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ABOUT JEANETTE

I'm a passionate Business Strategist and the proud Founder of WEN. Having spent over a decade as an entrepreneur, I understand the challenges and triumphs that come with running your own business.

That's why I've made it my mission to share my knowledge and experiences with aspiring entrepreneurs, so we can navigate this exciting journey together, both in business and in life.

Repurpose and Shine: Extending Your Content's Lifespan

WITH JEANETTE
SPENCER



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Blogger Breakthrough Summit Podcast Transcript

[00:00:00.00] - Liz Stapleton

Hey there, amazing bloggers. Welcome to another episode of the Blogger Breakthrough Summit podcast. I'm your host, Liz Stapleton. And today we've got an exciting topic that's going to transform the way you think about your content. We're going to dive into the wonderful world that is content repurposing with Jeanette Spencer. So grab your favorite drink, get comfy, and let's get started.

[00:00:24.01] - Jeanette Spencer

And this pretty much enables us to target a more diverse audience and also to capitalize on the strengths of a particular social media platform or medium. Okay, so now we've got that out of the way, and we've set the stage. I just want to quickly look at two primary benefits of repurposing your content. Which are, firstly, improved SEO, so improved search engine optimization, and also heightened audience engagement. So firstly, search engines like Google absolutely love fresh and relevant content. Content. So when you repurpose your blog post into different formats, what you're essentially doing is creating new valuable content that can then be indexed by search engines, which can lead to improved search rankings and also increased visibility. And then secondly, when you take your blog post and adapt it into various forms like infographics, videos, podcasts, or social media posts, like I mentioned earlier, what you're actually doing is catering to diverse audience preferences. So Some are going to prefer to read, and then you're going to have others that prefer to watch videos. You're going to have some that love visuals and so on. And this means that by offering multiple entry points, what you're actually doing is making your content more accessible to a wider audience.

[00:01:50.08] - Jeanette Spencer

You think about it. You're actually meeting your audience where they are in the format that resonates the most with them. And this doesn't just create a deeper connection. It also encourages them to actually interact and share and ultimately become advocates for your content, which is most definitely what we want.

[00:02:10.08] - Liz Stapleton

All right. Thanks for tuning in to this episode of the Blogger Breakthrough Summit podcast. And I'll see you next time with more tips and tricks to elevate your blogging game. Until then, happy repurposing.