Business Link
Government's online resource for businesses

We can help you provide online support to businesses

Business Link has recently created a syndication service which allows organisations to select and take content from the Business Link website (including the new 'My New Business' and 'Growth and Improvement Service' sections) and use it on their own websites.   By taking the content, you can add depth and authority to your own local business-support information, rather than needing to invest in your own support tools, information and guidance.

Syndication Options

Business Link tries to make it as easy as possible for businesses to find the information and support they need. To help with this, we make our content and services available and free to use on other websites.

In order to cater for the requirements of different websites, and to provide the best experience for our customers and syndication partners, we have created a range of syndication options (see **www.businesslink.gov.uk/syndication** . These are:

1. RSS or 'Really Simple Syndication' which is a way of delivering web content directly to another computer. The feeds are updated every time we add new information to the site. It's an easy way to stay up-to-date with news and information on the business topics that matter to individual organisations.

2. More recently, Business Link has created a new syndication service that will deliver syndication capabilities that are more flexible than ever before. The new syndication API (Application Programming Interface) will draw on the latest internet technologies to open up our information and enable web developers to access the information (including My New Business and the Growth & Improvement Service) and repurpose it on any website with their own branding (look and feel).

By taking our content (free of charge), organisations will be able to add depth and authority to their own local business-support information, and save time and money rather than needing to invest in their own support tools, information and guidance.

Benefits of Syndication

As the Business Link service is funded by Government, businesses can be sure that the advice comes from an authorised source. By syndicating and using our content organisations can also be sure that visitors to their website will be kept up to date with the changes to business regulations and ensure they remain compliant. This also enables government to extend its reach by getting business support and guidance out into the wider community working through external organisations and syndication partners.

This Business Link syndication service aligns with the Data.gov initiative to open up access to public data and allows partners to easily incorporate content into their own web pages. For example, a Local Enterprise Partnership supporting a rural economy could take content and populate their website with relevant content from Business Link to suit their local audience i.e. farming sector.

FAQ Directory

What is syndication?
Syndication involves making content on a website available to multiple other sites, in order to increase visibility, or help partners save time and resources developing their own content.

Business Link has recently developed a syndication capability, to ensure content can be used elsewhere. In the first instance, this has started with a pilot group of Local Enterprise Partnerships.

How will syndication work and how do businesses support organisations and partners get involved?
Organisations who provide online business support and information will be able to take content from the Business Link website and present it on their own website with their own look and feel – it is a free and effective way of adding depth and authority to their online business information, rather than needing to invest in their own business support tools, information and guidance.

The benefit to Business Link is that it allows high quality content (guides, diagnostic tools, e-learning tutorials, videos case studies etc) to be accessed through different online channels where SMEs are seeking business information and support. Organisations who are interested in syndication can find out more information about our syndication offering at www.businesslink.gov.uk/syndication or register to create an account at http://developer.improve.businesslink.gov.uk/user

Why has Business Link developed a syndication API?
The practice of publishing APIs (Application Programming Interfaces) has allowed websites to create an open architecture for sharing content and data between communities and applications. In this way, content that is created on our Business.gov websites can be dynamically posted and updated in multiple locations on the web as part of a more distributed policy for sharing.

Can I take Business Link content and display it with my own branding?
*Yes - If you are looking to have business-support content on your site, we allow you to take our content and services **free of charge** and display them on your website in your own look and feel. This means that you have access to a wealth of business support and information including 2000+ guides, diagnostic tools, video case studies and e-learning tutorials.*

How does syndication work?
We have developed a flexible syndication Application Programming Interface (API) which draws on the latest internet technologies to share Business Link information and tools. This means that organisations will be able to access Business Link content and use on their own website as well as developing new and innovative ways to meet the needs of your customers. Our content can also syndicated using the most common formats, e.g. RSS, XML, JSON, which means our syndication content is accessible on smart phones, tablets and PCs.

Why is Business Link doing this?

We believe that all businesses could benefit from taking external advice at some point in their lifetime. By sharing the content we have developed, particularly in relation to regulatory advice, we can ensure the advice they get is up to date and accurate and delivered in a place they trust and are familiar.

Are there any restrictions?

There are no restrictions on who can use our content but there are restrictions on how it can be used, for example; government content should not be resold for commercial gain nor should it be reworked in a way that distorts the advice. To protect our interests and those of the end user, we ask that syndication partners agree to our Terms & Conditions.

If you would like to know more about our syndication services please visit us at www.businesslink.gov.uk/syndication or email us at BLSyndication@bis.gsi.gov.uk