Template: SEO Content Repurposing Checklist

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Based on Article: "The Role of SEO in Content Repurposing: Strategies for Success"
Website: https://scaleblogger.com

A practical checklist for effective SEO strategies in content repurposing.

Checklist Items:

☐ **1. Audit Existing Content**
Use analytics access to identify high-performing posts based on traffic and engagement metrics. Rank content for further repurposing based on their strategic fit.
Reference Section: Step 1: Audit and Prioritize Existing Content

☐ **2. Conduct Keyword Opportunity Analysis**
Utilize a keyword research tool to identify relevant keywords with medium competition and long-tail phrases that align with the content being repurposed.
Reference Section: Step 2: Keyword Optimization for Repurposed Assets

☐ **3. Select Appropriate Repurposing Formats**
Determine which formats (e.g., videos, newsletters, social posts) will best amplify the reach of the selected content by considering audience preferences and platform strengths.
Reference Section: Step 3: Choose Repurposing Formats with SEO Impact

☐ **4. Optimize Content for SEO**
Update titles, meta descriptions, and add internal links or schema markup as necessary to ensure that repurposed content is optimized for search visibility.
Reference Section: Step 4: Optimize and Publish Repurposed Content

☐ **5. Publish and Track Performance**
Release the repurposed content and monitor its performance against established KPIs over designated measurement windows (30/60/90 days).
Reference Section: Step 5: Distribute, Track, and Iterate

☐ **6. Iterate for Improvement**
After reviewing performance data, make necessary adjustments to content or distribution strategies and prepare for future repurposing efforts.
Reference Section: Step 5: Distribute, Track, and Iterate

☐ **7. Maintain Access to Tools**
Ensure you have ongoing access to essential tools like Google Search Console, keyword research tools, and media creation tools to streamline future repurposing efforts.
Reference Section: What You'll Need (Prerequisites)

8. Create a Content Inventory

Compile a comprehensive spreadsheet with URLs, publish dates, traffic counts, and target keywords to facilitate efficient monitoring and strategy adjustments.

Reference Section: What You'll Need (Prerequisites)