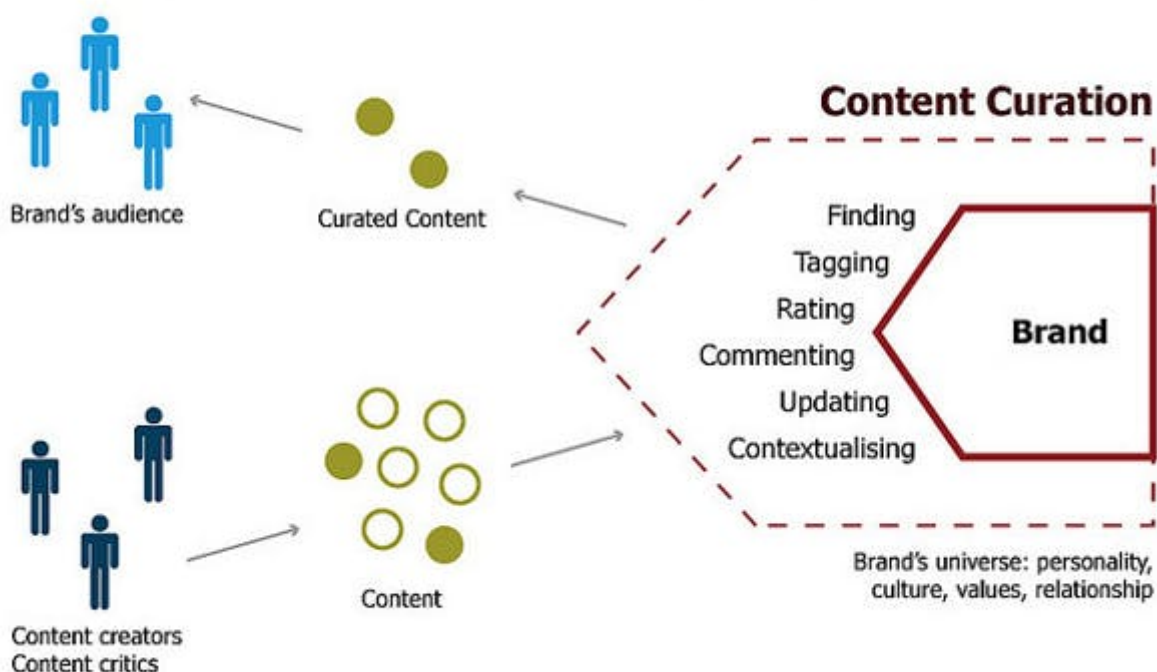


How to Get Maximum Value From Your Paxelo News Curation Package

Content **Curation**: how does it build **value**?

Content curation is becoming everyday more important as brands notice that taking care of consumers' limited time is a way to add value to their lives and to build a relationship with them. It's not anymore just about **creating**, now it's about **finding**, **rating** and **aggregating**.



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One purchase. Seven content types. Unlimited publishing opportunities.

You've just received your News Curation Package from Paxelo—congratulations! This guide will walk you through every section of your deliverable file and show you exactly how to extract maximum value from your \$60 investment.

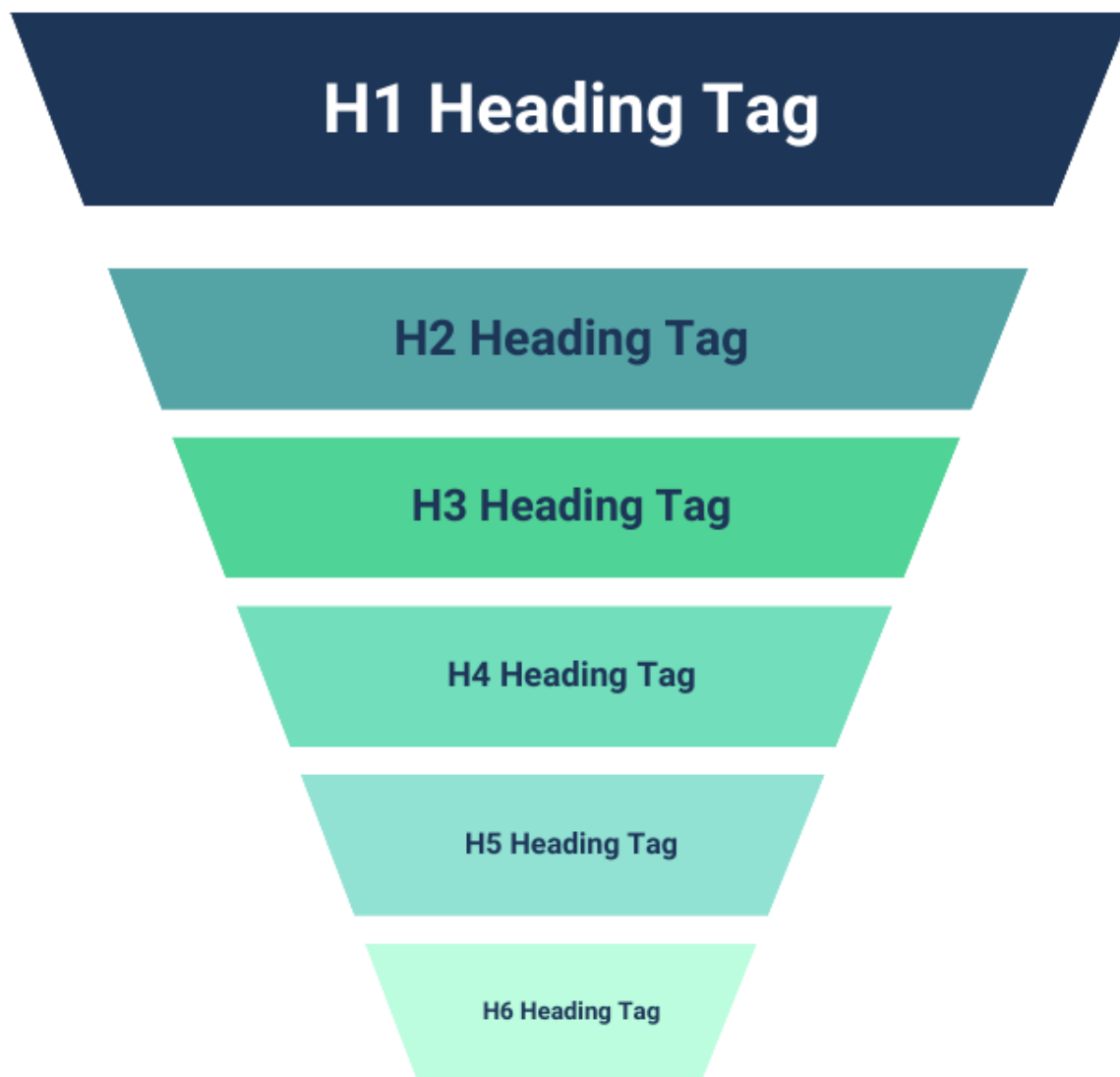
What's Inside Your Package

Your News Curation Package contains **7 distinct content assets** designed to work together as a complete content ecosystem:

Deliverable	Quantity	Primary Use
Content Outline	1	Planning & Structure
Long-Form Article	1 (1,000 words)	Blog/Website
Meta Description	1	SEO/Search Results
Social Media Posts	5	Multi-Platform Promotion
Email Newsletter	1	Subscriber Engagement
LinkedIn Article	1	Professional Network
Tweet Threads	3	X/Twitter Engagement
News Headlines	5	Content Ideas & Research

Let's break down each section and show you how to use it effectively.

Section 1: Content Outline



What It Is

The content outline provides a hierarchical structure of your article with H2 and H3 headings, topic descriptions, and keyword placement guidance.

How to Use It

For Content Planning:

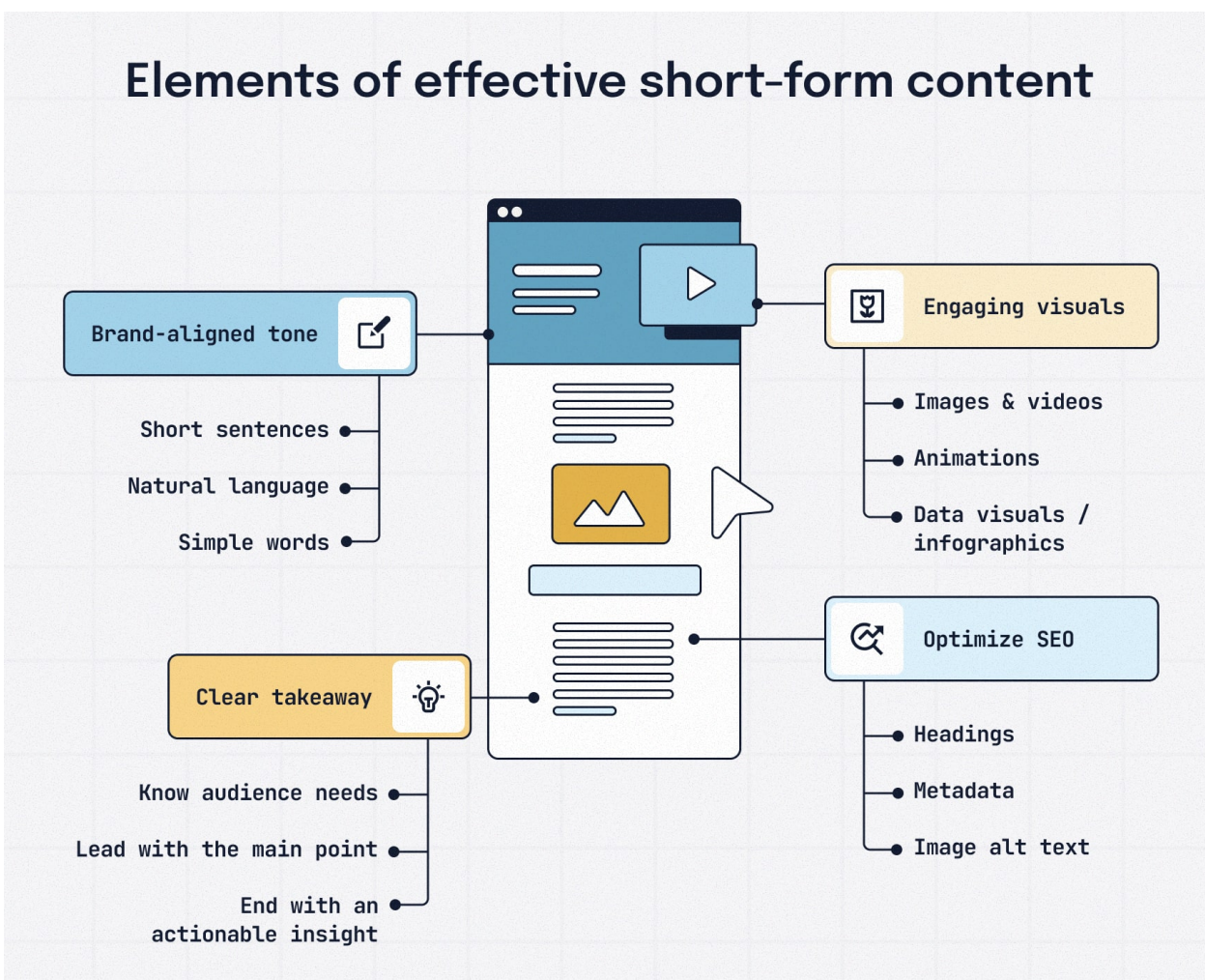
- Use the outline as a roadmap before writing additional content on the same topic
- Share with your team to align on messaging and structure
- Reference the keyword placement notes to understand SEO strategy

For Content Expansion:

- Each H2 section can become its own standalone blog post
- Use H3 subsections as FAQ content for your website
- Transform outline points into presentation slides or webinar topics

Pro Tip: Keep your outline saved separately—it's a reusable template for similar topics in the future.

Section 2: Main Article (1,000 Words)



What It Is

A fully written, SEO-optimized long-form article ready for publication. Your primary keyword is strategically placed throughout, with secondary keywords naturally integrated.

How to Use It

Direct Publishing:

1. Copy the article into your CMS (WordPress, Webflow, etc.)
2. Add your brand's header image
3. Include internal links to related content on your site
4. Add a call-to-action at the end
5. Publish!

Customization Options:

- Add your company's specific examples or case studies
- Insert relevant statistics from your industry
- Include quotes from your team or customers
- Add custom graphics, charts, or infographics

Repurposing Ideas:

- Record yourself reading it → Podcast episode

- Add slides → YouTube video or webinar
- Extract key quotes → Shareable graphics
- Summarize key points → Lead magnet PDF

SEO Checklist Before Publishing:

- [] Add meta description (provided in your package)
- [] Optimize images with alt text
- [] Add internal links (2-3 minimum)
- [] Include external links to authoritative sources
- [] Set focus keyword in your SEO plugin

Section 3: Meta Description

4 TYPES OF SEARCH INTENT

To ensure more effective and targeted searches, thus improving the relevance and quality of search results for specific needs or objectives.

<div style="font-size: 2em; font-weight: bold; border: 1px solid white; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">1</div> <p>INFORMATIONAL</p> <p>The user is looking for information.</p> <p>The query is often formed in a question.</p> <p>EXAMPLE:</p> <ul style="list-style-type: none"> • What is SEO? • How do you cook a steak? • The history of the United States 	<div style="font-size: 2em; font-weight: bold; border: 1px solid white; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">2</div> <p>NAVIGATIONAL</p> <p>The user is looking for a specific site.</p> <p>The query is often the brand or product.</p> <p>EXAMPLE:</p> <ul style="list-style-type: none"> • Amazon Ads • Wikipedia • Single Grain marketing agency 	<div style="font-size: 2em; font-weight: bold; border: 1px solid white; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">3</div> <p>COMMERCIAL</p> <p>The user is doing more research.</p> <p>The query is often a comparison/review.</p> <p>EXAMPLE:</p> <ul style="list-style-type: none"> • Best laptops for college students • Cheap flights to Spain • Nike sneaker review 	<div style="font-size: 2em; font-weight: bold; border: 1px solid white; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">4</div> <p>TRANSACTIONAL</p> <p>The user is ready to make a purchase.</p> <p>The query often includes "buy."</p> <p>EXAMPLE:</p> <ul style="list-style-type: none"> • Buy 2024 Nissan Altima • Book hotel in Madrid • Sign up for gym membership
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What It Is

A concise, compelling snippet (150-160 characters) designed to appear in search engine results and encourage clicks.

How to Use It

For Search Engines:

- Copy directly into your CMS's SEO/meta description field
- This is what users see in Google search results
- Well-crafted meta descriptions can increase click-through rates by 5-10%

For Social Sharing:

- Use as the default description when your article is shared on social media
- Copy into the “excerpt” field if your CMS has one

Best Practices:

- Don't modify heavily—it's optimized for your keywords
- Ensure it accurately reflects your article content
- Test different versions using A/B testing tools if available

**Section 4: Social Media Posts (5 Posts)****What It Is**

Five unique social media posts with hashtags, designed for platforms like Facebook, Instagram, LinkedIn, and general social sharing.

How to Use It**Publishing Strategy:**

Day	Post #	Platform	Time
Day 1 (Publish)	Post 1	LinkedIn	9 AM
Day 1	Post 2	Facebook	12 PM
Day 3	Post 3	Instagram	6 PM
Day 7	Post 4	LinkedIn	10 AM
Day 14	Post 5	Facebook	2 PM

Customization Tips:

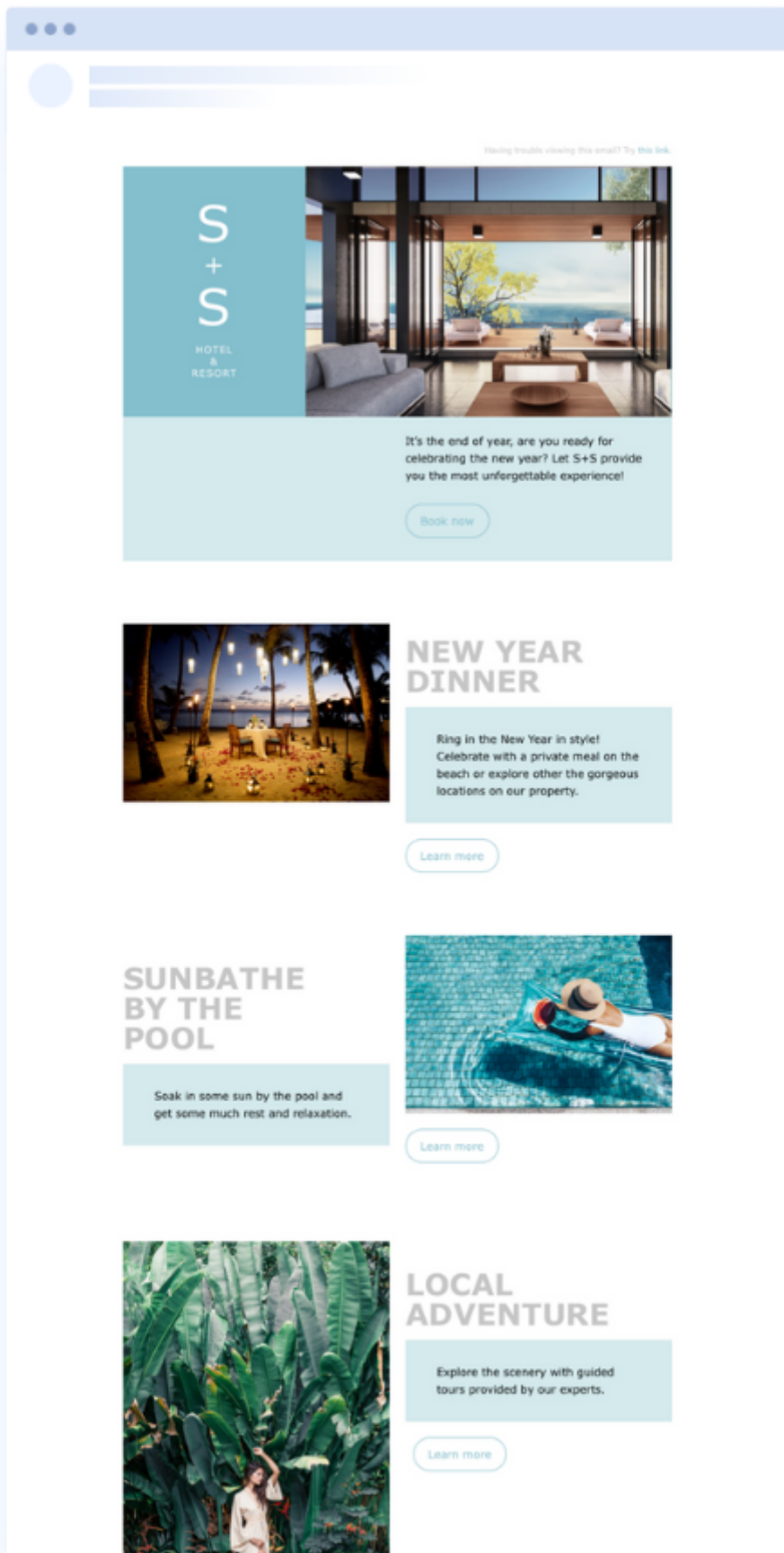
- Adjust hashtags for platform-specific trends
- Add relevant emojis for your brand voice
- Include your article link in each post
- Tag relevant influencers or partners

Scheduling Tools:

- Buffer, Hootsuite, or Later for scheduling
- Native scheduling in Facebook Business Suite
- LinkedIn's built-in scheduler

Pro Tip: Don't post all 5 on the same day. Spread them out over 2-3 weeks to maximize reach and keep your content fresh.

Section 5: Email Newsletter Version



What It Is

A subscriber-friendly adaptation of your article, formatted specifically for email consumption with a subject line and preview text included.

How to Use It

For Your Email List:

1. Copy the content into your email marketing platform (Mailchimp, ConvertKit, etc.)
2. Use the provided subject line and preview text
3. Add your branding (logo, colors, footer)
4. Include a clear CTA button linking to the full article
5. Send to your subscriber list

Email Structure Breakdown:

- **Subject Line:** Optimized for open rates
- **Preview Text:** What shows in inbox before opening
- **Body:** Condensed version with key takeaways
- **CTA:** Drives traffic to your full article

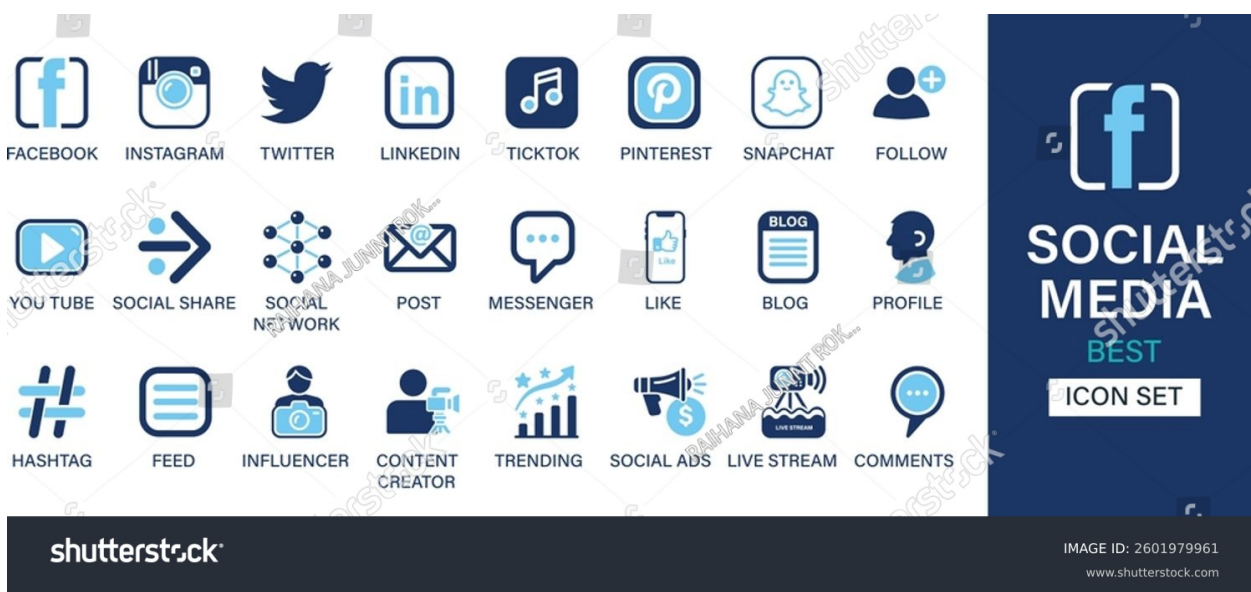
Segmentation Ideas:

- Send to subscribers interested in this topic category
- Use as a “welcome” email for new subscribers
- Include in an automated drip campaign

Timing Recommendations:

- B2B: Tuesday-Thursday, 9-11 AM
- B2C: Weekends or evenings often perform well
- Test and optimize based on your audience

Section 6: LinkedIn Article Adaptation



What It Is

A professionally formatted, longer-form adaptation designed specifically for LinkedIn's article publishing feature. More comprehensive than the blog version, with a focus on professional insights and takeaways.

How to Use It

Publishing on LinkedIn:

1. Go to LinkedIn → "Write article"
2. Copy the entire LinkedIn article content
3. Add a compelling cover image
4. Format with bold headers and bullet points
5. Publish and share with your network

Why LinkedIn Articles Matter:

- LinkedIn articles get indexed by Google
- They stay on your profile permanently
- Articles build thought leadership credibility
- They reach your professional network organically

Engagement Boosters:

- End with a question to encourage comments
- Tag relevant people or companies mentioned
- Share in relevant LinkedIn groups
- Cross-promote in your regular LinkedIn posts

Pro Tip: Publish your LinkedIn article 3-5 days AFTER your blog post. This prevents duplicate content issues and gives Google time to index your original.



Section 7: Tweet Threads (3 Threads)

What It Is

Three complete Twitter/X threads (7 tweets each) that break down your article's key points into engaging, shareable thread format.

How to Use It

Thread Publishing Strategy:

Thread	When to Post	Focus
Thread 1	Day 1	Main article announcement
Thread 2	Day 4-5	Key insights deep-dive
Thread 3	Day 10-14	Evergreen value recap

Publishing Tips:

1. Post the first tweet, then reply to create the thread
2. Or use tools like Typefully or Hypefury to schedule

3. Number your tweets (1/7, 2/7, etc.) for clarity
4. End with a clear CTA and link to your full article

Engagement Tactics:

- Quote-tweet your own thread with added commentary
- Pin your best-performing thread to your profile
- Engage with replies within the first hour
- Repost threads 30-60 days later (they're evergreen!)

Pro Tip: The last tweet in each thread includes a CTA—make sure your article link is included there for maximum conversions.



Section 8: News Headlines

5 Essential Article Headlines Every Publisher Must Optimize for Google SEO Success



Headline	Placement	Display	Recommended Length	NewzDash
<HTML> Title (SEO Title)	HTML <head> section <title> tag	Google's Top Stories.	60-65 characters (or 512 px)	<p>Clear, descriptive titles.</p> <p>Keywords/entities early in title.</p> <p>Use passive voice when needed.</p> <p>Include entities with keyword qualifiers.</p> <p>Use digits over text.</p> <p>Use commonly searched terms.</p> <p>For annual events, include year.</p>
Article Headline	H1 - Visible Article Title	Google News.	5-12 words. Avoid 2 or fewer and more than 21 words.	<p>Only H1 on the page.</p> <p>Match SEO Title when possible.</p> <p>Include main keywords/entities.</p>
Structured Data Headline	NewsArticle Schema (JSON-LD)	Google's Top Stories.	60-65 characters (or 512 px)	<p>60-65 characters (or 512 px)</p> <p>Should match the SEO title</p>
Promo (Section) Headline	Usually CMS field	Site Homepage or Section Pages	Varies	<p>Engaging headlines</p> <p>Highly optimized for clicks</p>
Open Graph Title	OG:Title tag	Social & Google Discover		<p>Engaging headlines</p> <p>Highly optimized for clicks</p> <p>Optimized for social and Google Discover.</p> <p>Similar to the Promo Headline</p>



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What It Is

Five curated, trending news headlines related to your topic from authoritative sources. Each includes the headline, source, date, and direct link to the original article.

How to Use It

For Content Ideas:

- Each headline is a potential topic for your next article
- Use news angles to create timely, relevant content
- Stay ahead of competitors by covering trending stories

For Research & Credibility:

- Cite these sources in your content for authority
- Use as supporting evidence for your arguments
- Link to original sources to improve SEO

For Social Engagement:

- Share headlines with your commentary
- Create “news roundup” posts for your audience
- Use as conversation starters on LinkedIn

Content Multiplication:

Each news headline can become:

- A reaction blog post
- A LinkedIn hot take
- An email newsletter topic
- A podcast episode discussion



Maximum Value Checklist

Use this checklist to ensure you’re extracting every bit of value from your News Curation Package:

Week 1: Launch

- Publish main article on your blog
- Add meta description to CMS
- Post social media update #1
- Schedule social posts #2-5
- Send email newsletter to your list

Week 2: Amplify

- Publish LinkedIn article
- Post Tweet Thread #1
- Engage with comments and shares
- Share in relevant online communities

Week 3-4: Sustain

- Post Tweet Thread #2
- Reshare social posts with new angles
- Post Tweet Thread #3
- Plan follow-up content from news headlines

Ongoing: Repurpose

- Create video/podcast from article

- [] Design quote graphics for Instagram
- [] Add to email drip campaigns
- [] Update and republish quarterly

Content Calendar Template

Here's a sample 30-day content calendar using just ONE News Curation Package:

Day	Action	Platform
1	Publish article	Blog
1	Social Post #1	LinkedIn
2	Social Post #2	Facebook
3	Email Newsletter	Email
5	LinkedIn Article	LinkedIn
5	Social Post #3	Instagram
7	Tweet Thread #1	X/Twitter
10	Social Post #4	LinkedIn
14	Tweet Thread #2	X/Twitter
14	Social Post #5	Facebook
21	Tweet Thread #3	X/Twitter
30	Reshare article	All platforms

That's 12+ pieces of content from one \$60 package.

ROI Calculation

Let's break down the value you're getting:

If Purchased Separately	Typical Cost
1,000-word SEO article	\$150-500
Content outline	\$50-100
Meta description	\$25-50
5 social media posts	\$75-150
Email newsletter	\$100-200
LinkedIn article	\$150-300
3 tweet threads	\$75-150
Total Industry Cost	\$625-1,450
Your Cost	\$60
Savings	Up to 96%

Save Even More: News Curation Subscription

Need consistent, news-driven content every month? Our **News Curation Subscription** delivers:

- **10 articles per month** with all deliverables
- **Only \$399/month** (\$39.90 per article)
- **Save \$201/month** compared to individual packages
- **\$2,412 annual savings**

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