
BLOG POST STOCKPILE CHALLENGE

Week Three Mini-Challenge: Repurpose Old Content

Last week we utilized other bloggers' content to help us create our stockpile by creating round-ups. This week, we're going to look at our own content and create a bank of posts from our previous work. We're going to find the posts our audience has already indicated they love (by visiting and sharing them) and we're going to use those posts to keep them coming back.

First, you have to find the posts worth repurposing. Check out your analytics and find your most popular posts. Depending on what kind of posts they were, you have a few different options for repurposing them:

1. Update – Perhaps some of the information is out-of-date, or maybe your 2014 Summer Bucket List was popular and only needs a few tweaks to make it 2015 ready. Be sure to make substantive changes though and re-word what you already have so that you don't get penalized for duplicate content by search engines.
2. Convert -- Since you don't want to have posts that have identical text (bad for SEO), convert a popular post into a new format (e.g. video, infographic, slide show).
3. Round-Up – You're already familiar with the benefits of a round-up from last week's challenge. Why not keep readers on your own site and consolidate your own posts into one with links to each? Some examples:
 - a. Menu Plan consisting of your recipes
 - b. Top 10 List consisting of your posts on a topic
 - c. Quiz with your material as answer choices (e.g. Which discipline system is right for your family?)
4. Drill Down – If one of your posts covers multiple points (e.g. 5 Places You Must Visit in Europe), choose one and create a post on just that point but covering it in greater detail.

If you want more ideas on repurposing old content, check the "Helpful Resources" document stored under "Files" in the Blog Post Stockpile Challenge Facebook group.

Challenge: Repurpose 1-5 posts from your blog.