

How to Repurpose and Reoptimize Content

Use this checklist as a guide to take old content and make it new again.

Company

URL

Identify Under-Performing Content
(Use Google Search Console to find page one or two content)

Update images and screenshots

Update heading and page structure
- add subheadings and bullets (don't change the URL)

Add elements like case studies

Answer more questions

Add more steps and how tos

Change the publish date in WordPress

Publish and share on social media

