YOUR ULTIMATE GUIDE ON HOW TO

Make And Repurpose Evergreen Content

To Get 283% More Results

Capture 283% more results for yourself with a little help from evergreen content's awesomeness:

1. ***Get inspired** with a few creative evergreen content ideas and examples.*
2. *Produce content that will **deliver traffic and signups for a long time** after you publish it.*
3. *Keep your evergreen content fresh to **continue building your audience.***
4. ***Get even more results** out of your evergreen content with a little repurposing.*

You're about to become an evergreen content mastermind.

Step 1: Get Inspired With 30 Evergreen Content Ideas And Examples

Questions And Answers

Examples:

10 Studies Answer: When Is The Best Time To Send Email?
What is the best way to get more relevant visitors to my blog?
How do you size up opportunity cost when deciding to start a startup?

Pro Tip: Start with Quora to find inspiration for questions that your audience is really asking.

Ideas:

What Is The Best {Topic}?
When Is The Best Time To {Topic}?
Why Is {Topic A} Better Than {Topic B}?

Brainstorm Several Questions And Answers:

1.
2.
3.
4.
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8.
9.
10.

Circle or highlight your best idea.

Step-By-Step Process

Examples:

The Complete, 4-Step Email List Building Strategy That Will Make You Successful
Want to Increase Website Traffic? Follow These 4 Steps...
How To Boost Conversions by 529% in 45-Minutes (Two Step-By-Step Case Studies)

Ideas:

How To Build A {Topic} In {#} Simple Steps
The Complete Guide To Make A Successful {Topic}
{#} Easy Steps To Make A {Topic} In {#} Minutes

Brainstorm Several Step-By-Step Process Ideas:

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Circle or highlight your best idea.

How-To Posts And Ultimate Guides

Examples:

The Comprehensive Course To Finally Keep Your Editorial Schedule On Track
The Advanced Content Marketing Guide
How to Handle the Trickiest Support Scenarios

Ideas:

How To Make A {Topic} In {Time Frame}
The Ultimate Guide To {Topic}
How To {Verb} The Best {Topic}

Brainstorm Several How-To Post And Ultimate Guide Ideas:

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Circle or highlight your best idea.

Timeless Fundamentals For Success

Examples:

20 Ways To Be Creative When You Don't Feel Inspired
3 Ways Your Experience Can Help You Sell Your Services
Ten Tips for Creating Influential Content Using Social Media

Ideas:

20 Ways To Be {Desired Effect} When You Don't Feel {Desired Effect}
21 {Topic} That Will Make You {Desired Effect}
23 Ways To Get Even More {Desired Effect} From Your {Topic}

Brainstorm Several Fundamentals Ideas:

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Circle or highlight your best idea.

Thought Leadership And New Methods

Examples:

Here's Why You Don't Need A "Content Marketing Strategy"
The "Poster Boy" Formula: How I got my first 10,000 readers
The Skyscraper Technique: (Content Marketing for Link Builders)

Ideas:

The {#}-Minute, {#}-Step Solution For The Best {Topic}
This Is The {Topic} Every {Audience} Needs
How To {Desired Effect} With The {New Method} Technique

Brainstorm Several Thought Leadership And New Method Ideas

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Circle or highlight your best idea.

Step 2: Publish The Best Content On The Internet

It's hard to stand out. It's even harder if you're publishing content that isn't better than your competition. If you want to win at evergreen content—like anything—you need to produce content that your audience finds extremely useful and helps them produce real and measurable results.

The process you're about to learn will help you do exactly that.

Come Up With An Amazing Idea

There's a simple process that will help you come up with hundreds of ideas in next to no time. It involves a couple folks who know your audience really well, an instant messaging app, and an hour to sift through those ideas to find the absolute best ones.

Base New Ideas On What You Already Know Will Be Successful

Begin by first understanding what your goals are, and how you measure success:

1. Define the reason you're blogging. *Answer this: I am blogging to {reason}.*

I am blogging to _____.

2. Know how you'll measure that reason. *Answer this: To measure {reason}, I will measure success with {metric}.*

To measure _____, I will measure success with _____.

3. Determine which tool you'll use to find that metric. *Answer this: I'll use {tool} to measure {metric}.*

I'll use _____ to measure _____.

4. Find your top blog posts' performance toward your metric in a given time frame. *For example, you could track the number of page views each blog post received within their first 30 days after they publish.* This gives each post the same opportunity to be successful, which will help you understand which blog posts are truly your top performers.

- ☐ Open up your tool you'll use to measure your success and get ready for some data analysis.

5. Use the spreadsheet in your evergreen content kit to analyze your data. After you enter in your data, sort it to show your content from awesome sauce stuff to the real stinkers.

- ☐ Open up your spreadsheet that complements this worksheet.
- ☐ Find your data, and fill out the columns for Page URL and Goal Metric (30 Days).
- ☐ Enter in the Subject Matter as the topic the content covered.

- [ ] Critically think about the Type Of Content the post was based on what you learned in step #1.
- [ ] Use your critical thinking skills to analyze what made your content successful or not in the Notes column.
- [ ] Sort the data from highest performing to lowest performing.
- [ ] Analyze the data for trends.

6. Use your analysis to plan awesome content ideas from the get-go. Attach the spreadsheet to your content planning meeting invitation and specifically tell your team to come with ideas that replicate your best content while avoiding anything that looks like your worst.

- [ ] Attach the spreadsheet to your content planning meeting invitation.
- [ ] Copy and paste this text into your meeting invitation:

> *Hey team,*
>
> *Join me for a content planning meeting to help us discover new ideas that will help us _____ _____ _____. Before you come, check out the spreadsheet attached to this invite. The URLs at the top of the list are our best-performing blog posts—the kind of ideas our audience seems to love and ones we should try to replicate. The URLs at the bottom of the list are stinkers, so we should try to avoid ideas like those.*
>
> *The meeting will consist of 20 minutes of individual brainstorming and 40 minutes of grading to narrow our ideas to the absolute best ones.*
>
> *This is gonna be fun!*

Schedule 20 Minutes For Individual Brainstorming

Come to your touch point prepared with three things to kickstart your team's creativity:

1. Explain why you're doing the content planning meeting. *Say this: As a reminder, we're here today to find some awesome ideas that will help us {reason you're blogging}.*

> As a reminder, we're here today to find some awesome ideas that will help us _____.

2. Get them thinking about the top content you just analyzed. *Say this: When you come up with ideas, ask yourself: How similar is this idea to our other top content?*

3. Help them think like a blog reader. *Ask this: What are the top things our readers want to learn about?*

Take 40 Minutes To Review Your Ideas

Ask everyone on your team to send you their ideas, then create a master list only you can see in your spreadsheet on the Content Grading tab. Prep your team to help you sift through the ideas to find the best ones for your audience:

- [ ] Ideas that are similar to your top content or ones you think your audience would really enjoy get a 3 grade.
- [ ] When ideas fall flat of a 3, those are 2.
- [ ] An idea is a 1 if it's not right for your blog (though it might make for a good guest post elsewhere).

From there, read each idea aloud off your master list and have the team instant message you their numbers. The lowest score is the final grade for the idea—and that's because at least one person on your team doubts that the idea will be as successful as your top-performing content.

Research Your Keywords

- [ ] Start with is Google keyword planner. Simply type in the main topic of your idea, then navigate to the Keyword ideas tab.

- [ ] Use Moz's keyword difficulty tool to understand your potential ability to rank for those keywords. Shoot for a keyword difficulty percentage in the 40s to start with.
- [ ] Enter your keywords below or in the Keywords tab in your spreadsheet.

Keyword Search Volume Difficulty

Keyword	*Search Volume*	*Difficulty*

Research Your Competition For Those Keywords

- [ ] Use the keywords you just chose for your blog posts, type them into Google, and read every single one of the top 20 search results.
- [ ] Analyze the weaknesses of your competitors' content so you can fill in the gaps with even better content.
- [ ] Use the Competition tab in your spreadsheet or fill out the table:

Competition URL	*Commonalities*	*Ideas Without Depth*	*Missing Ideas*

Draft Your Outline

- [ ] List your related keywords in an order that makes the most sense.
- [ ] Add in the biggest relevant notes from your competitive research of ideas they completely missed that you should cover.
- [ ] Fill in the gaps of your outline with the ideas you're just kinda obligated to cover—the ones all the other top posts talked about. Make sub-points from your notes on how you'll cover those areas in greater depth than your competition.

Write Your Evergreen Content

- [ ] Open up WordPress and flesh out your outline with in-depth, actionable advice and step-by-step how-to information.

Step 3: Keep Your Evergreen Content Fresh To Get Long-Term Results

- [ ] Schedule a reminder for yourself to review the the posts you published six months after their original publish date.

Update Your Evergreen Content With More Related Keywords

- [ ] Follow the advice from step #2 to research your keyword and competition to understand what your existing content is missing.

Include New Information That Didn't Exist When You Originally Published The Post

- [ ] Flesh out your original ideas with a lot more actionable advice, tips, and guidance.

- [ ] Brainstorm new ideas you could include in your older evergreen content:

- [ ] Create a new outline of your blog post to add those new sections into your existing content.
- [ ] Write your revised outline, including new sections from your research:

Republish The Evergreen Content As If It Were Brand New

- [ ] Create a new WordPress post where you'll edit your content so no one sees all of your changes live as you work through your blog post optimization.
- [ ] Change the date and time of the draft blog post to when you'd like to republish your updated version.
- [ ] Make the permalink (AKA the URL or slug) the same as the original blog post. WordPress will add -2 to the end of your permalink when you do this, which means it worked.

Step 4: Save Time While Getting Even More Out Of Your Evergreen Content

The term repurposing content applies very nicely to evergreen content: Reuse it in different ways to make the time you invest into creating it and keeping it fresh totally worth it. Here are a few ways to get even bigger results from your content:

Get More Email Subscribers By Improving Your Content Upgrade

- [ ] After you're done writing your new sections and adding new ideas into your post, grab the actionable advice and turn it into a worksheet format (just like the worksheet you're working through right now).
- [ ] Upload your content upgrade into your WordPress media library and grab the URL.
- [ ] Use LeadBoxes from LeadPages to create a link you can embed right in your blog post to show a popup your readers can use to exchange their email address for your content upgrade.
- [ ] Set up the email function in LeadPages to send an automated email with your content upgrade to the visitor who just subscribed to your blog content.
- [ ] Integrate LeadPages with your email service provider to capture that email address in the list where you manage all of your other subscribers.

Combine Older Evergreen Content Together To Create More Comprehensive Blog Posts

You could combine those posts together to create one comprehensive post. Then all that's left is to redirect your old URLs to your new post, and you're set!

- [ ] Find a great topic you'd like to cover using the exercise in step #1.
- [ ] During your competitive research phase in step #2, search your own blog content for related topics. If you don't have a search bar on your blog, use this query in Google: "site: YourDomain.com/ topic keyword".
- [ ] Find at least a couple blog posts that complement your topic and could serve as sections in a brand new post.
- [ ] Copy and paste them into a new blog post, then add the outline you created from your research.
- [ ] After you publish the new post, set up 301 redirects from your old blog post URLs to your new post URL to maintain whatever SEO juice you had going to the original evergreen content.

Repurpose Evergreen Content As E-Books And Courses

The first step is to define your story flow:

- [ ] Brainstorm a broader topic under which you have already written several pieces of evergreen content:

- [ ] Gather the blog posts that may work well to tell a comprehensive story under that topic:

- [ ] Determine the order of your story from the beginning to the end:

- [ ] Use the content functionality in CoSchedule, an Evernote note, or a Google Doc to paste your blog posts in the order you just defined.
- [ ] Read through your content as a whole and remove any areas where you may have some repetitious information.
- [ ] Decide which format you'd like to roll forward with: Course or e-book?

Take control of your marketing and social media with your 14-day free trial of CoSchedule. It's your all-in-one editorial calendar.

CoSchedule