# Article information:

Pressing Publish Is Just the Beginning | by Casey Botticello | ILLUMINATION | Medium  
<https://medium.com/illumination/pressing-publish-is-just-the-beginning-39cf8ff09885>

# Article summary:

1. Social media is important for promoting content, but it's important to tailor your approach based on the content of your article.

2. Automating promotion through tools like Signal can save time and help revive old content.

3. External backlinks, updating publications, and reaching out to journalists or influencers can also help promote your article.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Pressing Publish Is Just the Beginning" by Casey Botticello provides a comprehensive guide on how to promote blog posts effectively. The author covers various aspects of content promotion, including social media, automation, external backlinks, updating publications, and Fiverr promotion or shoutout. While the article offers some useful tips and insights, it also has some potential biases and limitations that need to be considered.

One of the main biases in the article is its focus on Medium as a platform for publishing and promoting content. While Medium is undoubtedly a popular platform for writers and bloggers, it may not be suitable for everyone. Moreover, the author's experience with Medium may not necessarily apply to other platforms or niches. Therefore, readers should take the advice with a grain of salt and adapt it to their specific needs and goals.

Another bias in the article is its emphasis on automation and outsourcing. While these strategies can save time and effort, they may also have some drawbacks. For example, automated posts may come across as impersonal or spammy if not done correctly. Similarly, outsourcing promotion to Fiverr or other services may lead to low-quality results or even scams. Therefore, readers should be cautious when using these tactics and ensure that they align with their values and standards.

The article also has some missing points of consideration and evidence for its claims. For instance, while the author suggests using Pinterest for promoting visual content, he does not provide any data or examples of how effective this strategy is. Similarly, while he recommends reaching out to journalists for backlinks or mentions, he does not acknowledge that this approach can be challenging or even unethical if done improperly.

Moreover, the article lacks exploration of counterarguments or alternative perspectives on content promotion. For example, while the author advocates for using social media extensively for promotion, he does not address the potential downsides of over-reliance on these platforms such as algorithm changes or account suspensions. Similarly, while he suggests using external backlinks for SEO benefits, he does not mention the risks of link spamming or black hat tactics that can harm a website's reputation.

Finally, the article has some promotional content and partiality towards certain tools or services. For example, the author promotes his own tool Signal for automating Twitter posts without providing any comparison with other similar tools. Similarly, he recommends using Fiverr for influencer shoutouts without acknowledging that this platform may have quality control issues or ethical concerns.

In conclusion, "Pressing Publish Is Just the Beginning" by Casey Botticello is a useful guide on content promotion but also has some potential biases and limitations that readers should be aware of. To make the most of the advice provided in the article, readers should critically evaluate it based on their own needs and goals and supplement it with additional research and experimentation.

# Topics for further research:

* Alternative content promotion strategies
* Risks of over-reliance on social media for promotion
* Ethical considerations in influencer marketing
* Effectiveness of Pinterest for content promotion
* Negative impacts of link spamming on SEO
* Comparison of Twitter automation tools

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