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Varying your content

source (syndicated/curated blogs)

Workbook

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When you are not writing your blog posts, you may want to source content from other places. In this case, syndicated and curated content might be useful. Read on to learn more about the differences and how to use these to create stimulating content.

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1. Original Content

Original content is what should most usually feature on your blog: it is the writing you, or another author/guest you give editing access to, create specifically for the space. It is usually recommended that you try to keep to original content as much as possible as it conveys a personal voice and content tailored to your audience. However, you might simply not have the time to create a post or might want to include outside content. In this case, refer to curated or syndicated content.

2. Curated Content

Curating content occurs when you find material on third party websites and incorporate it into one article on your blog. To do this, you would find quality passages from outside articles and re-organise them while making sure to reference them properly. Although the information is sourced from outside websites, it still lives on your blog and has been modified to have your voice/tone and suit your audience.

Effectively these curated blog posts are a mix of passages from various other articles that all treat of the same topic you are discussing.

3. Syndicated Content

Syndicated content occurs when third party websites republish ready-written articles from blogs. This allows these websites to get free, accessible content while the original blogger gets publicity and a wider range of readers.

As a blogger, it is more likely that your own written content will be syndicated onto a third party platform to enhance your visibility. However, it is also possible for you to feature outside content with permission from the writer. This enables you to offer a wider variety of blog posts readers can enjoy if you cannot publish original content as much as you would like.

[Read more about syndicated content](#) in this article.
