

# Content distribution toolkit

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RESOURCE

BLOG DISTRIBUTION STRATEGIES FOR GROWTH

# 5 content distro features for Wix Blogs

## **Distribute your blog content to improve SEO results**

Content distribution is an important part of your publishing cycle.

When creating blogs and other content, taking the time to ensure that your existing audiences and potential audiences can find the content in places where they expect to discover new information has several benefits.

Sharing on social media, in newsletters, and via feeds like RSS and product feeds can help drive direct web traffic from your existing followers. These tactics also contribute to increased signals for indexing and, consequently, ranking in SEO.

There are several tools within the Wix CMS designed to help users amplify content quickly and effectively. Here, we'll outline the top five content distribution features that can assist you in enhancing content performance across your site.

# 5 content distro features for Wix blogs

RSS

Simple social share

Easy email campaigns

Easy social graphics

Easy video maker

# RSS

Every Wix blog has a built in RSS feed. This can be used to automate posts and to allow users to follow your content.




# Simple social share


Share your blog with one click as you publish your post. Use the pop up to share to Facebook, Twitter and/or LinkedIn.

### Promote your published blog post

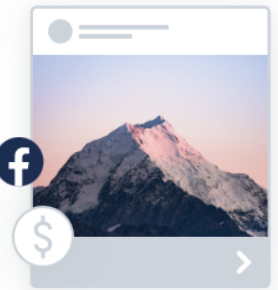
Choose from templates that are prefilled with your content and ready for you to share.



**Email campaign**  
Engage your subscribers with eye-catching emails.  
[Create Email Campaign](#)



**Social media**  
Boost your online presence by publishing to social media.  
[Publish to Social](#)



**Facebook & Instagram ads**  
Reach the right audience with Facebook Ads with Wix.  
[Create Ad Campaign](#)

Want to share a link instead? [f](#) [t](#) [w](#) [p](#) [in](#) | [Copy Link](#)

# Easy email campaigns

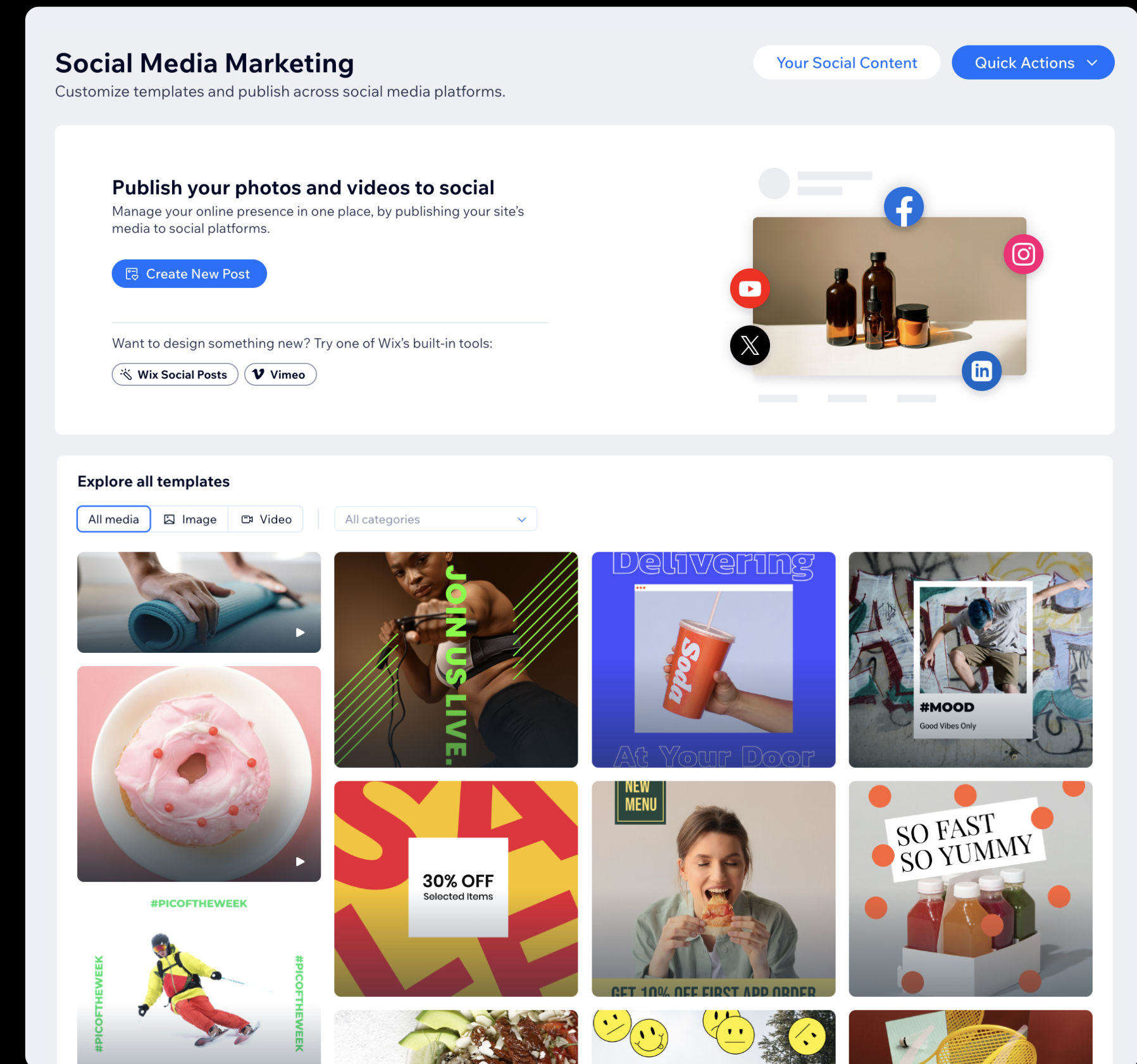
Create and send emails within Wix.

Monthly plans let you publish and send emails from your CMS and manage your mailing list.



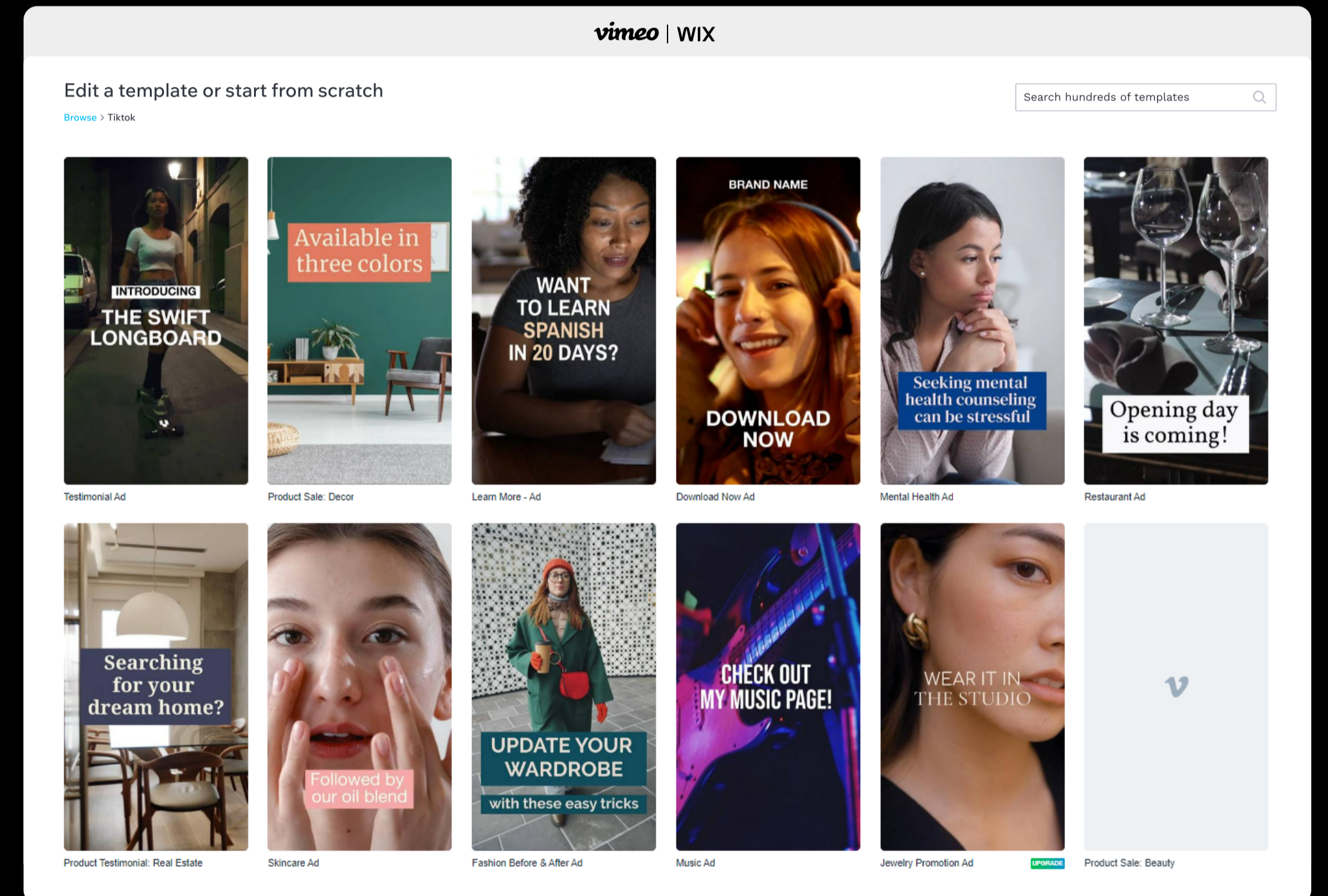
# Easy social graphics

Create graphics from the content on your site. Enhance with themes, templates & assets. Download or share directly to connected social media accounts.



# Easy video maker

Create videos from the content on your site.  
Enhance with themes, templates & assets.  
Download or share directly to connected  
social media accounts.



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