

Create or Curate

What's the Best Strategy for Website Content Creation?

Created Content

1. Brings fresh information
2. Brings a fresh perspective
3. Brings a completely unique set of experiences
4. Provides more opportunity for people to relate to someone
5. Sets your business apart from your competitors
6. Keeps you focused on providing value to your customers
7. Challenges you to constantly develop your company
8. Leads to the sale of original products that increase revenue
9. Brings innovation to your market or industry
10. Provides Curators with content to share for you

Curated Content

1. Recycles old information
2. Repeats old perspectives
3. Retells someone else's previous experiences
4. Reaches the same people that it did when it was new
5. Blends your business in with your competitors
6. Allows you to post filler content without really thinking about providing value
7. Allows you company to grow stagnant and operate on auto-pilot
8. Increases someone else's revenue as you promote their products
9. Hinders innovation in your market by cluttering it up with the same old stuff
10. Benefits the creator of the content by driving traffic to his or her site