Reuse, Recycle: How to Repurpose Your Content and Make the Big Bucks
ASHLEY WARD

Corporate Speaker
SEMrush

INTERNATIONAL SPEAKER
WRITER FOR SEARCH ENGINE JOURNAL
AGENCY OWNER

DOG MOM, FIANCE, BACKPACKER, HIKER, OFFROADER,
Create less, promote more.

— Salma Jafri
There's SOO much content out there. — Users
The company is in a boring industry.

— Inhouse Marketers
The company has no budget to promote.

— Agencies
I don’t want to focus on me as the story

— CEO’s
Recycling Content in 2018

1. Buffer Experiment
2. The Rules
3. Your Experiment
4. Measuring Content
5. Final Tips
The Buffer Experiment
The Buffer Experiment in 3 Steps

No new content for 4 consecutive weeks

01 | Don't publish any brand new content
02 | Repurpose evergreen content into ebooks, & Slideshares
03 | Update old blog posts with audio and graphics
What Content Should They Reuse?

Content Audit:
- Top performing
- Most shared
- Backlinks
From the audit, they chose 10 pieces of content and separated them over 4 weeks.

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**Week One**

- *The Big List of Twitter Tools: 91 Free Twitter Tools and Apps to Fit Any Need* (an update to our popular tools post)
- *Got 60 Seconds? Learn Something New in These 25 Short & Sweet Social Media SlideShares* (a listicle with new SlideShares we’d created from evergreen content)

**Week Two**

- *The 15 Best Browser Extensions to Improve Your Social Media Marketing* (an update to a popular tools post)
- *Twitter Tips for Beginners: Everything I Wish I Knew About Twitter When I Started* (an update)
- *The Big List of IFTTT Recipes* (an update)

**Week Three**

- *How to Create a Social Media Marketing Plan From Scratch* (an update with a brand new infographic)
Stormy <3
3 months, 13 days
American Staffordshire Terrier /
Mixed (short coat)
The Results..
Blog Traffic Went Down.. a little
But Organic Went Up..

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>Organic Search</strong></td>
<td>592,308 (63.83%) 78.44% 464,625 (70.06%)</td>
<td>566,905 (58.64%) 78.87% 447,122 (65.46%)</td>
</tr>
<tr>
<td><strong>% Change</strong></td>
<td>4.48%</td>
<td>-0.54%</td>
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</table>
Slideshow Views Increased

Added 3 new SlideShares:
• Referral traffic from SlideShare jumped from 50 visits to 90 visits
• Increased overall SlideShare views by 380%
2,397 ebook downloads
Created 1 new email drip campaign
And maintained less than 5% drop in unique visits to their blog
Successful Experiment - Reusing Content is Possible
The Rules to Follow

1. The Buffer Experiment
2. Content Rules
3. Your Experiment
4. Measuring Content
5. Final Tips
Republshing vs Recycling
Republishing Content

Publishing the same piece of content but updating the info, images, or some of the content.
Recycling Content

Taking a content piece and reproducing the content into new forms of content.
Rule #1: Don’t Republish All of Your Content
Buffer Chose ONLY 10 Pieces of Content, Not All of 2017

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Rule #2: Wait 2 Weeks to Republish Content
I'm gonna take a look around!
Rule #3: Don’t Change the URL if You’re Republishing
Unless You’re Going to Update URL on ALL Places…
Your Buffer Experiment

1. The Buffer Experiment Content Rules
2. Your Experiment
3. Measuring Content
4. Final Tips
Selena <3
3 months, 13 days
American Staffordshire Terrier / Mixed (short coat)
Step #1: What Are Your Content Goals?
Buffer Defined Their Goals, Even Before the Audit

- less than 5% drop in unique visits to the blog
- 500% increase in SlideShare views month-over-month
- 500% increase in LinkedIn follows
- 500% increase in Quora views
- 10,000 ebook downloads
- 25,000 video views
- 1 new email drip campaign created
- Learning Center MVP built
Different Content Achieves Different Goals

**WEBSITE TRAFFIC**
- blog posts
- social media posts
- email newsletters
- infographics
- videos
- reviews
- how-to guides
- case studies
- training courses

**NEW LEADS**
- email newsletters
- landing pages
- social media ads
- social media posts

**INCREASE RANKINGS**
- guest posts
- blog posts
- infographics
- videos
- reviews
- how-to guides
- case studies
- training courses

**CUSTOMER EDUCATION**
- training courses
- email newsletters
- blog posts
- how-to guides

**BRAND EXPOSURE**
- guest posts
- blog posts
- infographics
- videos
- case studies
- social media posts
Step #2: Audit Your Content
Pro’s to Auditing Your Content:

- **What was the topic?**
- **What kind of content is it?**
- **Was it how-to, listicle, etc?**
- **Who was the author?**
- **How did you share it?**
- **How long has it been published?**
Create a Spreadsheet to Track Metrics

<table>
<thead>
<tr>
<th>URL</th>
<th>Author</th>
<th>Team</th>
<th>Production Time</th>
<th>Title</th>
<th>Date</th>
<th>Content Type</th>
<th>Content Goal</th>
<th>Word Count</th>
<th>Comments</th>
<th>Social Shares</th>
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</thead>
<tbody>
<tr>
<td><a href="http://www.exampleurl.com">www.exampleurl.com</a> John Smith</td>
<td>Social</td>
<td>8 hours</td>
<td>Content</td>
<td>2/20/2018 Blog post</td>
<td>Increase website traffic by 400 visitors</td>
<td>5,430 words</td>
<td>18</td>
<td>480</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.exampleurl.com">www.exampleurl.com</a> Mary Jane</td>
<td>Content</td>
<td>5 hours</td>
<td>Content Guide</td>
<td>2/18/2018 Infographic</td>
<td>New content</td>
<td>450</td>
<td>12</td>
<td>356</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.exampleurl.com">www.exampleurl.com</a> Joe Mary</td>
<td>SEO</td>
<td>2 hours</td>
<td>Why Write</td>
<td>2/12/2018 Blog post</td>
<td>2018 content</td>
<td>2,345</td>
<td>22</td>
<td>700</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Run an audit for all 2017 content
3. Start tracking metrics weekly for new content
Step #3: Create Your “Gem List”
Create Your “Top 10 Gems” List, or Your Magic Number

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Choose 5 to ReCYCLE and 5 to RePUBLISH

Listicles Update

Infographic

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Step #4: Distribute Wisely
Content is king... but distribution is queen and she wears the pants.  
— Jonathan Perelman, BuzzFeed

How we distribute the content makes or breaks the effectiveness of the content.
Content Distribution Channels

**PAID**
- Paid Social Promotion
- Native Advertising
- Display Advertising
- Retargeting
- PR
- Paid Influencers

**OWNED**
- Website
- Blog
- Social Media
- YouTube

**EARNED**
- SEO
- Reviews
- Media Coverage
- Shares
- Mentions
Play the Waiting Game
Buffer Chose 4 Weeks
You: Longer or Shorter…

All good things to those who wait.
Measure the Results

1. THE BUFFER EXPERIMENT
2. CONTENT RULES
3. YOUR EXPERIMENT
4. MEASURING CONTENT
5. FINAL TIPS

@ASHLEYMADHATTER
Yoda <3
4 months
Shepherd / American Staffordshire Terrier / Mixed (short coat)
Buffer Measured The Results

- less than 5% drop in unique visits — Actual: 4% drop 😊
- 500% increase in SlideShare views — Actual: 116,000 versus 450,000 (380% increase)
- 500% increase in LinkedIn follows — Actual: no significant increase
- 500% increase in Quora views — Actual: 211 versus 0 (I didn’t do my research in setting this goal, huh!)
- 10,000 ebook downloads — Actual: 2,397 downloads
- 25,000 video views — Actual: None during the month, 5,800 since
- 1 new email drip campaign created — Yes! 😊
- Learning Center MVP built — Yes 😊
Define Your Key Metrics

Not all metrics are the same for all content types.

Key metrics for blog posts:
Active reading time, website traffic, new users

Key metrics for podcasts:
Listening length, new subscribers, shares
Know Which Metrics Matter

Shares:
Just because it’s shared doesn’t mean it’s read

**Shares** | **BUSTED**
---|---
"I couldn’t be bothered to read, but clicked ‘Share’ anyway.” Fair enough.
Research shows there is little correlation between the articles we read and the articles we share.

**Time on page** | **BUSTED**
---|---
While you were making yourself coffee, after leaving hundreds of tabs open, some lucky content author was celebrating the half an hour you accidentally spent on their page.
This metric won’t tell you how much time a visitor spent actively reading (as opposed to how much time he spent surfing in another tab).

**Pageviews** | **BUSTED**
---|---
"Beat Your SEO Competition With These Easy Exorcism Tips!"
The number of page views says nothing about the content of the page. A reader may have been attracted by a catchy headline, but no further reading followed.
Know Which Metrics Matter

Shares:
Just because it’s shared doesn’t mean it’s read

Time on Page:
Need to make lunch while the blog post is open?

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Know Which Metrics Matter

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Just because it’s shared doesn’t mean it’s read

Time on Page:
Need to make lunch while the blog post is open?

Pageviews:
Clickbait can skew page view metrics
Wow Score

Use Wow-Score to determine accurate metrics like content ratings:

• Active users' reading time
Wow Score

Use Wow-Score to determine accurate metrics like content ratings:

- Active users’ reading time
- Scrolling speed
Wow Score

Use Wow-Score to determine accurate metrics like content ratings:

• Active users’ reading time
• Scrolling speed
• Article length
What to Measure with Content.. and the Tools
**User Behaviour**

- **Page Views**: Indicates the number of views per particular web page. Gives you a general idea of how good the performance of your content is.
- **Unique Visitors**: Shows how many visitors your content attracts. Allows you to determine the size of your audience.
- **Pages Per Session**: Indicates an average number of pages (pieces of content) viewed during a single session on your website. This metric helps you to evaluate your interlinking.
- **Average Time on Page**: Indicates if visitors are attentive reading your content or just glancing through it.
- **Depth**: Demonstrates an average number of pages that users visit per session.
- **Bounce Rate**: Indicates the percentage of users who left a particular page without visiting any other website pages.
- **New and Returning Users**: Shows your content’s ability to attract new audience and retain the old one.
- **Traffic Sources**: Helps you to discover best marketing channels for your content distribution.
User Behavior

Find user behavior metrics using:

- SEMrush Reports
- Google Analytics
- SimpleReach
- Chartbeat
ENGAGEMENT

LIKES
Shows you what kind of content attracts your Social Media audience.

Mentions
Allows you to understand what your community thinks about your content. Helps you to manage your online reputation.

SHARES
Indicates the level of your content’s visibility on Social Media.

INCOMING REQUESTS
Shows if your content is able to generate marketing partnership opportunities.

COMMENTS
Allows you to identify the most engaging content that able to generate a discussion among the audience.

REPUBLICATIONS
Shows that your content is valued not only by users, but also by other bloggers, media, and experts.

@ASHLEYMADHATTER
Engagement

Find user engagement metrics using:
• Social media platform analytics
• SEMrush Social Media Tracker
• Mention
• Brand24
ORGANIC TRAFFIC
Indicates the number of visits your website receives from search engines. Shows which of your content has good SEO potential.

BACKLINKS
Measures the virality of your content. Shows if your content is appreciated by other experts and if it produces a resonance in your community.

Dwell Time
Indicates the average length of time a visitor spends on the page before returning to the search tab results.

KEYWORD RANKINGS
Indicates the current position of your web page in search tab results for a specific term you are trying to rank for.
SEO Metrics

Find SEO metrics using:
• Google Webmaster Tools
• SEMrush On Page SEO Tracker
• SEMrush Domain Analytics
• Google Trends
• Majestic
B2B marketers report sales lead quality as their #1 most important metric for measuring content marketing success; even more important than sales and conversions.
**COMPANY REVENUE**

**EXISTING LEADS TOUCHED**
Indicates the number of existing leads that interacted with your content. Helps to evaluate and develop your lead nurturing.

**CONVERSION RATE**
Indicates the percentage of visitors who took the desired action (click, registration, download, etc.) after interaction with your content.

**NEW LEADS GENERATED**
Indicates the number of new users who shared their personal details in exchange for your content or after touching it.

**RETURN ON INVESTMENT (ROI)**
Measures the amount of return on investment relative to the cost of your content creation and distribution.

**COST PER ACQUISITION**
Measures the cost to acquire one paying customer across your Content Marketing campaign.
Company Revenue

Find company revenue:
• Track the number of returning users in Google Analytics
• Check CRM for new leads / existing leads
• Conversion rate = Conversions / clicks
Key Takeaways..
Don’t Be Afraid to Update Your Old Content
Turn Text into Video and Audio
Put Your Content on Slideshare and Quora
Bubba <3
2 years, 1 month
American Staffordshire Terrier / Mixed (short coat)
Turn Old Blog Posts into eBooks
Think Mobile-First With Your Content
Mobile devices are projected to reach **79%** of global internet use by the end of 2018.
Nearly 8 in 10 customers would stop engaging with content that doesn’t display well on their device.
Responsive Content

Text Size
Keep text at a readable size

Images
Keep image file sizes small and loadable

Load Speed
Aim for load speed of less than 2 seconds
## Buzzfeed Desktop Keyword Positions

### ORGANIC SEARCH POSITIONS 1 - 100 (8,927,879)

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<thead>
<tr>
<th>Keyword</th>
<th>Pos.</th>
<th>Volume</th>
<th>KD</th>
<th>CPC (USD)</th>
<th>URL</th>
<th>Traffic %</th>
<th>Costs %</th>
<th>Com.</th>
<th>Results</th>
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<td>buzzfeed</td>
<td>1</td>
<td>2,240,000</td>
<td>93.96</td>
<td>1.27</td>
<td><a href="http://www.buzzfeed.com/">www.buzzfeed.com/</a></td>
<td>6.30</td>
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<td>buzzfeed quizzes</td>
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<td>673,000</td>
<td>93.66</td>
<td>0.91</td>
<td><a href="http://www.buzzfeed.com/quizzes">www.buzzfeed.com/quizzes</a></td>
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# Buzzfeed Mobile Keyword Keyword Positions

## Organic Search Positions 1 - 100 (647,774)

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<th>Keyword</th>
<th>Pos.</th>
<th>Volume</th>
<th>CPC (USD)</th>
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<th>Costs %</th>
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<tr>
<td>nicki minaj</td>
<td>7</td>
<td>2,740,000</td>
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<td>quizzos</td>
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<td>yo mama jokes</td>
<td>1</td>
<td>201,000</td>
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<td>0.01</td>
<td>0.11</td>
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<td>11 Jan 2018</td>
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<td>0.26</td>
<td>0.00</td>
<td></td>
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<td>11 Jan 2018</td>
</tr>
</tbody>
</table>
COURTESY LISTING - Mercedes' Web Page

American Pit Bull Terrier (short coat)
Medium Young Female (3 years)
Great with small children
Ways to Help It’s the Pit’s

- **Donate** (website, Amazon, Target, and Dominos)
- Volunteer
- Foster
- **ADOPT DON’T SHOP**