

## **Content Marketing Example -1,700 words**

**Words highlighted were identified as valuable keywords and keyword strings specific to the product that I have incorporated into this article.**

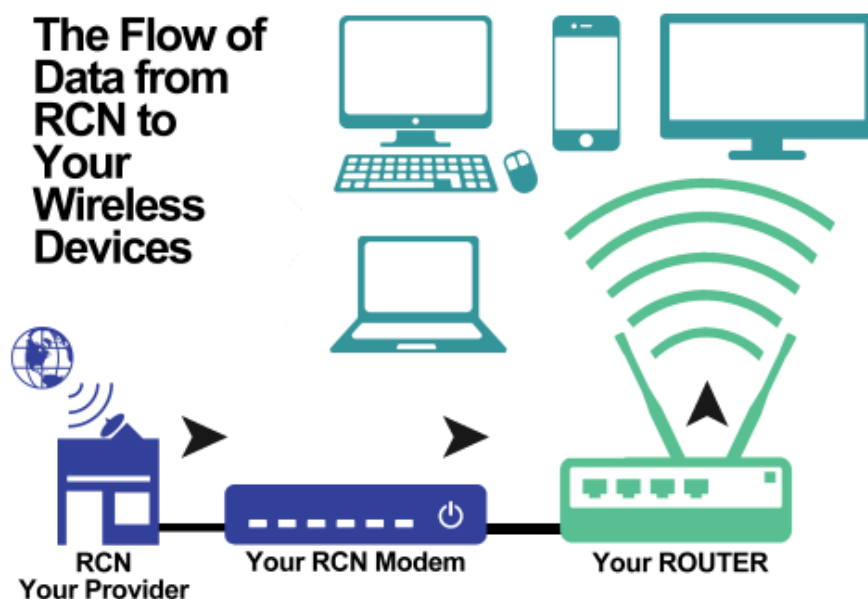
By Eric Sharpe

We've picked the **best RCN compatible router** for the size of your home size based on price and performance. But before revealing them, there are some basics any consumer needs to know.

### **Routers are NOT Modems**

The problem with most searches for wireless routers is that they will return reviews for modems. Some people (including reviewers), confuse the terms modem and router. A modem is not a router.

In fact, when doing a search for "**best routers for RCN**", nearly all of the first page results are actually about modems. Of course, your search could end with this article because we're going to provide you with some great information in helping you choose "your" **best RCN router**, but if you want to compare notes with other reviews, be aware that many themselves confuse modems with routers in touting their top picks for **RCN compatible modems** or **RCN approved modems**.



### **Modems**

A "modem" takes the raw signal that RCN sends to your home and "modulates" it into a digital signal that your computer and wireless devices can understand. RCN will provide you with a modem that will work well with all your internet needs. But if you want an upgrade for premium performance, RCN does allow you to BYOM – bring your own modem. They actually have a page on their website for **RCN byom**. If you are interested in finding information on **RCN modem requirements**, **RCN approved modems**, **cable modems compatible with RCN**, or even the **best cable modem for RCN**, the RCN website does provide some good and useful information.

### **Routers**

But for the majority of people who want to use the internet, and streaming services on their TV or other wireless device, a wireless router is needed. And that router needs to be **RCN compatible**. Quick spoiler: Nearly any router you choose will be an "**RCN compatible router**." – but not all. In essence, any newer router you buy should work with your **RCN approved modem** (which is provided by RCN). So, as long as your modem works, your router should too. This is because once the RCN signal successfully makes it to your modem, it's ready to go wireless.

### **Renting an RCN router versus Owning your own**

**What routers does RCN provide** on a rental option? Actually, we don't know, and that's part of the problem. RCN will rent a router to you for about \$4.95 a month but what they give you is what you get. Further, over just two years that router will cost you over \$120 or more when

taxes are considered. A purchased router can last for several years while still keeping up with advances in internet technology, and save you money

### **Understand Just the Basics**

The litany of technical specifications offered for review on wireless routers (and even **RCN compatible routers**) is truly mind-numbing; wireless standards like IEEE 802.11a to IEEE 802.11n, data rates in Mbps and Gbps, WPA's, WANs, LANs, 64 / 128-bit WEP, and on and on. For the basic home and small business user, most of this information is meaningless as you only need know how to understand the basics in the jungle of specs.

### **Security**

Some routers carry far more security than others. But for home use, no matter what level of security the router has, even the most basic **RCN compatible router** is good enough unless your neighbors are hackers intent on spying on you. All of the **RCN approved routers** we've reviewed and showed you have WPA2 security - currently the best level available. (WPA3 is coming soon)

### **Speed and Bandwidth**

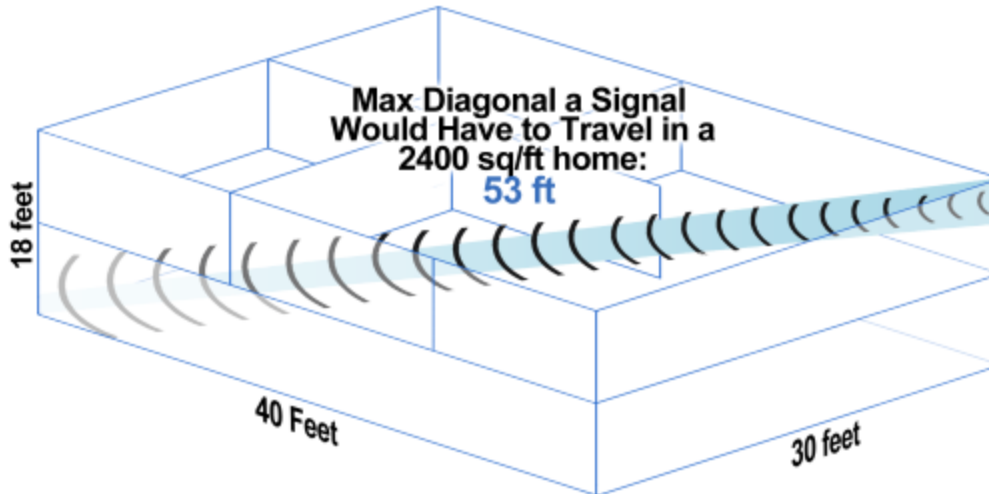
Bandwidth is the total data transmission capacity available (like in RCN's packages - 250 Mbps, 500 Mbps, and 1 Gbps service). Speed refers to how quickly the data can be moved to your device.

The data rates (or, speed the data is moving) of a router is important to know when researching **which router would be best to use with RCN** but mostly in regards to "distance" the signal may have to travel. But keep in mind, speed is relative. What this means is, you don't need lightning data rate speeds if your signal is only travelling ten feet from your router to your laptop.

The speed at which data is transmitted on those bands is outlined by the router specifications. The fastest combined speed (2.4GHz + 5GHz) of the best router we recommended is 2.6 Gbps (referred to as AC2600.) The slowest **RCN approved routers** we've recommended is 1.2 Gbps (AC1200) which is the minimum recommendation for an **RCN router**.

### **Frequencies**

Routers "broadcast" within two frequency bands. The 5GHz band is for shorter distance transmission (150 feet indoors) at faster data rates. Usually, 150 feet of coverage is plenty as most 2,400 square foot homes aren't longer than 60 feet from top corner of the first level to bottom opposite diagonal corner of the basement. The **2.4GHz** band offers coverage for longer distances (500 feet indoors), but transmits at slower speeds.



For big homes, you'll need two or more routers that work together (called a Meshed network of routers). If you have a mansion, then you are wealthy enough to pay someone to set up the **best RCN router** you can buy!

Most routers these days have both frequency bands, but not all. All of the **RCN approved routers** we've reviewed and showed you have both.

### **Our Picks Explained**

*Small Homes & Apartments (up to 700 sq ft.) Two story max (or one with a basement)*

*Best Price*

*Minimum Performance.*

#### **ASUS RT-N12/D1 Wireless-N300**

Clearly, price is always an issue when buying new tech. Our first pick in the small home range keeps that in mind. It is not a great router, but it is a good router for a very reasonable price. We picked it for its low price but overall good performance. If all you need are the basics for your **RCN router** needs, the RT-N12/D1 works very well.

*Small Homes & Apartments (up to 700 sq ft.) Two story max (or one with a basement)*

*Best Price*

*Good Performance.*

#### **TP-Link Archer C50 AC1200**

Need a little more power? For about twice the price, yet still within a tight budget, the Archer C50 delivers as an **RCN compliant router**. It's 5.0 GHz speed compares with some of the "bigger" routers on the market yet won't break the bank. Streaming your favorite video should work well in a small home with this router.

*Medium Size Homes & Apartments (up to 2000 sq ft.) 3 story max (or 2 with a basement)*

*Best Price*

*Good Performance.*

#### **ASUS RT-AC66U B1**

The router is a good value for use with RCN's internet services while providing you with enough bandwidth for every common internet service. You may see a little lag time though if multiple users are stressing the RCN bandwidth (ie – three or more people everyone streaming different

videos on different devices) But overall, for the price, the RT-AC66U B1 can handle most data use scenarios for the average family.

*Large Size Homes & Apartments (up to 3,200 sq ft.) 3 story max (or 2 with a basement)*

*Best Price*

*Maximum Performance.*

### **Linksys EA7500**

I've used a dozen different routers over the years and I can say with honesty (meaning, I don't own stock in the company and they aren't paying me to write this!), this is the router I use, and I love it. I live in a single story (with a basement) 2,400 square foot home and this router works well no matter where in the house you are. My wife, my 18 year old son, and I can all work at the same time on different devices with no discernable lag times or signal drops. Though not the top of the line, this is by default of use my personal pick for the **best router for RCN** for the price.

*Large Size Homes & Apartments (up to 2000 sq ft.) 3 story max (or 2 with a basement)*

*Great for Gaming*

*Best Performance. (Top of the Line)*

### **Netgear Nighthawk XR500**

The Nighthawk is the top of the line pro home router on the market recommended for gamers and anyone wanting the **best router for RCN**. Hands down, the limits of this router depend on your connected devices. Virtually no lag time on connected games and almost no video-buffering issue, if you are ready for the high priced investment, your RCN connection will love this router.

*BIG Homes (up to 4500 sq ft.) 4 story max (or 3 with a basement)*

*Best Price for*

*Good Performance.*

### **TP-Link Deco M5**

Big homes require a meshed router system, meaning, two or more connect routers placed in different areas of the home to provide maximum coverage. But this carries with it a price issue. The best find in the arena of price with quality performance is the Deco M5, a package of three routers working together to keep your surfing and streaming experience smoothly operating in covering a 4500 square foot space. It's easy to use and covers large areas, but it's downside is that it might have problems handling concurrent users trying to access a lot of bandwidth at the same time.

*BIG Homes (up to 6000 sq ft.) 4 story max (or 3 with a basement)*

*Great for really big Homes*

*Maximum Performance.*

### **Linksys Velop Tri-Band Home Mesh**

The Velop is the most expensive **RCN approved router** on our list, and for good reason. It boasts a maximum coverage area of 6000 sq feet utilizing 3 connected routers. It provides great performance at a distance for multiple concurrent users who all want to max out RCN's bandwidth. Set-up takes a little time and tweaking but overall, is relatively easy as mesh systems go.

There's so many more aspects of wireless routers to explore but knowledge of the basics is more than enough information for average user. The information we've provided on the **best routers for RCN** are given without bias toward any product. If you have a favorite brand in mind we didn't include, go to their website and look for those basics we've discussed to help you choose the right router for your needs.