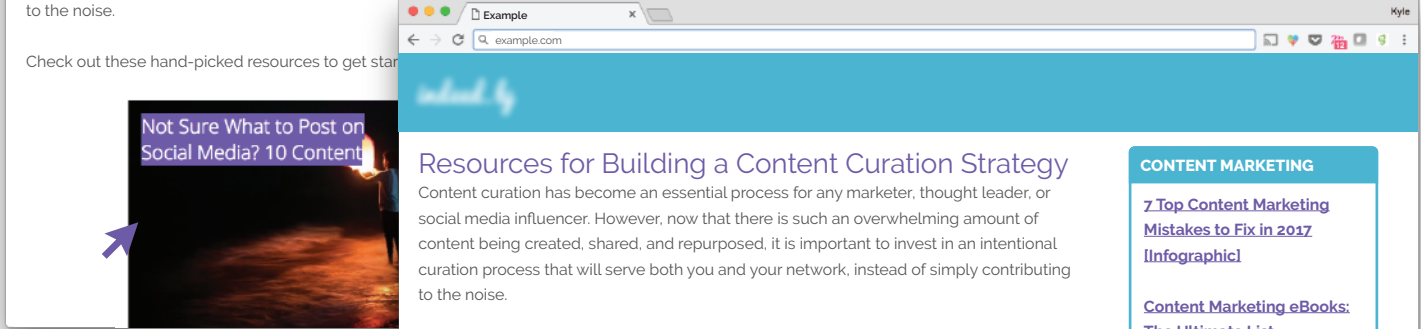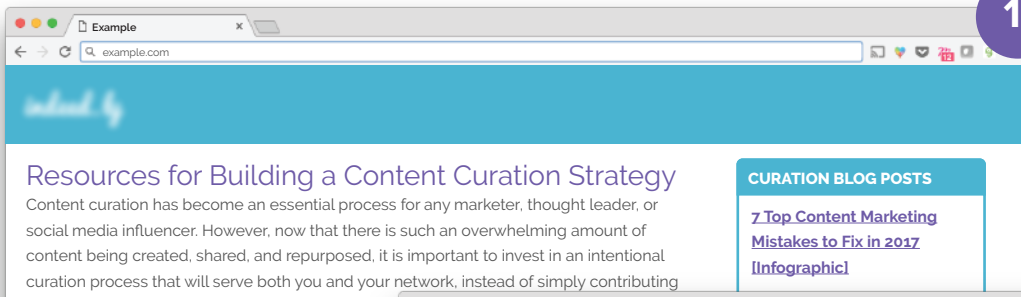# Create an engaging experience for your website visitors with a custom content gallery

With the UpContent Gallery Tool, easily embed relevant and engaging third-party content—intentionally curated and moderated by you for your audience—into any page of your site in a simple, easy-to-read card layout. This inclusion of the Gallery helps to position your brand as a go-to thought leader, provides additional value to your audience, and aligns your brand with other well-respected publications and influencers.
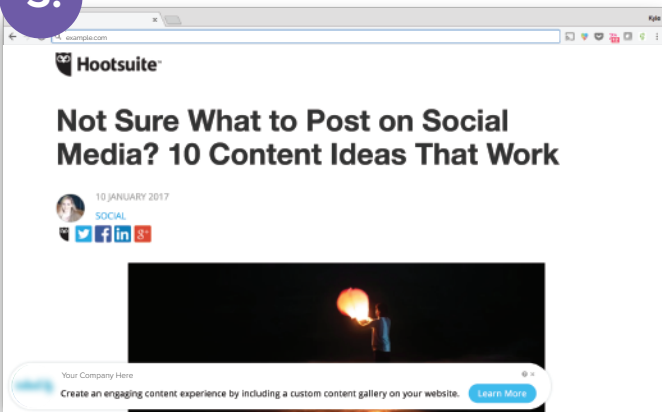
1. Your web visitor clicks on a topic of interest embedded within the context of your website.
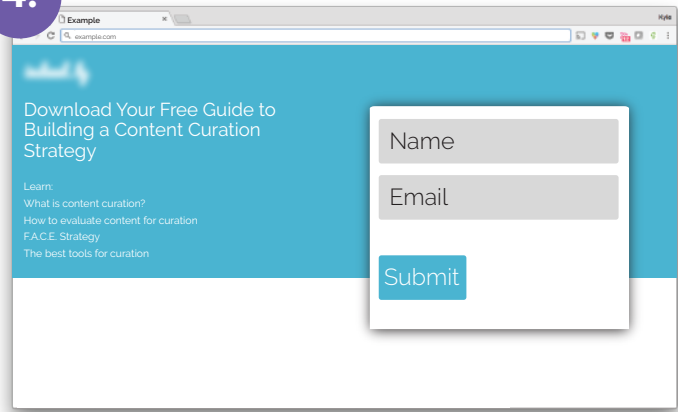
2. The visitor chooses a third-party article from a list of content hand-picked by you.

3. The article opens in a separate tab, containing a custom call-to-action to a specific landing page on your site.

4. The visitor is redirected to the landing page to engage with your original content, converting to a prospect.

UPCONTENT GALLERY BENEFITS

Your audience will...

- Enjoy a cohesive brand experience featuring high-quality original and third-party content all in one place—without having to filter out unrelated noise

- Discover other well-respected publications and authors that align with your brand

- Engage with content in one place instead of wasting time searching multiple sites
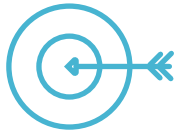
Your brand will...

- Emerge as a trusted thought leader in your industry that differs from your competitors by providing value without having to invest in more content creation

- Drive traffic back to your site by linking curated and original content via custom calls-to-action

- Support prospects in the awareness and consideration stages of the Buyer's Journey and implement retargeting campaigns to progress visitors to the next stage

USING THE UPCONTENT GALLERY TOOL

1.

Create niche-specific topics to surface interesting articles from credible and influential sources, discovered by UpContent's powerful content discovery technology.

2.

Choose which content to feature on your website by favoriting the articles that best align with your brand with a click of a button.

3.

Customize the way third-party content is displayed on your site and add branded elements to ensure consistency with your desired image.

4.

Embed the Gallery's code into any page of your site, including pages with existing content.

5.

CALL TO ACTION

Add custom calls-to-action on every third-party article in your Gallery to send traffic back to your site.

Take a tour of the UpContent Gallery Tool at upcontent.com/gallery.

UpContent