

# A 51.4 second curated content read on content curation

 By [Travis Bussiahn](#)

21 Feb 2014

One of the tactics that us content marketers can use for our own or our client blogs is curation. Content curation is when we, like little internet squirrels go out onto the lawns of the world wide web and gather nuts, that are not ours, left out by other squirrels and then bring them back into our own nut collections.



I have utterly foiled that simile's attempt to explain curation properly. And I was so inspired to tell you about this nifty tool for blog writing after I read an amazing article on it last night.

Wait a minute! I know! I'll use that article on curation to explain curation!

[In this article](#) the peeps at [Averetek](#) really break down the pros and cons of differing SEO writing techniques, culminating with curation and it's true benefits.

Curation is, fundamentally, gathering links or bits of content and then adding your own voice or spin to it along with a lot of credit and some great SEO benefits for both parties. But be warned. It is not the [Holy Grail](#) and it is not [Harry Styles](#).

It is, [according to Beth over here](#), a really nifty way of getting great content to the great people you serve with your business on a daily basis.

And with those links I have curated a little piece of informative content that will educate you in the truly stunning way that my squirrels could not.

## ABOUT TRAVIS BUSSIAHN

Travis Bussiahn is the Executive Creative Director of the Happy Media Video Agency. He solves creative and business problems for both Happy Media and its clients. He understands the importance of emotional connection in content, branded or otherwise and believes in traditional media's ability to be blended with new media to profound and holistic effect. He loves and excels at concept and the art of story. Contact details: website [www.happymedia.co.za](http://www.happymedia.co.za) | Twitter [@TravisBussiahn](#)  
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