

[Marketing / Content](#)

Repurposing Content: How to Get More Out of Every Piece

Stefana Zarić Dec 05, 2023 10 min read

Contributor: Christine Skopec



What Is Content Repurposing?

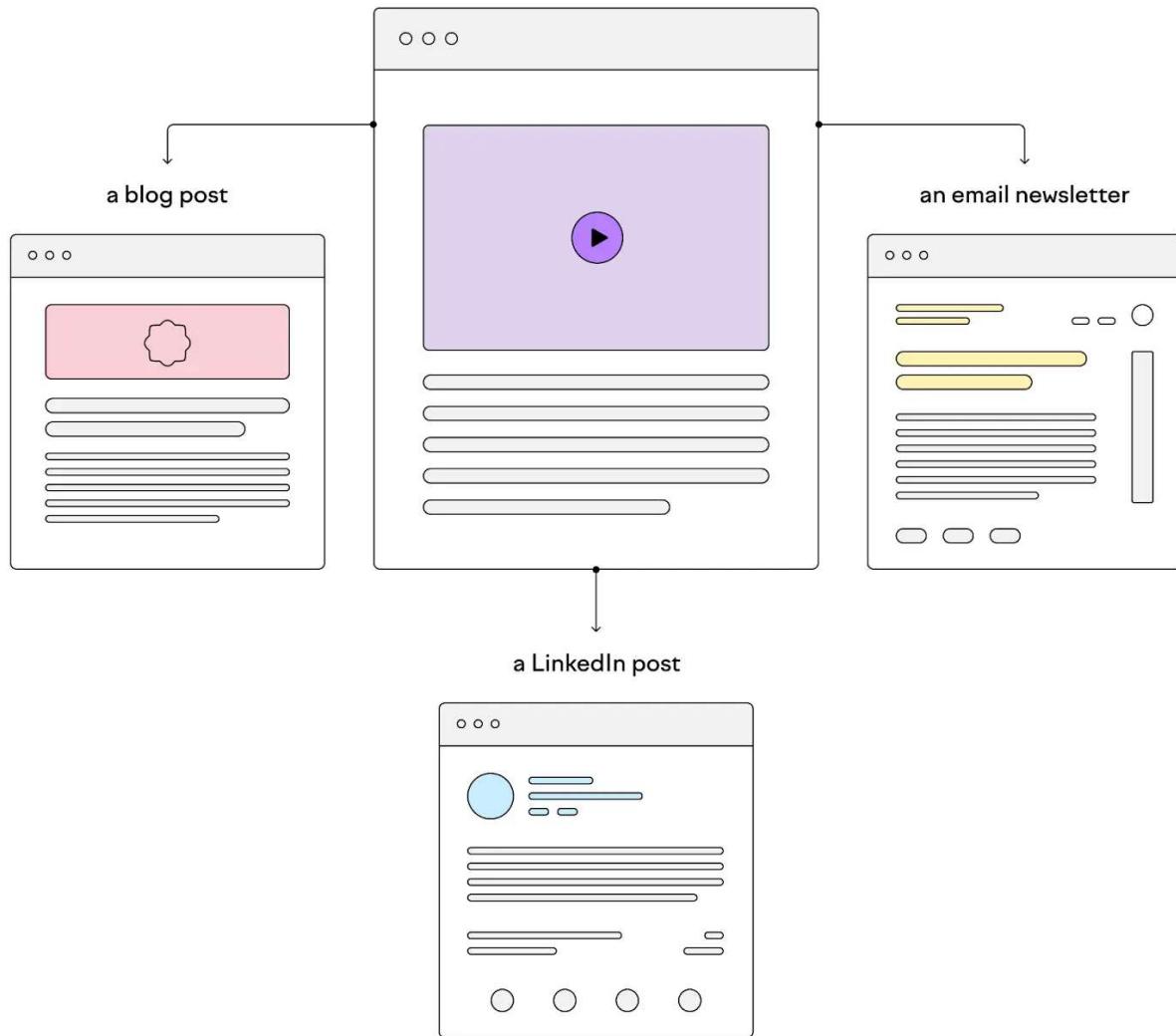
Content repurposing (also called content recycling) is the practice of adapting existing pieces of content to use them for different formats or platforms. To efficiently increase your content production and reach a wider audience.

For example, you can repurpose a blog post as a video. Or turn a webinar into a downloadable guide.

Just look at how one concept can translate into a variety of pieces:

[Table of contents](#) Share

A YouTube video can be repurposed into:



semrush.com

 SEMRUSH

Benefits of Repurposing Content

Recycling different pieces is an efficient and cost-effective way to create content.

More specifically, it can:

- **Increase reach:** Repurposing content expands its lifespan and allows it to reach new audiences and work across different platforms

- **Save money while increasing production:** Creating multiple pieces centered around the same content takes less resources than creating each of those same pieces from the ground up

It's no wonder our [2023 State of Content Marketing](#) report shows that 42% of marketers and business owners say that updating and repurposing content leads to content marketing success.



What Factors Lead to Success in Content Marketing?



Here's an example of how repurposing can yield these types of benefits:

Let's say you have a how-to blog post that's been very successful. So, you turn it into a YouTube tutorial to reach different segments of your audience who likely

You can even turn that same blog post into an infographic. Which you can share on social media.

How to Repurpose Content the Right Way

Copying and pasting content from one format or platform to another likely won't work.

Here's a content repurposing framework to help you do it right.

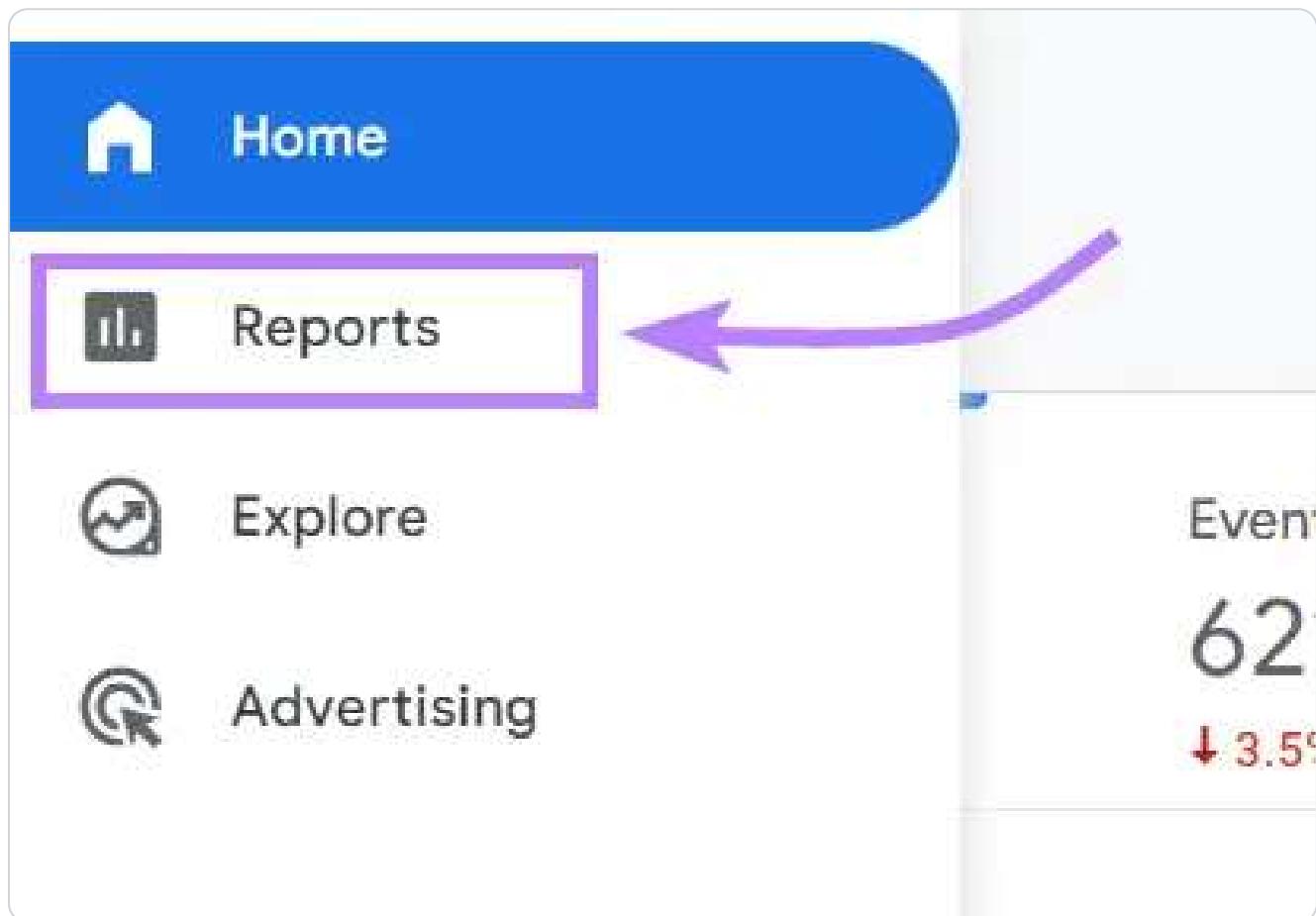
1. Identify Content Repurposing Opportunities

Your high-performing evergreen content is great for repurposing. Because it has a long shelf life and has already proven to be interesting to your audience.

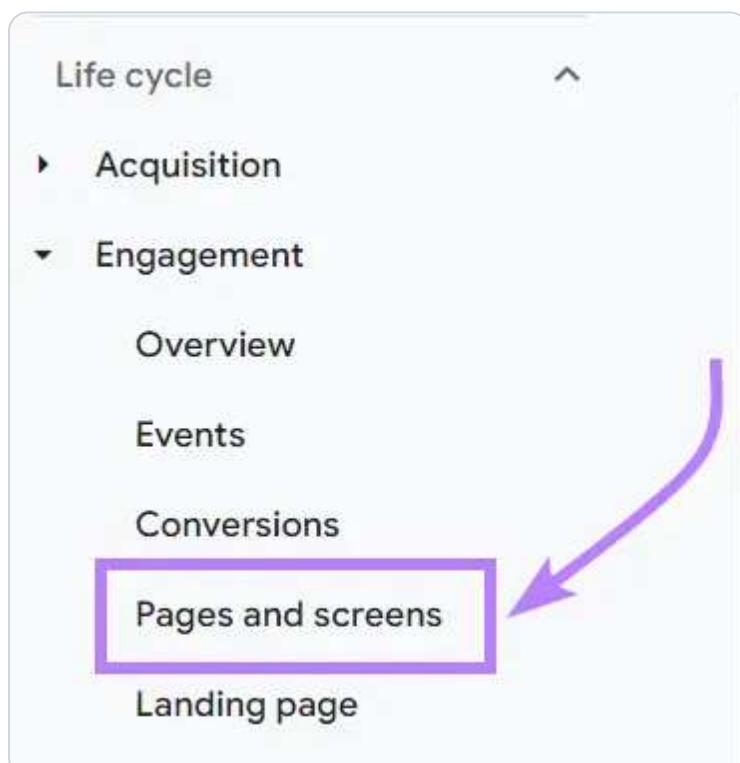
How do you find top performers?

Using website analytics tools like [Google Analytics](#).

Choose "**Reports**" in the left-hand menu.



Then, go to “**Life cycle**” > “**Engagement**” > “**Pages and screens**.”



Pages and screens: Page path and screen class

		Views	Users	Views per user	Average engagement time	Event count	Conversions
	Page path and screen class					All events	All events
		1,527,313 100% of total	91,813 100% of total	16.64 Avg 0%	3m 04s Avg 0%	4,521,017 100% of total	434,898.00 100% of total
1	/	173,772	43,835	3.96	0m 33s	1,056,631	29,068.00
2	/basket.html	147,203	12,481	11.79	2m 00s	354,633	75,151.00
3	/25thBirthday	71,180	17,481	4.07	0m 38s	182,957	6,270.00
4	/Google+Redesign/Apparel/Mens	63,180	13,261	4.76	1m 21s	149,181	463.00
5	/store.html	52,579	10,195	5.16	0m 55s	149,509	148.00
6	/signin.html	48,062	12,940	3.71	0m 10s	78,025	306.00
7	/Google+Redesign/Apparel	44,923	14,626	3.07	0m 51s	115,962	7,454.00
8	/Google+Redesign/Clearance	44,890	12,685	3.54	0m 50s	108,084	194.00
9	/Google+Redesign/New	40,440	9,768	4.14	1m 02s	94,822	379.00
10	/Google+Redesign/Stationery	39,100	11,620	3.36	0m 13s	85,559	8,600.00

And you can narrow down to more specific pages by choosing the folder your content is located in.

Like if you have blog posts located at yourwebsite.com/blog or guides located at yourwebsite.com/guide.

Pages and screens: Page path and screen class

Rows per page: 10 Go to:

Look into views to see which pieces are most popular. And the average engagement time to see which of those pieces users are devoting the most time to.

Make note of which of these pages contain evergreen content that you can repurpose.

And remember that some seasonal content can be recycled as well.

If you have a blog post titled “10 Holiday Decorating Ideas,” you can repurpose it

2. Choose the Right Format and Platform for the Piece

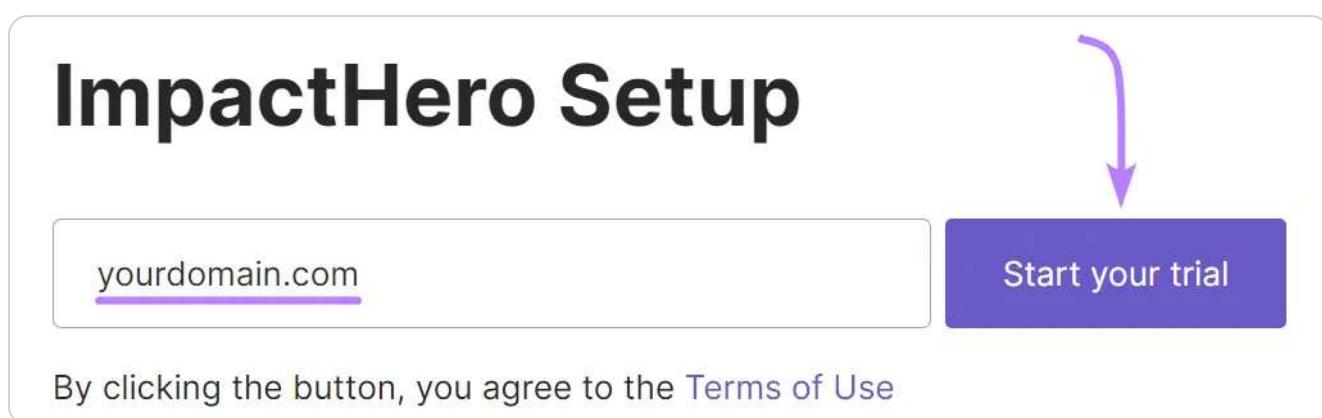
To maximize your content's potential, it's critical to choose the right format and platform for repurposing.

Your choice should be aligned with the original message. But translated in a way that appeals to a different audience.

It's a good idea to look into which content types tend to perform best for you. To help you determine which formats to focus on most when repurposing.

You can look into performance metrics for social media using platform-specific analytics tools. To do this for website content, try [ImpactHero](#).

Open the tool and enter your domain.



Set up the tool by adding the tracking code to your website or to Google Tag Manager. Then, click the "**Get Started**" button. (Visit the detailed [ImpactHero guide](#) if you need more guidance.)

Domain

yourdomain.com 

Installation method

 [How to add tracking code?](#)

Google Tag Manager

HTML

Add ImpactHero Main Tag to track the events

Campaign ID

Add your Campaign ID to set up the main tag.



ImpactHero Main Tag 



Setting up targeted user actions

 [How to set up goals in code or GTM?](#)

ImpactHero triggers a conversion event if the visitor submitted an email address or phone number. Set up custom goals to track other important events.

Name	Goal ID	Value (\$)
Submitted forms (default) 		0 
+ Add goal		

Complete setup

If you have already added the tracking code to your site, click on the button

 **Complete campaign setup →**



Data will show up in the tool after about a day.

Then, make adjustments to ensure the tool is only evaluating the URLs you'd like to have analyzed. And click "**Recalculate data**."



Content scope

By default, we provide metrics based on the entire website content. You can narrow your content scope to get metrics on specific content only.

Search URL, subpath or subdomain...

▼ example.com

URLs without subfolders

/blog/

/blog-post-seo/

/blog-seo/

/blogging/

▶ /ebooks/

After applying new scope, we will recalculate all the historical data.
This process can take some time.

You can now open the “**Explorer**” report to see performance metrics for individual URLs at different phases of the funnel.

The screenshot shows the Impact Hero platform interface. At the top, there are tabs for Overview, Explorer (which is highlighted with a purple arrow), Analytics, and User Flow. To the right are links for Knowledge Base, Send feedback, Log out, and Back to Semrush.

Below the tabs, there's a header bar with campaign details: Campaign: Demo example.com, Content scope: 1,343 urls, 7 folders, Goals: 2 goals, and a date range from Sep 20 - Oct 19, 2023.

The main content area is divided into three tabs: Attraction (4 insights, 6 alerts), Impact (2 insights), and Conversion (2 insights). Under the Impact tab, there's a section titled 'Insights' with four items:

- Check the content structure of 115 pages
- Check the quality of 178 pages
- Promote 21 pages more actively
- We have found 341 evergreen Reach pages

Under the 'Alerts' tab, there are four items:

- External Traffic increased for 7 pages
- External Traffic dropped for 7 pages
- Avg. Bounce Rate increased for 3 pages
- Avg. Bounce Rate dropped for 2 pages

The 'Content' tab displays a list of 1,196 pieces of content. The columns include Content, External Traffic, Avg. Bounce Rate, Avg. Engagement Score, Traffic Sources, and Insights. Each row shows a snippet of the content, its URL, traffic numbers, and growth percentages, along with a color-coded bar chart for engagement score and a 'Traffic Sources' section.

As you review top-performing pieces, make note of any patterns you see about which content types are most successful (guide, list, etc.) To pick suitable content formats.

But don't forget to consider the platform as well. Will you publish on a third-party website, post on social media, send content via email, or do something else? Each platform has its own unique audience and lends itself to different formats.

Here are some repurposing ideas to consider:

- Data-rich blog posts or statistical content > infographics
- Webinars > recap blog posts with key takeaways

- Detailed guides and blog posts > podcast episodes
- A series of related blog posts > a comprehensive ebook
- Educational blog posts > quiz questions or social media polls
- Video or written interviews > **snackable content** like social posts with quotes or key takeaways

For example, take a look at how Semrush repurposed a blog post about launching a website into a shareable checklist distributed on social media.

2023 Website Launch Checklist (Pre-Launch and Post-Launch)

Dana Nicole | Sep 13, 2023 | 13 min read

TABLE OF CONTENTS

- Website Pre-Launch Checklist
1. Check Redirects
2. Develop Your On-Page SEO Strategy
3. Review Copy and Media
4. Review Your Website's Branding and Design
5. Check Your Site on Different Devices
6. Test Your Website on Different Web Browsers
7. Compress Your Images
8. Create an XML Sitemap
9. Check Your Robots.txt File

Launching a new website is an exciting milestone. But identifying what to do before launching can be overwhelming. However, with our website launch checklist, you don't need to stress. We cover everything from pre- to post-launch so you know what to do. Let's get started.

Website Pre-Launch Checklist

Here are the items to check off your list before launching your site:

2023 website launch checklist (pre-launch and post-launch)

Launching a new website is an exciting milestone. With our website launch checklist, you don't need to stress.

- ✓
- ✓
- ✓
-

3. Determine Your Target Audience

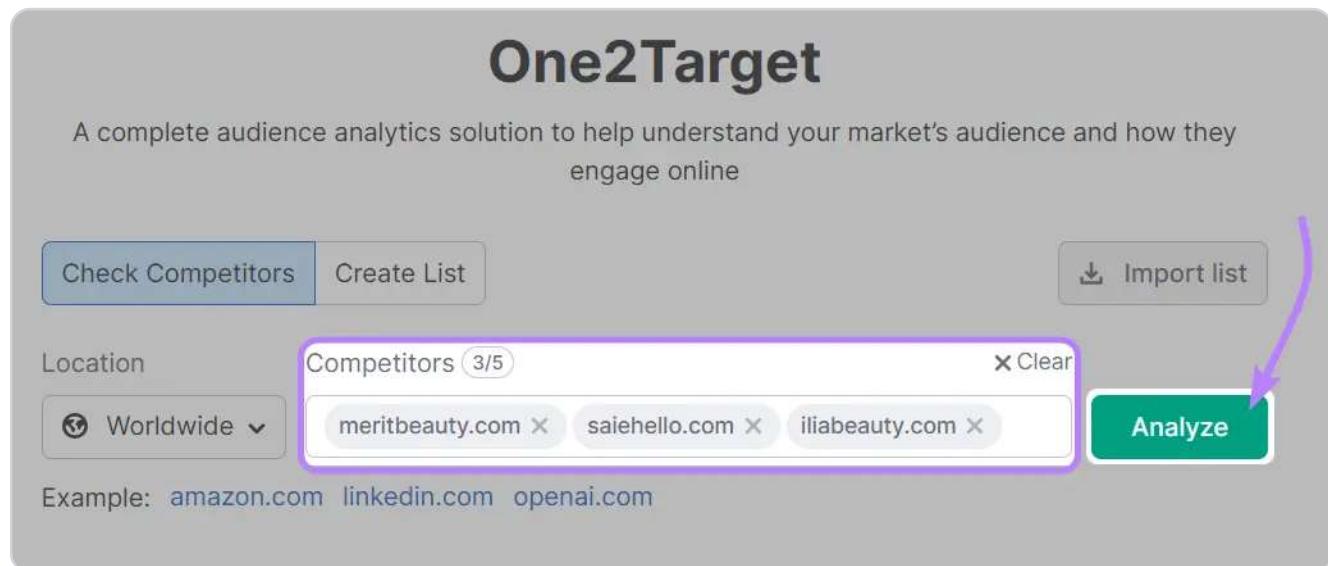
Clearly defining your audiences ensures your new pieces of content will appeal to specific people. And help you measure performance.

It's OK if the goal of the repurposed piece differs from the original one.

For example, a piece of content that was initially created to raise awareness via organic search can now be repurposed into something that will increase

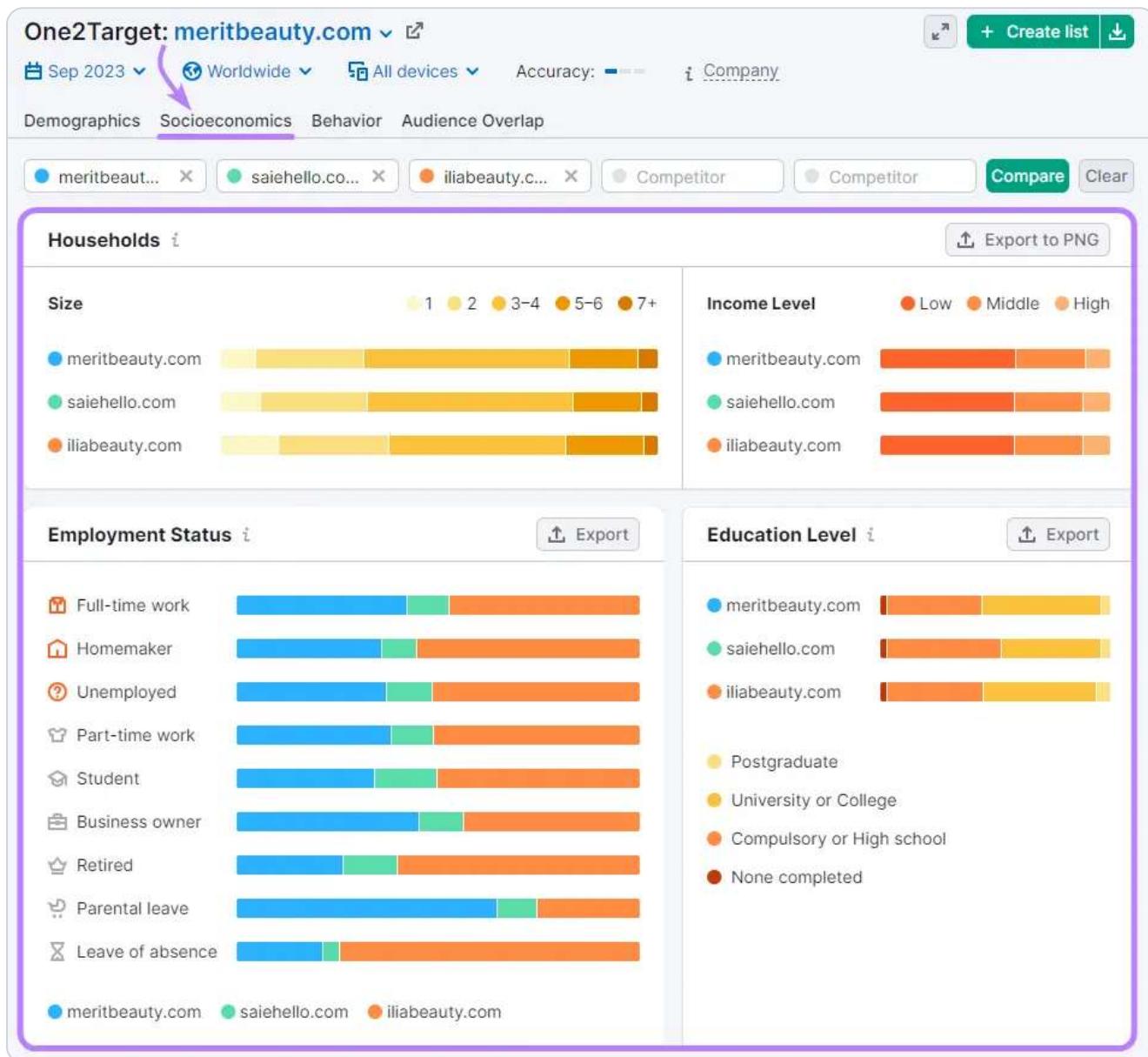
To learn more about a new audience's behavior and interests, use Semrush's **One2Target** tool. You can use it to look into a competitor who's already active on a platform you want to create for.

Open the tool and choose the desired location. Then, enter a competitor's domains and click "**Analyze**."



You'll see the demographics report with details about your target audience, such as age and country.

Now, navigate to the "Socioeconomics" tab to see details about the audience's household size, educational level, and income.



Go to the “**Behavior**” tab next.

In this report, you can learn about the audience's interests and which device types they use. You can even see which social media platforms they visit most frequently to inform your future content repurposing efforts.

Social Media

Social Media	meritbeauty.com	saiehello.com	iliabeauty.com
YouTube	146.8K 95.26%	25.7K 62.74%	151.9K 76.46%
Facebook	119K 77.21%	17.1K 41.67%	170.3K 85.69%
Instagram	114.5K 74.34%	20.1K 49.06%	122.8K 61.79%
TikTok	80.5K 52.23%	14.4K 35.01%	71.9K 36.18%
Twitter	79.3K 51.45%	10.2K 24.91%	57.6K 29%
Reddit	79K 51.27%	23K 56.09%	96.7K 48.68%
Tumblr	43.8K 28.42%	234 0.57%	4.2K 2.11%
Pinterest	39.9K 25.91%	9.9K 24.17%	24.4K 12.26%

Devices

Device	meritbeauty.com	saiehello.com	iliabeauty.com
Desktop	80%	70%	60%
Mobile	20%	30%	40%

What widget would you add to One2Target?

We want to improve our Behavior report. Let us know what you think!

4. Optimize the Content for Your Chosen Format and Platform

Optimizing your new piece of content for the particulars of the platform increases its chances of performing well.

For example, you can use different **on-page SEO** techniques (practices like using relevant keywords that optimize your webpage content) when repurposing a webinar into a blog post. Which improves its probability of ranking.

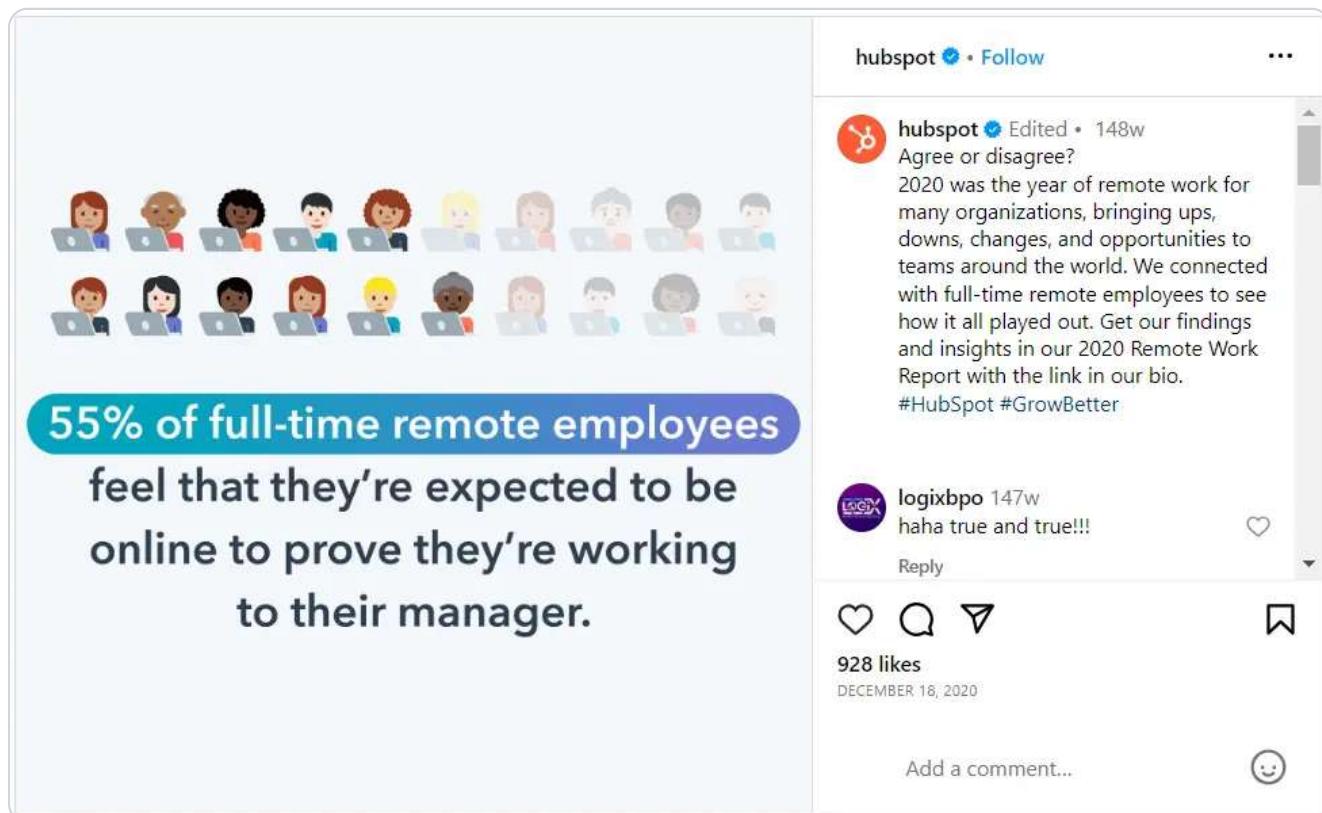
If you're creating an email campaign based on a high-performing blog post, you need to consider how people read emails. That means you'll need an attention-

When repurposing content for social media, leverage hashtags to increase visibility. And adapt your language for the platform—what works on LinkedIn may not work on Instagram.

Or, if you're repurposing a long YouTube video into a few Shorts or TikTok videos, you should go from a horizontal format to a vertical format to optimize for the platform.

Need some inspiration?

See how HubSpot repurposed a statistic from their report on remote work into an interesting visual for Instagram:



Content Repurposing Examples

Let's dive into a few concrete ways you try content repurposing.

You can expand your content's reach by adapting and sharing your blog posts on external websites.

Two common forms of this include writing guest posts and publishing on Medium or LinkedIn.

Writing a guest post with repurposing in mind essentially means you're creating a fresh, original piece of content inspired by the original article on your website. But you adapt the tone and style to cater to the host website's audience and preferences.

For example, take a look at this guest post by Salesforce's CEO Marc Benioff on TechCrunch's website:

Hello, iPad. Hello, Cloud 2.

Marc Benioff @Benioff 3:06 AM GMT+2 • March 30, 2010

Comment

Editor's note: What does the iPad have to do with cloud computing? Glad you asked. In this guest post [Marc Benioff](#), chairman and CEO of [salesforce.com](#), explains how liberating the iPad will really be.

your post.

Turning Webinar Recordings into Multiple Content Pieces

As they're typically educational and value-packed, webinars are ideal for repurposing into different content formats.

For example, you can turn the webinar into a blog post or a series of articles. Or divide the webinar recording into various pieces and share them as short videos on social media.

And if you've hosted guest speakers, you can extract their quotes to use in blog posts and other written content.

Visualizing Written Content

Turning core ideas from written content like ebooks into a visual format like an infographic can quickly and effectively convey the same information.

Infographics can condense data into digestible visual elements that grab your audience's attention more easily or tell a compelling story without relying heavily on text.

Your visual content can also rank better in Google Images if you use proper [alt text](#) —the written description that's read aloud by screen readers and displayed when the image fails to load. Which can give your SEO efforts a boost.

For example, Alfaa UV's infographic appears in Google Images for the search term "benefits of drinking water":

11 Health Benefits That You Can obtain When You Replace ALL DRINKS WITH WATER

BENEFITS OF DRINKING WATER

- You lose weight at a faster rate
- You flush out toxins from your body
- You improve your muscles endurance & flexibility
- Your ability to focus and concentrate gets sharper
- You boost your metabolic rate
- You get a glowing and healthier skin complexion
- You are re-energized and it uplifts your mood
- Water Improves blood circulation
- You Are Able To Stimulate Your Digestive System
- Water Promotes the Growth of Healthy Hair
- You lower the risk of many diseases

www.alfaauv.com

ALFA THE UV EXPERT

11 Health Benefits of Replacing all Drinks with Water - Alfaa UV

Visit >

Grouping Multiple Pieces of Content

You can repurpose existing content by grouping pieces that cover similar topics into a more extensive resource.

For example, if you have separate blog posts on specific steps in recruiting, you can put them together into a comprehensive PDF guide that covers the entire recruiting process.

You can also use a successful piece of content (like a blog post or podcast episode)

Turning Articles Into Videos

Another effective way to repurpose content is to turn written work into videos. Tools like the [AI Social Content Generator](#), [AI Video Marketing Automator](#), and [Video Marketing Platform](#) simplify this process.

They enable you to convert your articles or blog posts into engaging videos with just a few clicks.

With as little as one line of text, the [AI Social Content Generator](#) can take your existing content or ideas and turn them directly into video content.

The screenshot shows a user interface titled "What do you want to make?" featuring nine different post creation options:

- Text to Post**: Generate ready-to-post creatives with a one-line of text. Options: videos, images, carousel.
- E-comm Product Post**: Convert your products into stunning social media posts. Options: videos, images, carousel.
- Blog to Post**: Switch from text to videos & carousels in seconds. Options: videos, carousel.
- Script to Post**: Bring your scripts to life. Copy and paste any script and convert it into videos/carousels. Options: videos, carousel.
- Business to Post**: Give more details about your business and make AI generate business-centric posts for you. Options: videos, images, carousel.
- Meme Post**: Unleash your quirkiness with AI generated memes - give a new life to your social media. Options: images.
- Special Day Post**: Create stunning social media posts for holidays and festivals in just one click. Options: images.
- Quote to Post**: Turn famous quotes into visually appealing social media posts. Options: images.
- Manual Post**: For the hardcore designers. Those who want 100% control on how posts are created. Options: videos, images, carousel.

Similarly, the [AI Video Marketing Automator](#) allows you to easily repurpose your content by creating videos using your content or AI prompts.

The screenshot shows a sidebar with icons for Projects, Streams & recordings, Uploads, and Templates (which is selected). The main area displays three template cards:

- URL to Video**: Creates a video from a website.
- AI Prompt**: Enter a topic and let AI write your script.
- Blank**: Create a video from scratch or paste in your text.

And with the [Video Marketing Platform](#), you can edit, live stream, and store your videos in one place without the need for a video production agency or prior experience.

With this platform, you can complete the entire video creation process without paying for multiple subscriptions or downloading heavy software.

The sidebar on the left shows the following navigation items:

- Projects
- Streams & recordings
- Uploads
- Templates**

The main content area features a search bar and a dropdown for "All video formats". A large heading says "Free Video Templates". Below it, a sub-section titled "Live streaming" shows a preview of a live stream with a woman in a yellow jacket. Other sections include "Image Templates", "Live Streaming", "Trending", "Social Media", "Ads & Promo", "Industries", "Use Cases", and "Holidays".

Check out our other post for more detailed instructions on how to [turn articles into videos](#).

Content Repurposing Across Different Platforms

After you've repurposed existing content into new formats, think about how you're going to [promote that content](#). To help it reach even more people.

For example, your go-to tactic for distributing blog posts might be email marketing.

But what if you recently created a series of short videos based on a guide?

You can share them on YouTube, TikTok, and Instagram. And those same videos could reach very different audiences on each platform.

Here are some additional ways to maximize your repurposed content's reach:

- Arrange co-marketing activities with your partners, including guest posting and mentions in newsletters
- Use event marketing to distribute promotional material that you've created based on blog posts or guides

Measuring Success

Repurposing high-performing content is a good starting point. But you need to monitor performance to understand whether your efforts are working.

First, define your key performance indicators (KPIs) so you can compare similar content types.

The KPIs you'll measure will vary depending on the content format and platform

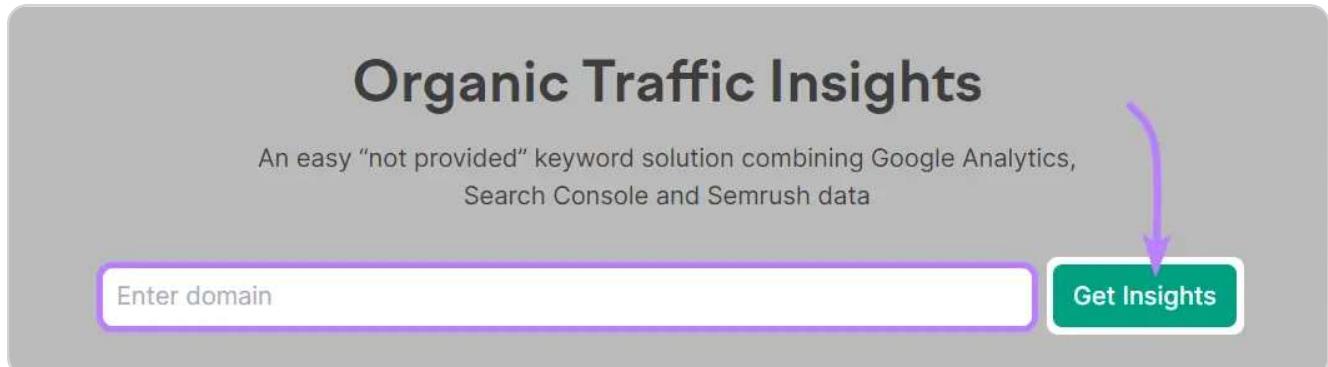
- **Website traffic** like views and users
- **Engagement metrics** like average engagement rate, shares, comments, and saves
- **Conversion metrics** like total conversions and conversion rate
- **SEO metrics** like keyword rankings and organic traffic

You can also use Semrush tools to measure success and monitor performance:

Organic Traffic Insights

Organic Traffic Insights lets you combine your Google Analytics, Google Search Console, and Semrush data into a single dashboard. Which you can use to see how well your content is performing.

Open the tool and enter your domain. Then, click on “**Get Insights**.”



Follow the instructions on the next screen to connect your Semrush account with Google Analytics and Google Search Console. And allow access to your Google account when prompted.

The screenshot shows the SEMrush 'Organic Traffic Insights settings' interface. On the left, a purple sidebar lists 'Organic Traffic Insights settings' and two steps: '1 Connect Account' (selected) and '2 Location and Device'. The main content area is titled 'Connect Your Google account'. It includes fields for connecting Google Analytics (Account, Property, View) and Google Search Console (Property). A purple arrow points from the 'Google account' text at the top to the 'Account' dropdown in the Google Analytics section. A 'Reset account' button is in the top right. Below the connection fields are 'Troubleshooting' and 'Location and Device' links.

Organic Traffic Insights settings

1 Connect Account

2 Location and Device

Connect Your Google account

Google account

Reset account

Google Analytics i

Account Select item

Property Select item

View Select item

Google Search Console i

Property Select item

Troubleshooting ↗

Location and Device →

Choose a location and device type in the next step. And click “**Go to Organic Traffic Insights.**”

The screenshot shows the SEMrush 'Organic Traffic Insights settings' interface. On the left, a sidebar has two sections: '1 Connect Account' and '2 Location and Device'. The 'Location and Device' section is highlighted with a purple background. At the top right, the title 'Choose Location and Device' is displayed. Below it, there are fields for 'Location' (set to 'United States') and 'Device' (with tabs for 'All', 'Desktop', 'Mobile', and 'Tablet', where 'All' is selected). A large purple arrow points downwards from the sidebar towards a green button labeled 'Go to Organic Traffic Insights'.

Organic Traffic Insights settings

1 Connect Account

2 Location and Device

Location

United States

Device

All Desktop Mobile Tablet

← Connect Account

Go to Organic Traffic Insights

Under “Landing Pages,” you can track metrics like the number of visitors, sessions, and conversions for all of your website content.

Organic Search Traffic

Users	New Users	Sessions	Engaged Sessions	Avg. engagement time	Engagement rate	Conversions
500 +2%	453 +2%	603 0	331 -1%	00:00:28 -12%	54.89% -1%	132 +6%

Landing Pages

Landing Page	Keywords		Users		Sessions			Engagement Rate	Conversions (% of total)
	Semrush	GSC	All	New	All (% of total)	Engaged Sessions	Avg. Engagement time		
[REDACTED]	335 0	1173 -63	216 +15%	185 +13%	240 +15%	161 +14%	00:00:18 -10%	0.67 -1%	108 -3%
[REDACTED]	0 0	0 0	47 -13%	1 +100%	65 -10%	5 +100%	00:00:00 0	0.08 +100%	5 +100%
[REDACTED]	143 0	284 +13	53 -22%	52 -20%	56 -25%	33 -21%	00:00:36 +16%	0.59 +5%	0 -100%
[REDACTED]	103 0	235 -19	25 -26%	23 -32%	26 -28%	14 -26%	00:02:00 +43%	0.54 +2%	0 0
[REDACTED]	78 0	130 -37	21 -28%	23 -23%	24 -23%	13 -28%	00:00:21 -40%	0.54 -7%	0 0
[REDACTED]	13 0	52 +5	19 +533%	19 +533%	20 +567%	4 +100%	00:00:23 -82%	0.2 -70%	0 0
[REDACTED]	13 0	31 -5	14 -26%	13 -28%	15 -21%	9 -31%	00:00:45 +29%	0.6 -12%	0 0



USA, 800 Boylston Street, Suite 2475, Boston, MA 02199

mail@semrush.com

Get started with Semrush!

[or see our plans & pricing](#)

SEMRUSH

- Features
- Pricing
- Success Stories
- Stats and Facts
- Insights
- News

COMPANY

- About Us
- Newsroom
- Careers
- Partners
- Legal Info
- Privacy Policy
- [Cookie Settings](#)

MORE TOOLS

- [Do not sell my personal info](#)
- [Analytics Reports](#)

[Agency Partners](#)[Global Issues Index](#)[Affiliate Program](#)[Contact Us](#)[SEOquake](#)**HELP**[Sensor](#)[Knowledge Base](#)[Prowly](#)[Academy](#)[Kompyte](#)[Semrush API](#)[App Center](#)**COMMUNITY**[Enterprise SEO](#)[Semrush Blog](#)[Free Tools](#)[Webinars](#)**LANGUAGE****English**[Español](#)[Deutsch](#)[Français](#)[Italiano](#)[Português \(Brasil\)](#)[日本語](#)

© 2008–2024 Semrush. All rights reserved.

SEM RUSH

Repurposing content isn't just a way to increase your production with fewer resources. It's also a way to reach new people and drive success across multiple channels.

If you're ready to get started, make sure you're equipped with the right tools. Like [ImpactHero](#), which can help you find your top-performing pieces and content.



Analyze Your Content

with ImpactHero

Try for Free →

This post was updated in 2023. Excerpts from the original article by Maria Raybould may remain.

Share



STEFANA ZARIĆ

Stefana Zarić is a content marketing specialist with over 5 years of experience in writing and building content strategies for clients from the HR, finance, and marketing industries, in English and Spanish.

Subscribe to learn more about Content

[Subscribe](#)

By clicking "Subscribe" you agree to Semrush [Privacy Policy](#) and consent to Semrush using your contact data for newsletter purposes

More on this

Repurposing Content: How to Turn Articles into Videos

Learn how to turn your blogs into videos in just a few minutes with tools available from the Semrush App Center.

Content 7 min read

Evergreen Content: What It Is & How to Create It

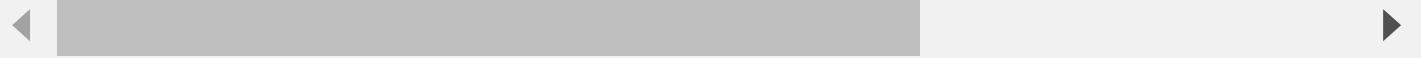
Evergreen content is content that remains relevant for a long period of time. Discover its role in SEO success.

Content Sep 16, 2023 12 min read

Snackable Content: Its Types, and How to Create It

Snackable content converts quickly and effectively. Learn what it's important and how to

Content 9 min read



Boost your digital marketing efforts

Get free trial