

Next Avenue's Content Subscription

Only for LeadingAge Members

Frequently Asked Questions

What is content marketing? How does a Next Avenue Content Subscription fit in?

Content marketing is the practice of leveraging content to attract, acquire and engage your target audience – with the objective of driving profitable customer actions. A high-quality content marketing plan can help you generate leads, cultivate prospects, encourage referrals, increase online visibility and build your brand.

When it comes to content marketing, relevance and quality are key. To be successful, you need to invest in creating or acquiring content — because when quality suffers, so will your outcomes. Next Avenue's Content Subscription allows you to easily license trusted stories written especially for older consumers. Subscribing is a turn-key way to kick-start your content strategies.

How much licensed content should I include in my content marketing mix?

Every organization should test the best balance of content sources. A rule of thumb for content marketers is 33% original content; 33% licensed content and 33% links to third-party content. Next Avenue's Content Subscription offers you up to eight stories per month — so if you're publishing/posting on social media five days per week, this inventory will cover your licensed content needs.

I want my organization's content to be unique. Can my local competitors subscribe?

Next Avenue is offering LeadingAge members category exclusivity on the content we share via this subscription. That means no other senior housing companies will be able to license the stories you're offered. The only potential overlap would be other local LeadingAge subscribers. To minimize overlap, we offer you a library of content to choose from each month. You will get 12 stories and may choose eight to publish — and if you want to look back into previous months' content list, you can do that too.

Can we customize the articles, so they are relevant to our communities and members?

Next Avenue's Content Subscription allows for customization of the articles in the following ways:

- ☐ Changing the Headers and Subheads of the articles in order to engage your audiences
- ☐ Replacing the accompanying stock photography with your organization's photography
- ☐ Inserting a "Related Articles" section at the end of the article that links to your organizations content and articles
- ☐ Inserting relevant call outs and/or pull quotes about your organization within the article; see examples of call outs/pull quotes [here](#)

Can we edit the stories?

Cutting for length is just fine — as are minor edits for style. We just ask that you not edit in a way that changes the substance of the content.

Are there links within the stories that would take users to other websites?

There is a link to Next Avenue in the byline, which is required for any online use. Beyond that, there may be links within content that editors add to provide readers additional background and context. But subscribers can remove those in-content links.

Are we provided reports about how many people read each story on Nextavenue.org?

We are not sharing reporting on how individual pieces of content performed on Next Avenue, but we are making a point to include some of our most popular stories in the curated library subscribers get each month. Subscribers should track use on their own sites — that data can help inform the content selected each month.

Could you send us some sample stories/articles?

Visit [Nextavenue.org](https://nextavenue.org) to check out the kinds of quality content subscribers can expect. You may also be eligible to receive one free month of stories. Email Kswenson@nextavenue.org to inquire.

Can the article be used in printed publications as well (our newsletter)?

Yes. But available images are formatted for best use in digital use.

What is the difference between Syndicated Content and Duplicate Content?

Quality stories and articles that are licensed and distributed are considered Syndicated Content. Next Avenue's Content Subscription is a syndication service. It's very common for good content to be posted in multiple places online. Nearly every reputable digital publisher syndicates content, including Associated Press, Huffington Post, AOL, Forbes, NPR, and Next Avenue. And nearly all of them also co-post or share content produced by other reputable sources.

Duplicate Content is when the same or similar content is posted on multiple places online. It's problematic primarily when those pages are on the same site, and when Google thinks it's being done to manipulate search results. We recommend that you work with your website managers and SEO (Search Engine Optimization) experts if you have concerns about risk to SEO. Here are a few articles that might help:

- ❑ [Google Help](#): "Duplicate content on a site is not grounds for action on that site unless it appears that the intent of the duplicate content is to be deceptive and manipulate search engine results."
- ❑ [Four Myths About Content Syndication](#): "Google has no issue with syndicated content. What really matters to search engines is the distinction between shady content farming techniques and legitimate syndication."
- ❑ [Is Syndicated Content Duplicate Content?](#) "Duplicate Content is the same or very similar content on the SAME website. Quality content like News, Press Releases and Articles are all similar and are considered Syndicated Content. If the content is good, it's expected to be seen in multiple places."
- ❑ [Is Duplicate Content Really Bad for SEO?](#): "Google does not punish you for publishing syndicated content or for syndicating your content to others. Duplicating your own content on your own site could have negative effects."
- ❑ [Duplicate Content Won't Hurt You, Unless It Is Spammy](#): "I wouldn't stress about this unless the content that you have duplicated is spammy or keyword stuffing."