

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 with the following sections and callouts:

- Headline:** "Your Fantastically Fantastic Headline Here". Callout: "Spend ample time to create a good headline."
- Intro:** A short paragraph. Callout: "Quickly introduce the topic."
- Article 1:** Subheadline and image placeholder. Callout: "Use the name of Article 1 as a subheadline and place an image under the headline."
- Article 2:** Subheadline and image placeholder. Callout: "Use the name of Article 2 as a subheadline and place an image under the headline."
- Article 3:** Subheadline and image placeholder. Callout: "Use the name of Article 3 as a subheadline and place an image under the headline."
- Article 4:** Subheadline and image placeholder. Callout: "Use the name of Article 4 as a subheadline and place an image under the headline."
- Repeat:** A curved arrow pointing to the right, labeled "Repeat".
- End of Post Opt-In:** A form with fields for "Enter First and Last Name" and "Enter Email Address", and a "SUBMIT NOW" button. Callout: "Add an email opt-in form to the end of the post."
- Lead Magnet:** "OPT-IN FOR OUR LEAD MAGNET" section with a user icon and a "LEARN MORE" button. Callout: "Make a Lead Magnet offer in the sidebar."
- Tripwire:** "CHECK OUT THIS COOL PRODUCT" section with a product image and a "LEARN MORE" button. Callout: "Make a low-dollar 'Tripwire' offer in the sidebar."
- Social:** "Follow Us" section with icons for Facebook, Twitter, YouTube, LinkedIn, Google+, and RSS. Callout: "Add social icons to your sidebar."
- Original Post Link:** A link to the original post and a quick description of that post. Callout: "Add a link to the original post and a quick description of that post."
- Conclusion:** A final callout: "Continue to add images, quick descriptions and links to articles. The more posts you aggregate, the better this post type will perform."

Visit bit.ly/1KAPOU8 to see a **LIVE** example