



Content Marketing Hub ▶ Content Production ▶ Repurposing Content



Repurposing Content

Written by [Brian Dean](#) Last updated Jun. 05, 2024

What Is Repurposing Content?

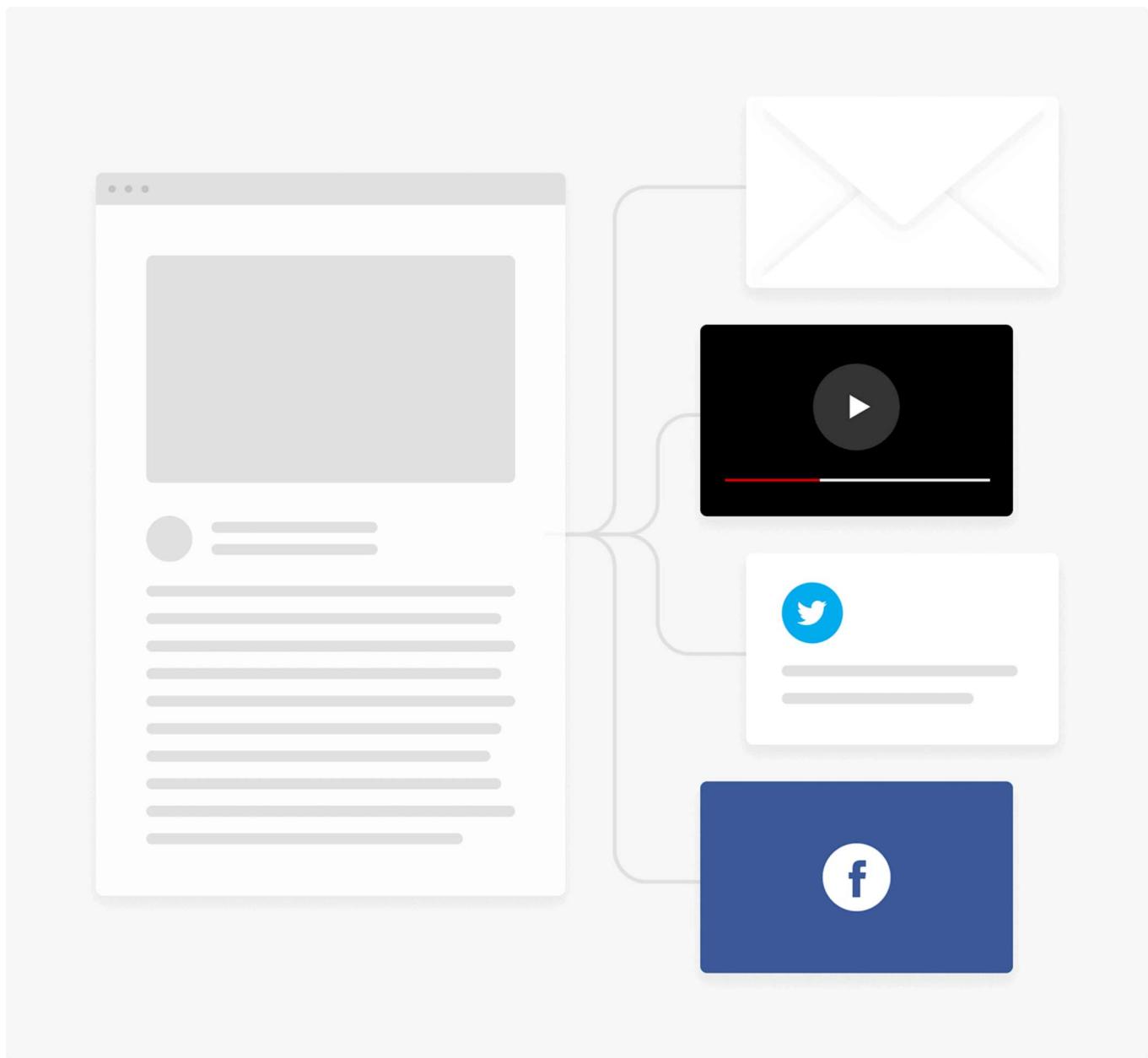
Repurposing content (also known as “content recycling”) is the practice of reusing all or elements of existing content in order to expand that content’s reach. Repurposed content is typically transformed into a new format (for example, turning a blog post into an infographic).

Why Is Content Repurposing Important?

The #1 benefit of repurposing content is that it makes content MUCH easier to scale.

In other words: you don’t need to write every post, shoot every video and design every infographic from scratch.

Instead, you can use a piece of new content as the basis for posts, videos, social media posts, webinars and more.



Another cool thing about content repurposing is that it allows your content to get in front of a completely new audience.

For example, originally I published [this on-page SEO guide](#) in 2013.

ON-PAGE SEO:

The Definitive Guide

Written by [Brian Dean](#) | Last updated May. 15, 2024 | In collaboration with Semrush

This is a complete guide to on-page SEO in 2024. Explore the factors that can make or break your SEO success.

In this new guide you'll learn how to:

- Optimize your content for search engines
- Create SEO-friendly URLs
- Write compelling and click-worthy titles
- Create original and helpful content
- Seamlessly integrate keywords into your content
- Lots more



And about two years ago I realized that this content would be **PERFECT** as the basis for a YouTube video.

So I created this video based on the material that I covered in my guide.



I made a few tweaks here and there. But for the most part, this video was a video version of my guide.

Despite being 75%+ recycled content, that video has done really well. In fact, it has over 298k views to date.

9 TACTICS TO OPTIMIZE EVERY PAGE OF MY WEBSITE



▶ ▶ | 0:20 / 9:52 • Intro > II CC ⚙ □ □ □ □

On Page SEO - 9 Actionable Techniques That Work



Brian Dean ✓
557K subscribers

Subscribe

Like 6.8K

Dislike

Share

...

298K views 3 ago How to Get Higher Google Rankings

Today you're going to learn 9 of my favorite on-page SEO strategies.

I probably don't need to tell you that on-page SEO has changed a lot over the last few years. Today, Google ...more

Question is:

How do you actually repurpose your content? Well, that's what we're going to cover next.

Best Practices

Find Evergreen Content Pieces

Your first step is to find content on your site that's ripe for repurposing.

In general, I recommend that content marketers focus almost 100% of their efforts on **Evergreen Content**.

And one of the reasons for that is that evergreen content is **PERFECT** for repurposing.

I'll explain...

Let's say that you publish a new post about an announcement that Apple just made.

Well, by the time you turn that post into another format, that announcement is yesterday's news.

On the other hand, if you published an evergreen post (like the best ways to clean an iPhone), you have plenty of time to repurpose that post multiple times.

If you don't publish 100% evergreen content on your site, no worries. All you need to do is find the posts from your site that ARE evergreen.

Then, use repurpose those old blog posts into new formats.

Here are a few ways to find content that's ripe for repurposing.

- **Google Analytics:** Look at your “landing pages” report in [Google Analytics](#).

Landing page	⊕	↓ Sessions	Users	New users
		649,155 100% of total	421,186 100% of total	376,098 100% of total
1	[REDACTED]	71,970	46,117	596
2	[REDACTED]	23,755	18,116	14,209
3	[REDACTED]	21,528	19,507	17,257
4	[REDACTED]	21,388	18,618	17,056
5	[REDACTED]	13,771	9,028	7,293
6	[REDACTED]	13,267	11,393	10,131
7	[REDACTED]	12,837	10,370	8,623
8	[REDACTED]	12,826	8,996	7,105
9	[REDACTED]	12,079	7,891	6,337
10	[REDACTED]	11,859	8,775	7,427

This report shows you pages that bring in the most traffic. Which means people are LOVING your content. And there are probably other people on other platforms that would be interested in checking it out.

- **YouTube Analytics:** This is the same approach but with the [YouTube Studio](#). Find videos that have done well... and turn them into podcast episodes or blog posts.

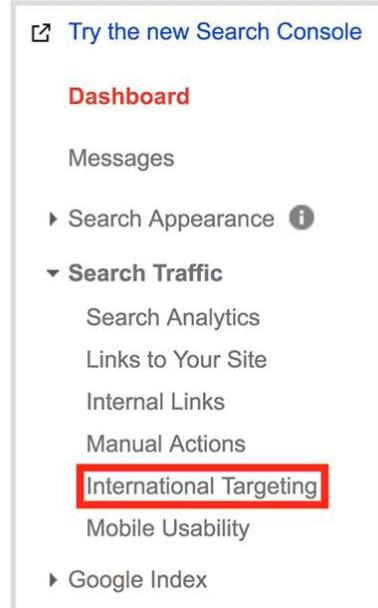
Content	Views ↓
<input type="checkbox"/> Total	72,266
<input type="checkbox"/>  11:35 SEO for Beginners: Rank #1 In Google (2023)	24,494 33.9%
<input type="checkbox"/>  12:44 SEO for Beginners: Rank #1 In Google (FAST)	8,592 11.9%
<input type="checkbox"/>  14:11 Complete Copywriting Tutorial - Examples, Tips and Fo...	6,688 9.3%
<input type="checkbox"/>  10:05 Link Building: How to Get 1,347 Backlinks Every Month	4,528 6.3%
<input type="checkbox"/>  13:43 How to Get More Views on YouTube (NEW Strategy)	3,258 4.5%
<input type="checkbox"/>  12:45 How I Grew My Newsletter to 91,892 Subscribers (With...	2,465 3.4%
<input type="checkbox"/>  16:04 How I Built a \$2.9M SaaS Company	2,020 2.8%

- **Post-By-Post:** Go through your blog feed one-by-one and jot down any that are still relevant today. In some cases, you might have to update the content before you repurpose it, which is perfectly OK.

For example, in [our guide to the Google Search Console](#), we had a few screenshots and tips that needed updating.

So the next step is to set your target country inside the GSC.

1 Click the “International Targeting” link (under “Search Traffic”)



2 Click the “Country” tab



So if I wanted to do a podcast episode based on this guide, I'd make sure to update the post first.

Adapt the Content To Each Format

Your repurposed content needs to be 1:1 match for the format you're using.

Which takes work.

Reciting a blog post in front of a camera will technically result in a video. But it's going to be super boring.

On the other hand, using an article as the basis of a video could totally work. Especially if you added sound effects, transitions and other features to make the episode work well for video.

And it's the same for audio, slide decks, infographics, white papers, case studies ...or any other format that you're working with:

If you want the repurposed content to work, it needs to be adapted to each format.

Let's see how this works with an example.

In 2016, we published a very popular search engine ranking factors industry study.

The screenshot shows the homepage of backlinko.com. The header features the 'BACKLINKO' logo and navigation links for 'Home', 'About', and 'Newsletter'. A teal banner at the top states 'WE ANALYZED 11.8 MILLION GOOGLE SEARCH RESULTS' and 'Here's What We Learned About SEO'. To the left of the banner is a white box showing '14,208 shares' with social sharing icons for Twitter and Facebook. Below the banner is a stylized graphic of a Google search results page with various colored bars (blue, green, yellow) representing different ranking factors. At the bottom of the page, there is a bio for Brian Dean and a quote about the study's purpose.

 by Brian Dean · Updated Apr. 28, 2020

We recently analyzed 11.8 million Google search results to answer the question:

Which factors correlate with first page search engine rankings?

Around the same time, I started doing more and more speaking engagements. So instead of creating a presentation from scratch, I used the results of our study as the basis for a keynote.

How to Crush it with SEO in 2016 (The Secret? Google's New Ranking Factors)



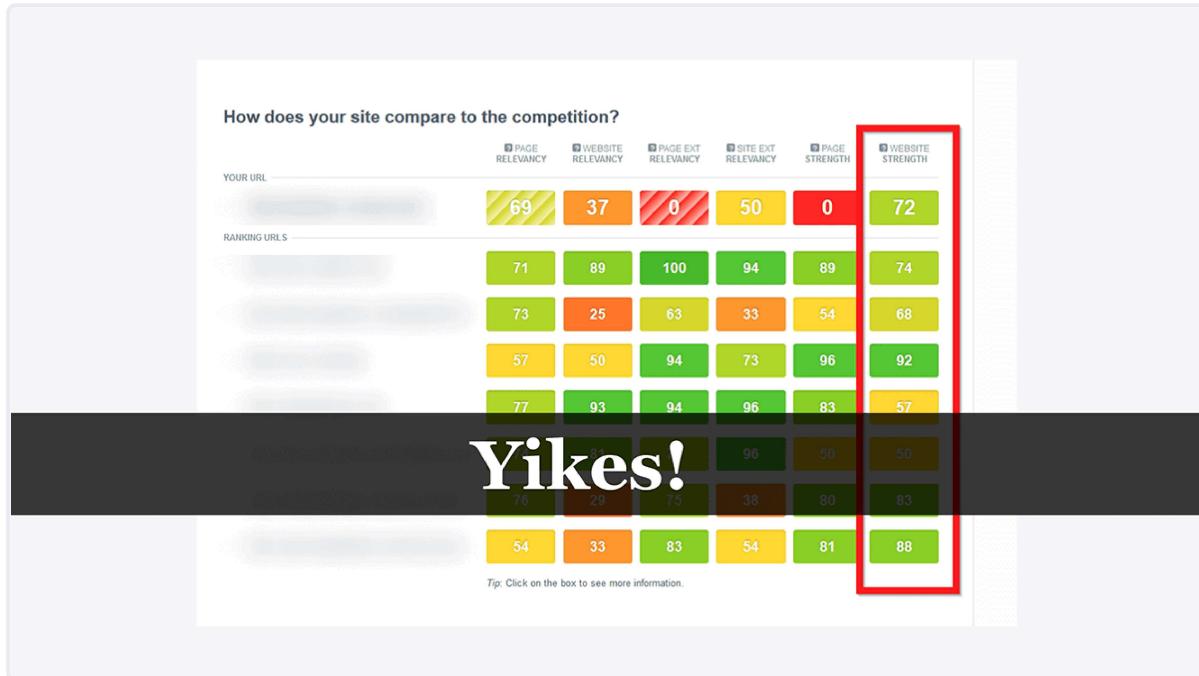
Brian Dean
Founder, Backlinko

Obviously, walking an audience through a bunch of results would put people to sleep. So I made sure to tweak the content so that it would work as a presentation.

Specifically, I told a few personal stories.



And added a few jokes to lighten things up.



(Jokes that would have been totally out of place in the original report.)

And because I adapted the content to the live presentation format, people really enjoyed my talks.

Let's take a look at one more example...

One of our most popular posts over the last year or so has been this [SEO checklist](#).

The Complete SEO Checklist

Last updated Jun. 05, 2024



Written by [Brian Dean](#)



Having grown numerous brands' organic traffic, these are some of the best strategies and techniques that provide us with a roadmap. It works for [e-commerce stores](#), [Shopify sites](#), [local businesses](#), and affiliate sites among others.

And I knew that it would also work really well as a YouTube video.

But I also knew that this content would need A LOT of adapting to this new format.

Why?

Well, the original post had around 40 total steps.

Everything on this list is working GREAT right now.

So if you want **higher Google rankings** in 2024, you'll love today's checklist.

Let's dive right in...

- [SEO Basics Checklist](#)
- [Keyword Research Checklist](#)
- [On-Page SEO Checklist](#)
- [Technical SEO Checklist](#)
- [Content Checklist](#)
- [Link Building Checklist](#)
- [Bonus #1: Advanced SEO Tips and Tactics](#)
- [Bonus #2: Case Studies and Examples](#)
- [Conclusion](#)

How To Use This SEO Checklist

Hey, I'm Brian Dean.

That's way too much to cover in a single video. Plus, a lot of the steps (like setting up the Google Search Console) would be super boring to watch on video.

So instead of just reading the post as-is, I used bits and pieces from the checklist for the video.

For example, I covered some of the technical stuff from the beginning of the post as quickly as I could.

That way, I could quickly jump into more interesting material (like keyword research).

VIDEO SEO

VIDEO SEO **STRATEGY**

VIDEO SEO **COMPANY**

VIDEO SEO **MARKETING**

VIDEO SEO **TOOLS**

Subscribe

▶ ▶ 🔍 2:47 / 19:03 · STEP #2 > ⏸ CC ⚙️ 📺 📺 📺

SEO Checklist – How to Get More Organic Traffic (Fast!)

Brian Dean 557K subscribers

Subscribe

17K

Share

...

I also added some exclusive content to the video. For example, I included a handful of funny moments that tend to work well on YouTube.

SEO Checklist – How to Get More Organic Traffic (Fast!)

Brian Dean 557K subscribers

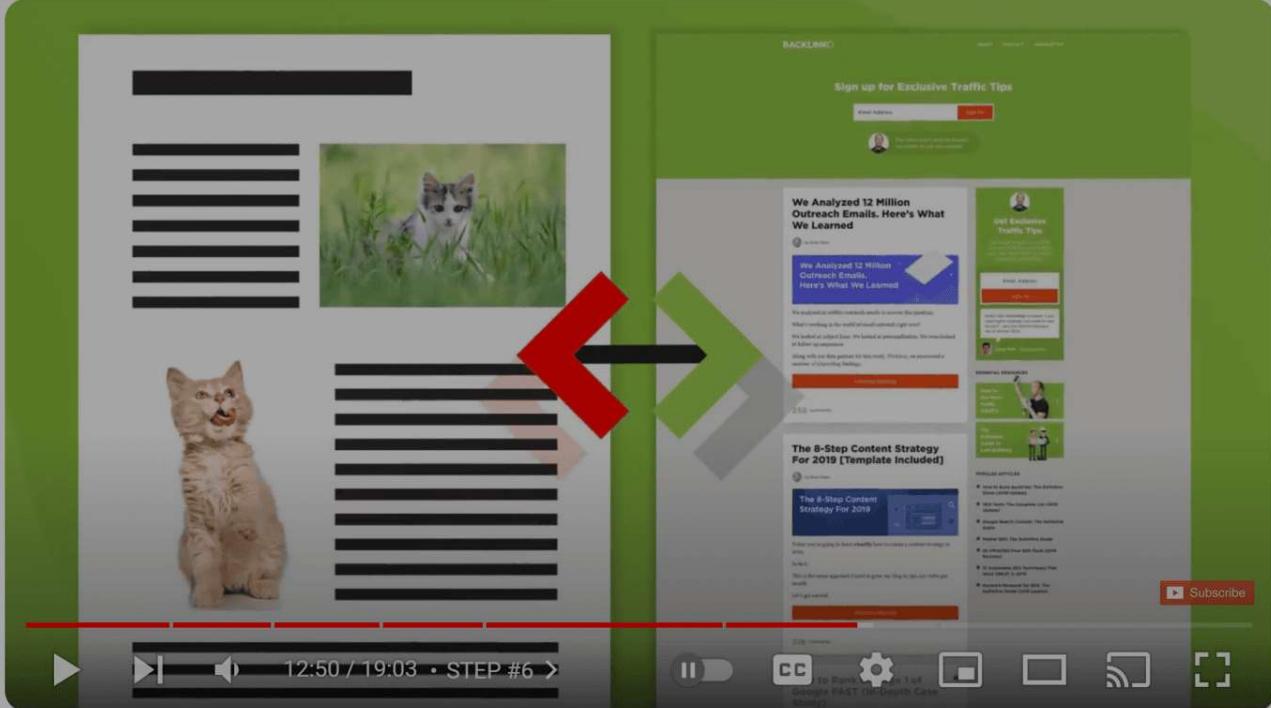
Subscribe

12:50 / 19:03 • STEP #6

17K Share ...

All of these tweaks took about 3 hours. Much longer than just reading my post in front of a camera. But a whole lot less time than creating a video script from scratch.

Looking back on it, I'm really glad that I put in the extra time because the video has gathered over 556K views up to date.



SEO Checklist – How to Get More Organic Traffic (Fast!)



Brian Dean
557K subscribers

Subscribe

17K



Share



556K views ago How to Get Higher Google Rankings

Today you're going to get access to my complete SEO checklist.

This is the same checklist I've used to get over 300k monthly visitors from Google (mostly from SEO). [...more](#)

Split Up Content Into Pieces

You can also repurpose content by breaking it up into smaller pieces. Then, share those smaller bits of content on social media.

For example, I published this in-depth video on YouTube that showed people how to get more views on YouTube.



Long videos can work well on YouTube. But on most other social media platforms (like Twitter and Facebook), people want short posts, videos and tweets.

So I made a short clip that featured the best tip from that video. And shared that clip as a LinkedIn video post.

Brian Dean • 1st
Founder at Backlinko
1yr

Here's a "cheat code" for getting more YouTube subscribers. 🎮

In fact, this tactic is one of the main reasons that I get 7k new subscribers every month 📈

Check out the video to see exactly how it works 🎥

0:00 / 1:11

879 • 140 Comments

You can do the same thing with keynote presentations, long-form blog posts, podcast interviews and more.

The big idea here is that you probably have LOTS of bite-sized pieces of content inside of your long-form stuff.

All you need to do is feature the best bits and pieces on social media.

Go Visual

In my experience, the easiest way to repurpose your content is to make your existing content visual.

Unless you're a YouTuber or professional graphic designer, most of your old content is probably text-based blog content.

If so, you're sitting on an untapped goldmine of visual content.

For example, my friend Larry Kim and I teamed up to create this infographic.

THE RIDICULOUSLY SMART

Guide to Boosting Your Organic Click Through Rates

Spoiler Alert
YES!!

Should You Care about **Organic Search CTRs**?
Introducing... **11 Simple Hacks for Improving**

Fortunately, we didn't need to create the content for this infographic from scratch.

Both of us had published a ton of high-quality content about click-through rate before.

The Secrets Behind Ads with 3x the Average CTR



Larry Kim

Last updated: July 23, 2018

Paid Search Marketing

What's the average click-through rate for a Google Ads (formerly known as AdWords) ad? When people ask this question, it's often because they want to benchmark their own ad CTR's. Unfortunately, way too many advertisers are content to reach an average click-through rate and leave it at that.

We recently held a well-attended webinar packed with crazy techniques you can use to **triple your Google Ads click-through rate**. Sounds unbelievable, right? It's not at all – in fact, we walked step-by-step through a process that helps marketers improve their ads to the point they're performing in the **top 1%** of all ads across the platform.

We've had a number of requests for more information on this webinar, so here we go! This post is a monster – use this handy guide to help you get around:

CHAPTER 4:

How to Optimize Titles and Description Tags for CTR

As you saw in chapter 1, organic CTR is a key RankBrain ranking signal.

The question is: how can you get people to click on your result?

Well, that's exactly what I'm going to cover in this chapter.



By: Larry Kim

April 18th, 2016

Does Organic CTR Impact SEO Rankings? [New Data]

[Keyword Research](#) | [Technical SEO](#) | [Advanced SEO](#)

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

Does organic click-through rate (CTR) data impact page rankings? This has been a huge topic of debate for years within the search industry.

DOES ORGANIC CTR

So it was just a matter of adapting our most actionable tips into this new format.

Reuse Bits and Pieces Across Content

A lot of people make the mistake of thinking: "Once I talk about something once I can never talk about it again".

Fortunately, that's not true.

You can absolutely cover the same tip, technique, strategy or approach multiple times across different pieces of content. Even if that content uses the same format.

For example, in this list post I mention that you can use visual content **to build backlinks to your site**.

12. Get Backlinks From Your Visual Assets

In a perfect world, website owners would link back to you when they use your chart, visualization, or infographic.

But we don't live in a perfect world ?

On the bright side, I've found that most people are happy to link to you when given a friendly nudge.

So if you tend to publish a lot of visual content, spend an afternoon executing this technique.

And I can almost guarantee that you'll come away with a handful of backlinks.

Here are the exact steps:

First, find a visual asset on your site.

For example, here's the on-page SEO infographic that I mentioned earlier:

And when I was working on another list post about SEO a few years later, I knew that this strategy still worked.

So I covered that strategy in that post too.

And this:

14. Make Your Content Scannable

Readers in 2016 have short attention spans. One way to capture their attention is to make your content that is scannable. Look at the following:

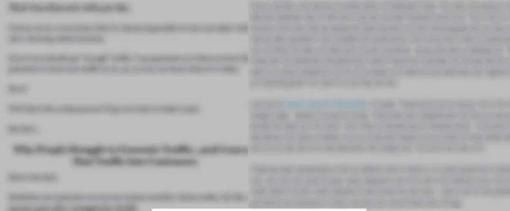


Image via [Backlinko](#)

Which one do you think your reader will be more interested to read? Is your content more like the left or the right? If your answer is the right, you might have to reorganize your content.

All without sending a single outreach email.

With that, here are the steps:

First, create an AWESOME visual that helps people understand a tricky concept or idea.

Note that I didn't just say the same exact thing again. I added a new spin on the technique with a different example.

Obviously, you don't want to use this strategy for every post. Otherwise, your audience is going to get sick of hearing the same tips over and over again.

But there's nothing wrong with using the same techniques in multiple posts... especially if you change things up with some added commentary or a new example.

Repurpose Content For Guest Posts

Content repurposing is an awesome way to scale up [guest posting](#).

To be clear:

I'm not saying that you should rehash the same exact content as a guest post. That's only going to burn bridges with other blogs in your niche.

Instead, you want to take an existing strategy that you've talked about and use that as the foundation for your guest post.

As long as your content is unique and includes new examples and perspectives, most bloggers will be HAPPY to publish your guest post on their site.

For example, I first talked about **The Skyscraper Technique** on my blog 5+ years ago.

Link Building Case Study: How I Increased My Search Traffic by 110% in 14 Days

by Brian Dean | Follow Him on Twitter [Here](#)

Here's the brutal truth about [link building](#):

There are WAY too many people in internet marketing today that think "great content" is enough.

They say, "if I publish great stuff, people will naturally link to me".

If only it were that easy...

If you're serious about generating high quality links, you need to be *very* systematic with how you create and promote your content.

Otherwise you're taking the "cooked spaghetti approach": throwing a bunch of stuff against a wall and hoping something sticks.

Well today I'm going to show you a technique that *almost guarantees* that you get high quality links from every piece of content that you publish.

Get Updates (it's Free)

Learn how to build links that help you get more search engine traffic with the Backlinko newsletter.

[SIGN UP!](#)

"When it comes to link building, Brian Dean is the best in the business."
-Neil Patel, QuickSprout.com

BEST OF BACKLINKO

- [17 Untapped Backlink Sources](#)
- [Google's 200 Ranking Factors: The Complete List](#)
- [How to Get Backlinks With](#)

So when Pat Flynn invited me to write a guest post about **link building**, I knew that I HAD to feature The Skyscraper Technique.

Now:

If I just rewrote my original post, Pat would have thrown my guest post back in my face.

(And for good reason.)

Instead, I covered The Skyscraper Technique **in a completely new way**.

First off, I wrote about 1,000 words that covered what type of link building is effective.

FOCUS ON BUILDING LINKS FROM AUTHORITY SITES

In Pat's original post, he emphasized the importance of links from authority sites, like Squidoo, Hubpages and Ezine Articles.

Today, links from those particular sites won't do you much good (you'll see why in a minute). But a single link from an authority site still has a much greater impact than thousands of low-quality links.

Bottom line: Backlinking is still a quality over quantity game.

I also added a bunch of extra examples and case studies that didn't make their way into my original article.

Note: Simply publishing Wow Content isn't enough. You'll still have to get out there and promote it. But when you do, you'll notice that people will happily link to you (don't worry, I'll cover content promotion in step #3).

To give you an idea of the level of content I'm talking about, here are some examples of Wow Content from the real world.

[100+ Ways to Conserve Water \(wateruseitwisely.com\)](#)



I even outlined a few bonus tips and strategies that I've never written about before.

QUORA

Quora is a souped up version of Yahoo Answers.

Quora is an amazing topic generator because of its robust upvote system (similar to Reddit). When dozens of people upvote a question, it tells you one very important thing:

People want to learn more about that topic.

Here's how to mine Quora for awesome content topics:

First, search quora for a keyword that describes your niche. Unlike Reddit, you want to search for more precise keywords that fit your niche like a glove.

If you had a site about gluten free recipes, you'd search for "gluten free".



Then look for topics that have a lot of upvotes and comments.

Even though both posts were about The Skyscraper Technique, they turned out to be completely different pieces of content.

Link Building Case Study: How I Increased My Search Traffic by 110% in 14 Days

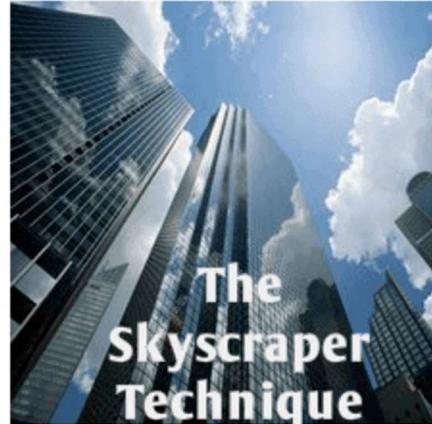
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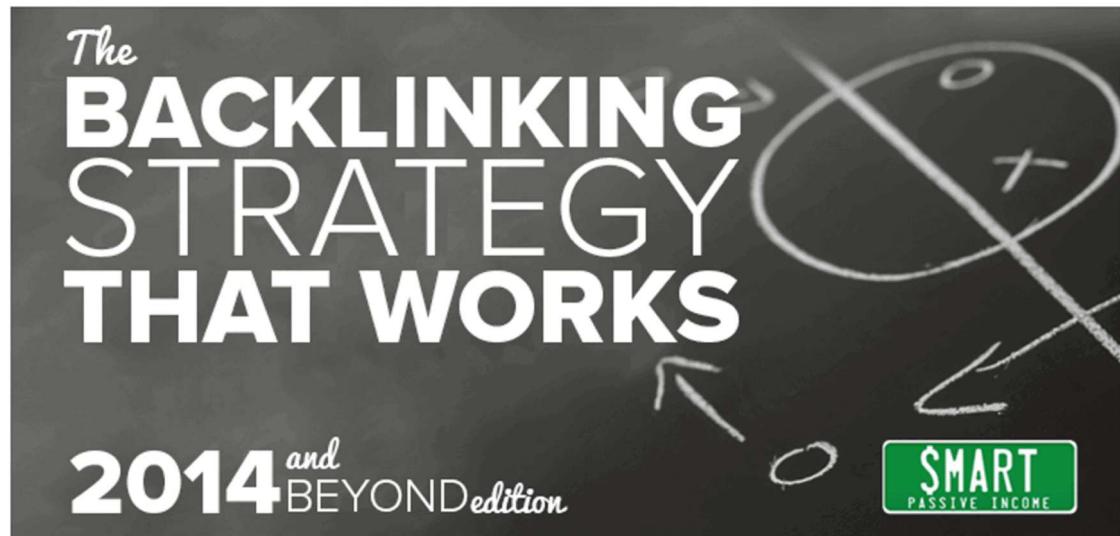


If you're serious about generating high quality links, you need to be *very* systematic with how you create and promote your content.

THE Backlinking Strategy That Works – 2014 and Beyond Edition

By Pat Flynn on October 1, 2014

222



In 2010, while documenting the creation of a niche site [publicly here on the blog](#), I published a massive article called THE Backlinking Strategy that Works, and it did work - extremely well. That post helped thousands of others get their sites ranked on the first page of Google, and the article itself now has over 2,100 blog comments.

Which is one of the main reasons that my guest post was so well received.

Republish Your Existing Content

The easiest way to repurpose your content is to straight-up republish it on blogging platforms like LinkedIn Articles and Medium.com.

In my experience, this doesn't work as well as writing something new (or tweaking your existing content). After all, it's **duplicate content**.

But republishing (also known as "content syndication") is an easy way to get some extra eyeballs on your content.

To give you a real-life example, I re-published one of our posts as a LinkedIn article.

The screenshot shows a LinkedIn article page. At the top, there's a dark header with the LinkedIn logo and a search bar. The main title of the article is "What We Learned About YouTube SEO From Analyzing 1.3 Million Videos". Below the title, it says "Published on February 1, 2018". Underneath the title, there's a profile picture of Brian Dean and his name, followed by "Founder at Backlinko". To the right of his name, it says "2 articles" and "Following" with a checkmark. The article content starts with a paragraph about analyzing 1.3 million YouTube videos. It then discusses the correlation between ranking factors like views, comments, and shares, and YouTube rankings. The author concludes by saying they learned a lot about YouTube SEO. At the bottom, there's a section titled "Here is a Summary of What We Discovered:" with two numbered points. Point 1 is about comments being an influential ranking factor, and Point 2 is about longer videos performing better.

What We Learned About YouTube SEO From Analyzing 1.3 Million Videos

Published on February 1, 2018

 Brian Dean
Founder at Backlinko

2 articles ✓ Following

My team recently analyzed 1.3 million YouTube videos to better understand how YouTube's search engine works.

Specifically, we looked at the correlation between ranking factors -- like views, comments and shares -- with YouTube rankings.

We learned a lot about YouTube SEO. And I'm sure you will too.

Here is a Summary of What We Discovered:

1. Comments appear to be an influential ranking factor. We found that **a video's comment count strongly correlates with higher rankings**.
2. Longer videos significantly outperform shorter videos. **The average length of a first page YouTube video is 14 minutes, 50 seconds.**

And it generated a fair amount of comments and views.



534 • 84 Comments

The entire process took about 90 seconds. So considering the time and effort it took, I'll consider that a win.

Learn More

The GaryVee Content Model: An incredible example of how Gary Vaynerchuk transforms a single piece of content into dozens of blog posts, videos and social media posts. In fact, this SlideShare presentation is itself a great example of his approach to content creation in action.

Types of Content Marketing: A massive list of the different content formats you can use to create and repurpose content. I recommend checking out this list whenever you want to give some old content new life.

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Content Marketing Fundamentals



Next-level SEO training and
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