



Content Rejuvenation Scorecard

A Step-by-Step Guide to Identifying Your Highest-ROI Content Opportunities

Not every article deserves an update. The goal is to identify the existing content that has the greatest potential to generate more traffic, engagement, and leads with relatively little additional investment.

Work through this checklist for each page or article on your website.

Step 1: Is This Content Worth Saving?

Yes	No	The topic is still relevant to our audience.
Yes	No	The article addresses a question customers still ask.
Yes	No	The content aligns with our current products or services.
Yes	No	The page still receives organic traffic.
Yes	No	The URL has earned backlinks or authority.

If you checked three or more boxes, continue.

Step 2: Does the Information Need Updating?

Review the article for outdated information.

Yes	No	Statistics
Yes	No	Research studies
Yes	No	Industry trends
Yes	No	Regulations
Yes	No	Pricing
Yes	No	Screenshots
Yes	No	Product information
Yes	No	Competitor references
Yes	No	Links to external resources
Yes	No	Company messaging

Every outdated fact reduces credibility.

Step 3: Improve the Reader Experience

Could the article be easier to read?

Yes	No	Better headline
Yes	No	Stronger introduction
Yes	No	Shorter paragraphs
Yes	No	Better subheads
Yes	No	Bulleted lists
Yes	No	Tables
Yes	No	Graphics
Yes	No	Pull quotes
Yes	No	FAQs
Yes	No	Better formatting for mobile

Step 4: Optimize for Search

Review your SEO.

Yes	No	Primary keyword still appropriate
Yes	No	Meta title updated
Yes	No	Meta description updated
Yes	No	H1 and H2s optimized
Yes	No	Image alt text added
Yes	No	Internal links updated
Yes	No	Broken links removed
Yes	No	New external citations added

Step 5: Optimize for AI Visibility

Modern AI search rewards structured, trustworthy content.

Yes	No	Added comparison tables
Yes	No	Added FAQ section
Yes	No	Added step-by-step instructions
Yes	No	Included original insights
Yes	No	Updated statistics
Yes	No	Cited authoritative sources
Yes	No	Added clear headings
Yes	No	Improved answer-first writing

Step 6: Rebuild Internal Connections

Every update is an opportunity to strengthen your website.

Yes	No	Link to newer articles
Yes	No	Link to service pages
Yes	No	Link to downloadable resources
Yes	No	Link to related case studies

Step 7: Republish Strategically

Once the update is complete:

Yes	No	Update publication date (only if the changes are substantial)
Yes	No	Share on LinkedIn
Yes	No	Include in your newsletter
Yes	No	Add to your email nurture campaigns
Yes	No	Share internally with employees
Yes	No	Include in future presentations
Yes	No	Add to resource libraries
Yes	No	Deploy full content activation

Final Question

Before creating another new article, ask yourself:

Do we already have an existing content asset that could deliver greater ROI if we improved it instead?

If the answer is yes, content rejuvenation may be your fastest path to stronger search visibility, better AI citations, higher conversion rates, and more value from every content investment.