



CHECKLIST: OPTIMIZE YOUR HIGH-TRAFFIC POSTS FOR LEAD GENERATION

1. Research your top traffic posts

BLOG POST URL	WHAT SHOULD BE UPDATED?	ORIGINAL GOAL	NEW CTA?	NOTES	TO BE REPUBLISHED?

2. Update the posts to keep content up to snuff

Ask yourself:

- ✓ Are there any broken links?
- ✓ Is content still up-to-date?
- ✓ Are all graphics and images still in line with brand guidelines?

3. Optimize your posts for lead generation

Ask yourself:

- ✓ Are there recently-created conversion carrots (ebook/worksheets/webinar recordings) that are more relevant to the topic of the article?
- ✓ Can you create a new high-value, hyper-relevant conversion carrot with minimal effort?
- ✓ Is your lead gen form placed contextually within the article, rather than all the way at the bottom?
- ✓ Does the conversion carrot require more “selling” or is its value communicated inherently in the article?

Bonus tip: Once you’ve done the legwork of optimizing that monster 5,000 word post from 2012 that search engines love so much, why not share it with new blog subscribers by bumping it to the top of your RSS?