



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