

10 Ways to Determine What Content Should be Repurposed

High engagement rates

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High Click-through rates

Significant conversions

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High pageviews and unique visitors

High average time on page

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High share counts

Significant number of backlinks

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Low bounce rate

Ranks well for targeted keywords

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Positive comments, testimonials, or direct feedback

Engagement rates:

High engagement rates, such as likes, comments, shares, or reactions, indicate that the content resonated with the audience and is worth revisiting.

Click-through rates (CTR):

A high CTR suggests that the content effectively captured the audience's attention and enticed them to click for more information.

Conversion rates:

If a piece of content has driven significant conversions, such as sales, sign-ups, or downloads, it's likely worth repurposing to capture additional leads.

Pageviews and unique visitors:

High pageviews and unique visitors indicate that the content is popular and has the potential to reach an even wider audience when repurposed.

Average time on page:

If visitors are spending a considerable amount of time on the content, it suggests that the topic is engaging and worth exploring further.

Social media shares:

High share counts on social media platforms indicate that the content resonated with the audience and has the potential to go viral if repurposed in different formats.

Backlinks:

If a piece of content has attracted a significant number of backlinks, it indicates that the content is valuable and authoritative, making it a prime candidate for repurposing.

Bounce rate:

A low bounce rate suggests that visitors find the content engaging and are likely to explore other content on your site. Repurposing such content can help maintain visitor interest.

Keyword rankings:

If a piece of content ranks well for targeted keywords, it's an indication of its SEO value. Repurposing this content can further boost keyword rankings and organic search traffic.

Audience feedback:

Positive comments, testimonials, or direct feedback from your audience can also be a good indicator of content worth repurposing. This demonstrates that the content resonates with your audience and has the potential to engage even more people when presented in a different format.