



Template: Content Repurposing Workflow Checklist

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Based on Article: "Creating a Content Repurposing Workflow: Best Practices and Tools"

A practical checklist for streamlining your content repurposing process to enhance efficiency and ROI.

Checklist Items:

1. Conduct Content Audit

Identify high-performing pages for repurposing by analyzing traffic, backlinks, conversions, and relevance. Use available tools like Google Analytics and Screaming Frog.

Reference Section: Step 1 — Audit Your Existing Content

2. Export Baseline Metrics

Log into GA4 and export traffic data, pull impressions from Search Console, and gather backlinks from SEO tools. This provides the foundation for scoring content.

Reference Section: Step 1 — Audit Your Existing Content

3. Score and Prioritize Content

Utilize a scoring formula to evaluate content based on traffic, backlinks, recency, and conversions. Prioritize top 20% for repurposing.

Reference Section: Step 1 — Audit Your Existing Content

4. Define Repurposing Goals and KPIs

Establish clear objectives and KPIs for each type of repurposed content. Align formats with business outcomes to measure success effectively.

Reference Section: Step 2 — Define Repurposing Goals and KPIs

5. Map Content Formats to Goals

Align specific repurposed formats (like short-form videos and gated guides) with their primary goals and KPIs for more targeted distribution strategies.

Reference Section: Step 2 — Define Repurposing Goals and KPIs

6. Set a 90-Day Target Plan

Develop a 90-day plan to track the performance of your repurposed content against established benchmarks. Use this to inform future scaling or iterations.

Reference Section: Step 2 — Define Repurposing Goals and KPIs

7. Automate Routine Tasks

Implement automation tools like Zapier or Scaleblogger to streamline exports, content management, and distribution, thereby reducing manual workload.

Reference Section: Creating a Content Repurposing Workflow: Best Practices and Tools

8. Regularly Review Performance

Schedule periodic audits every few weeks to assess the performance of your repurposed content and make adjustments as necessary.

Reference Section: Creating a Content Repurposing Workflow: Best Practices and Tools