

# Day 2: Worksheet

## Repurposing Your Blog Post

1. List possible formats for repurposing your blog post. Decide on your favorite.

Repurposing Format	Pros	Cons

2. Outline the new version of your post in a separate doc before rewriting it.
3. Identify your new keyword phrase.

<b>Your New Keyword Phrase:</b>	
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4. Brainstorm a new keyword-optimised title.

<b>Your Keyword-Optimized Title:</b>	
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5. Go back and optimise your post where possible for your keyword phrase. Try the Yoast SEO plugin to make sure you're optimising for search.

6. Note down the URL of your published post.

<b>Your Post URL:</b>	
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7. Share your new post on social media and with your email list