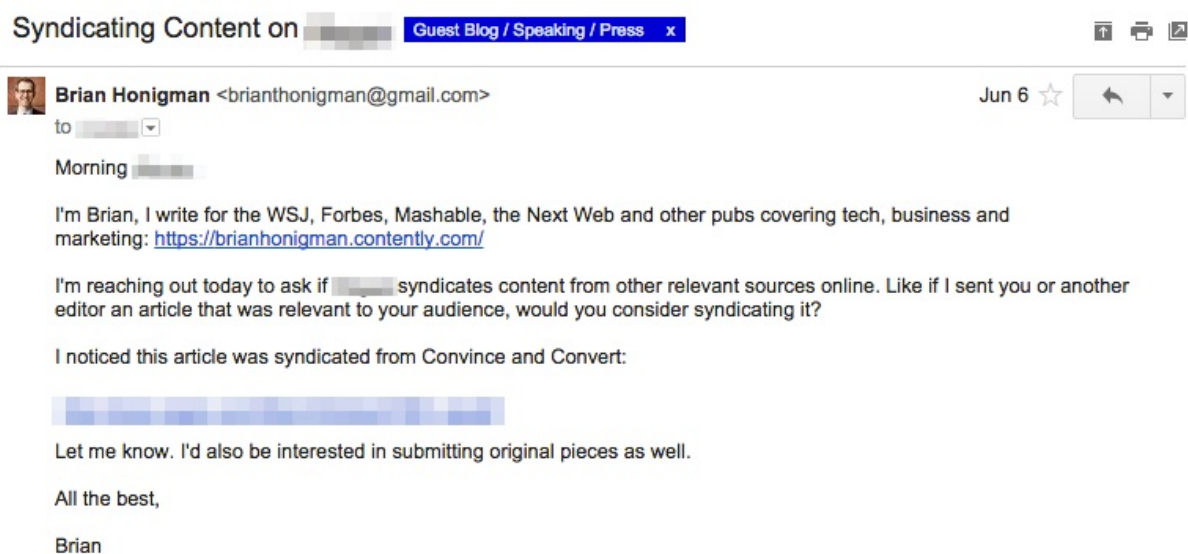
This way, you can be sure that the website you're pitching to has good website authority and will guarantee you high-quality backlinks and traffic.

Step 4: Reach out to your final choice of content syndication partners

And now for my last trick, I'll show you how to pitch content syndication requests to the editors of these websites.

Keep it short, sweet, and simple.

Seriously, no one wants to read a 500-word email on why they should accept your content syndication request. All you need to do is make sure that the post you're pitching is relevant to their site and fits the type of content that they post. Then back up your request with social proof. Here is an example of a pitch by Brian Honigman-



[Source](#)

He implements all of these tips perfectly and also cites an example of an article that was syndicated by the website he's pitching to. Now you know this is one pitch that's sure to get a reply.

Summary

You see when it comes to content, production is only one part of the work, you also need to make sure that your work reaches a wide network of people. Content syndication is a great way to do this as it introduces your content to multiple audiences and creates opportunities for you to increase conversions for your website.