**Rebooting Your Content Archive**

*Managing Editor Live*

**B2B Blog Booster Shot:**

*Checklist for the writer*

* **Relevance** in the headline and introduction
  + Is it clear who should read this?
  + Is it clear why they should read this?
  + Is it clear why they should read this now?
* **Resources**
  + Is there data?
  + Was that data captured within five years, or even better, within two years?
  + Is the overall feel of this content editorial verses promotional?
* **Reason to Read**
  + Is the content included practical?
  + Will the reader learn something new?
  + Will the reader have cause to change or start a new behavior as a result of reading this piece?

**B2B Marketer’s Guide to Recurring ROI:**

*Checklist for the marketing team*

* **Search**
  + Audit external links to discover and prioritize most valuable pages
  + Remove irrelevant content that can hurt topical authority
  + Restructure internal links to drive link equity to desired pages on the site
  + Revise and optimize content with appropriate keywords and increase topical relevancy by expanding post content
  + Market updated content for backlinks
  + Scan for issues related to indexing, canonical links, and other technical SEO issues that could be preventing content from surfacing in search results
* **Supplement**
  + Identify the top 10 blog posts to supplement with additional content each quarter
  + Add one or more of the following formats to each blog post and add to the promotional schedule:
    - *Infographic*
    - *YouTube Video*
    - *Social Image*
    - *Downloadable PDF*
    - *Podcast Episode or On-site Audio Player*
    - *LinkedIn Update*
    - *Slideshow Deck*
    - *Quora Answer*
    - *Twitter Thread*
  + **Share**
    - Audit your social media and email newsletter to make sure your content (and remixes) are prominently featured and shared.
    - Consider a blog relaunch where you promote your newly revamped content in a product launch-style.
    - Brainstorm a list of ten brands or marketing managers who might partner with you to distribute this piece
    - Consider paid content distribution for archive pieces related to today’s priorities

**How to Prioritize Which Content to Reboot First**

*Considerations for the marketing team*

* Prioritize by seasonal timeliness, such as tax time and fiscal year, open enrollment in healthcare, holiday shopping season, etc.
* Prioritize by high-performing articles by identifying articles with the best traffic and finding other related articles you can optimize
* Prioritize by product by identifying and updating articles that support your most important product marketing efforts
* Prioritize by optin by identifying and updating articles that support your most popular opt-in downloads such as white papers, case studies, and webinars
* Prioritize by new hires by identifying prominent new C-suite hires and how their expertise can be showcased in existing content
* Prioritize by the bottom of the funnel, focusing on content closest to customer action to drive sign-ups

**For more information…**

* [Kim Herrington](https://www.linkedin.com/in/kimherrington/), Founder and Creative Director at Orsanna (https://www.orsanna.com/)
* [Ross Simmonds](https://www.linkedin.com/in/rosssimmonds/), CEO and Founder of Foundation Marketing (https://foundationinc.co/)
* [Allie Decker](https://www.linkedin.com/in/alliecdecker/), Content Writer at HubSpot (https://www.alliedecker.com/)
* [Sarah Greesonbach](https://www.linkedin.com/in/sarahgreesonbach/), Founder of B2B Writing Institute (https://www.b2bwritinginstitute.com)

**More Resources:**

* John Bonini’s [Content Update Pyramid](https://www.linkedin.com/posts/jbonini_in-my-experience-these-are-the-8-most-important-activity-6715647725007880192-zmh_/)
* Allie Decker’s [Ultimate Guide to Content Distribution](https://blog.hubspot.com/marketing/content-distribution)
* Ross Simmond’s [DREAM: The Distribution Playbook](https://training.foundationinc.co/dream)
* Benji Hyam’s [SaaS Content Marketing: Why You Should Focus on Bottom of the Funnel First to Drive Signups](https://growandconvert.com/content-marketing/saas-content-marketing/)