

THE CONTENT AGGREGATOR

In this post, you'll use a tool like Buzzsumo to find the most popular content and aggregate it together. **THESE DO NOT NEED TO BE YOUR ARTICLES.**

The diagram illustrates a content aggregator post layout within a browser window titled "Your Awesome Content Aggregator Post". The layout is divided into several sections:

- Main Content Area:** Features a main headline "Your Fantastically Fantastic Headline Here" followed by a subheadline and an image placeholder. This pattern is repeated for three more articles, each with a subheadline and image placeholder. A "Repeat" arrow indicates this structure continues.
- Right Sidebar:** Contains a "POPULAR POSTS" section with three article thumbnails and a "CHECK OUT THIS COOL PRODUCT" section featuring a product image and a "LEARN MORE" button. Below these is a "Share:" section with icons for Facebook, Twitter, and LinkedIn.
- Bottom Section:** An "End of Post Opt-In" form with fields for "Enter First and Last Name" and "Enter Email Address", and a "SUBMIT NOW" button.

Callout boxes provide specific instructions for each element:

- Spending time on headlines:** "Spend ample time to create a good headline." (points to the main headline)
- Quick introduction:** "Quickly introduce the topic." (points to the text below the main headline)
- Article 1 integration:** "Use the name of Article 1 as a subheadline and place an image under the headline." (points to the subheadline and image placeholder of the first article)
- Article 2 integration:** "Use the name of Article 2 as a subheadline and place an image under the headline." (points to the subheadline and image placeholder of the second article)
- Article 3 integration:** "Use the name of Article 3 as a subheadline and place an image under the headline." (points to the subheadline and image placeholder of the third article)
- Article 4 integration:** "Use the name of Article 4 as a subheadline and place an image under the headline." (points to the subheadline and image placeholder of the fourth article)
- Popular Posts:** "Have your popular posts in the sidebar so people can continue to interact with your blog." (points to the Popular Posts section)
- Product Offer:** "Make a relevant low-dollar 'Tripwire' or Lead Magnet offer in the sidebar." (points to the 'CHECK OUT THIS COOL PRODUCT' section)
- Sharing:** "Give the option to share the post at the top of the page or in the sidebar." (points to the social sharing icons)
- Original Post Link:** "Add a link to the original post and a quick description of that post." (points to the 'LEARN MORE' button)
- Repeating Content:** "Continue to add images, quick descriptions, and links to articles. The more posts you aggregate, the better this post type will perform." (points to the 'Repeat' arrow)
- Lead Magnet CTA:** "Have a Lead Magnet CTA or add an email opt-in form to the end of the post." (points to the 'SUBMIT NOW' button)