

# Reuse, Recycle: How to Repurpose Your Content and Make the Big Bucks



**ASHLEY WARD**  
**Corporate Speaker**  
**SEMrush**

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INTERNATIONAL SPEAKER  
WRITER FOR SEARCH ENGINE JOURNAL  
AGENCY OWNER

DOG MOM, FIANCE, BACKPACKER, HIKER, OFFROADER,

Create less,  
promote more.

— Salma Jafri

There's SOO  
much content out  
there. — Users

The company is in  
a boring industry.

— Inhouse Marketers

The company has no  
budget to promote.

— Agencies

I don't want to focus  
on me as the story

— CEO's

# Recycling Content in 2018



**BUFFER EXPERIMENT**



THE RULES



YOUR EXPERIMENT



MEASURING CONTENT

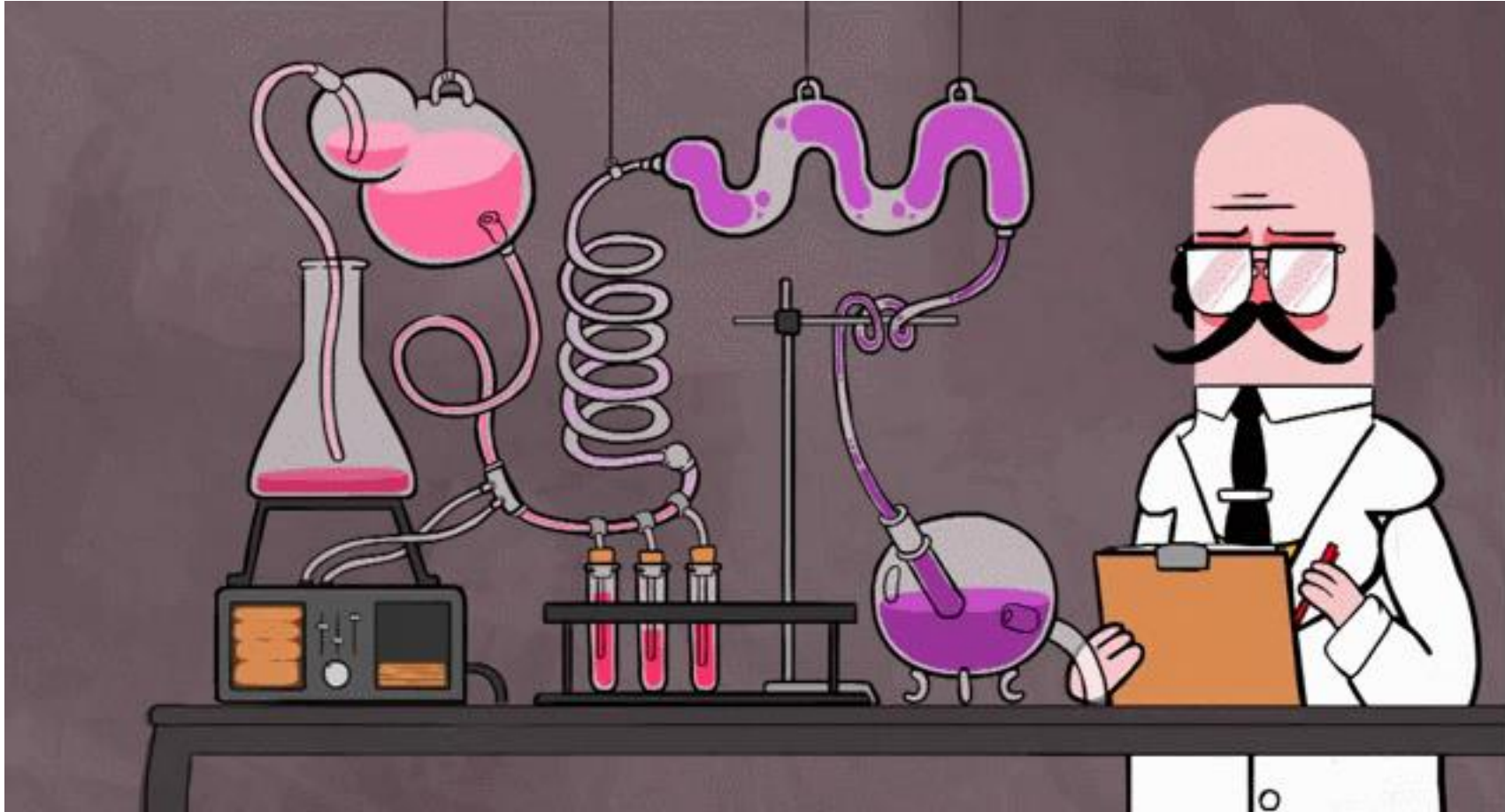


FINAL TIPS





# The Buffer Experiment



# The Buffer Experiment in 3 Steps

No new content for 4 consecutive weeks

01

Don't publish any brand new content

02

Repurpose evergreen content into ebooks, & Slideshares

03

Update old blog posts with audio and graphics

# What Content Should They Reuse?

## Content Audit:

- Top performing
- Most shared
- Backlinks

Blog Post All Stars - popular stories on the Social blog

File Edit View Insert Format Data Tools Add-ons Help Last edit was on July 8

Comments Share

The Big List of 189 Words That Convert

	A	B	C	D	E	F	G	H	I	J
1	Title	URL	Short URL	Uniques	Time on Page	Shares	Twitter	Facebook	G+	Linked In
2	The Big List of 189 Words That Convert	<a href="https://words-an">https:// words-an</a>		184,813	5.46	8,984	3,930	271	1,393	1,971
3	How to Create a Social Media Marketing Plan From Scratch	<a href="https://social-me">https:// social-me</a>		143,189	5.40	6,994	3,506	200	1,583	1,209
4	The Power of Meditation and How It Affects Our Brains - - The Buff	<a href="https://how-med">https:// how-med</a>		140,965	5.71	3,390	1,947	536	424	483
5	30 Little-Known Features of Facebook, Twitter, and More	<a href="https://little-know">https:// little-know</a>		138,213	5.18	10,677	5,977	902	1,499	2,299
6	The Science of Smiling: A Guide to Human's Most Powerful Gestur	<a href="https://the-scienc">https:// the-scienc</a>		131,429	5.09	6,938	3,744	2,055	468	668
7	Inside the Facebook News Feed: A List of Algorithm Factors	<a href="https://facebook">https:// facebook</a>		126,600	5.63	12,080	4,599	5,203	874	1,204
8	The 7 Key Ingredients of a Powerful Twitter Bio	<a href="http://b/how-to-cr">http://b /how-to-cr</a>		111,324	5.40	3,865	2,740	85	516	512
9	20 WordPress Plugins for a More Powerful Blog	<a href="http://b /best-worc">http://b /best-worc</a>		103,899	5.57	4,679	2,216	1,371	625	463
10	A Scientific Guide to Hashtags	<a href="https://a-scientifi">https:// a-scientifi</a>		102,861	6.24	8,581	6,490	132	864	1,095
11	59 Free Twitter Tools and Apps That Do Pretty Much Everything	<a href="https://free-twitte">https:// free-twitte</a>		98,504	5.52	4,351	1,048	1,742	672	784
12	23 Tools and Resources to Create Images for Social Media	<a href="http://b /tools-crea">http://b /tools-crea</a>		94,378	3.04	4,870	2,935	799	494	638
13	The Ultimate Guide to Ideal Image Sizes for Social Media Posts	<a href="https://ideal-ima">https:// ideal-ima</a>		92,818	4.91	4,147	2,283	930	260	673
14	16 Top Tips from Blogging Experts for Beginners - - The Buffer Blo	<a href="https://blogging-">https:// blogging-</a>		86,106	6.21	3,599	2,491	171	310	626
15	The 10 Best Social Media SlideShare Presentations of 2014	<a href="https://best-slide">https:// best-slide</a>		83,009	5.29	8,322	4,573	476	974	2,298
16	How To Rewire Your Brain for Positivity and Happiness - - The Buff	<a href="https://how-to-re">https:// how-to-re</a>		77,758	8.30	2,830	1,475	435	396	517
17	The Complete Guide to Creating the Perfect Facebook Page for Yo	<a href="http://b /how-to-cr">http://b /how-to-cr</a>		76,525	5.05	3,149	1,791	411	307	536
18	How to Get Your First 1,000 Followers on Twitter, Facebook	<a href="https://first-1000">https:// first-1000</a>		76,116	4.43	3,694	1,378	1,017	330	969
19	Twitter Cards Complete Guide: How to Set Up, Measure, More	<a href="https://twitter-car">https:// twitter-car</a>		74,798	5.90	5,520	3,908	482	468	661
20	Twitter Cards Complete Guide: How to Choose, Set Up, Measure, r	<a href="http://b /twitter-car">http://b /twitter-car</a>		74,798	5.90	4,829	3,100	452	450	634
21	15 Twitter Hacks That Will Turn You Into a Twitter Ninja	<a href="https://twitter-ha">https:// twitter-ha</a>		73,839	5.20	4,005	688	1,725	681	911
22	Infographic: The Optimal Length for Every Social Media Update	<a href="https://optimal-le">https:// optimal-le</a>		69,865	3.53	7,863	4,560	197	1,588	1,219
23	The Myth of Passion and Motivation: How to Stay Focused When Y	<a href="https://the-myth-">https:// the-myth-</a>		68,308	5.56	5,836	2,495	930	1,245	1,165
24	30+ Ultimate Headline Formulas for Tweets, Posts, and Emails	<a href="http://b /headline-">http://b /headline-</a>		57,935	4.08	4,739	2,163	860	940	776
25	27 Best Copywriting Formulas: How to Tell a Captivating Story Onl	<a href="http://b /copywritir">http://b /copywritir</a>		52,917	5.25	5,108	3,296	28	900	882
26	11 Facebook Marketing Tools to Help You Optimize Your Page	<a href="http://b /facebook-">http://b /facebook-</a>		51,426	5.90	5,097	2,228	2,064	327	478
27	What Marketing Does to Our Brains - The Buffer Blog	<a href="https://what-mark">https:// what-mark</a>		50,100	4.00	3,300	2,500	400	300	700

+ Stories Report Configuration Uniques Time on Page

From the audit, they chose 10 pieces of content and separated them over 4 weeks.

#### *Week One*

- [The Big List of Twitter Tools: 91 Free Twitter Tools and Apps to Fit Any Need](#) (an update to our popular tools post)
- [A Scientific Guide to Hashtags: How Many, Which Ones, and Where to Use Them](#) (an update, with a new audio version of the post)
- [Got 60 Seconds? Learn Something New in These 25 Short & Sweet Social Media SlideShares](#) (a listicle with new SlideShares we'd created from evergreen content)

#### *Week Two*

- [The 15 Best Browser Extensions to Improve Your Social Media Marketing](#) (an update to a popular tools post)
- [Twitter Tips for Beginners: Everything I Wish I Knew About Twitter When I Started](#) (an update)
- [The Big List of IFTTT Recipes](#) (an update)

#### *Week Three*

- [How to Create a Social Media Marketing Plan From Scratch](#) (an update with a brand new infographic)



## Stormy <3

3 months, 13 days

American Staffordshire Terrier /  
Mixed (short coat)

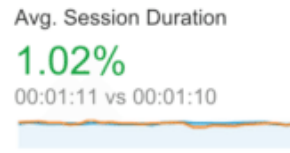
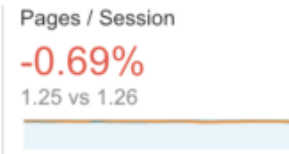
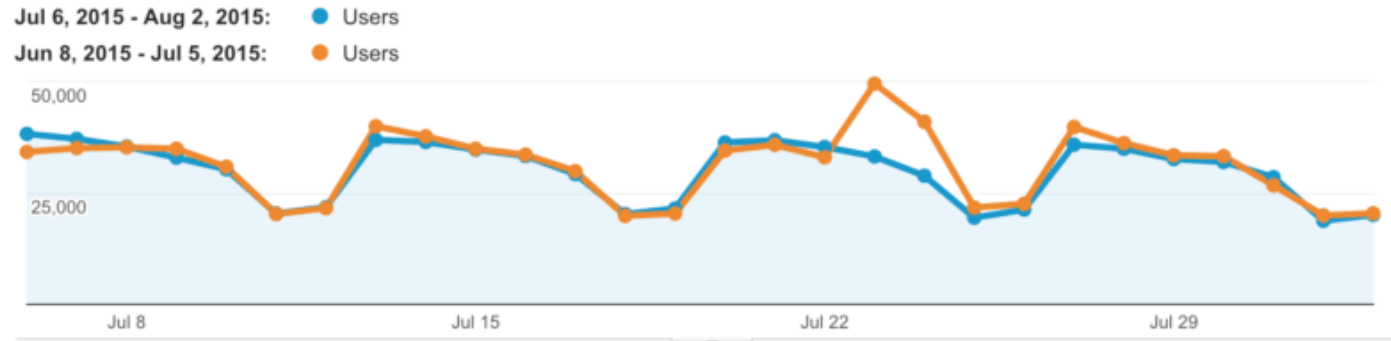


# The Results..



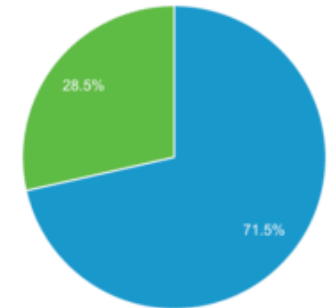
# Blog Traffic Went Down..

a little

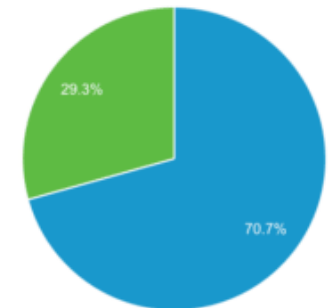


■ New Visitor ■ Returning Visitor

Jul 6, 2015 - Aug 2, 2015



Jun 8, 2015 - Jul 5, 2015



# But Organic Went Up..

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1. Organic Search			
Jul 6, 2015 - Aug 2, 2015	<b>592,308</b> (63.83%)	78.44%	464,625 (70.06%)
Jun 8, 2015 - Jul 5, 2015	<b>566,905</b> (58.64%)	78.87%	447,122 (65.46%)
<b>% Change</b>	<b>4.48%</b>	<b>-0.54%</b>	<b>3.91%</b>

# Slideshare Views Increased

## Added 3 new SlideShares:

- Referral traffic from SlideShare jumped from 50 visits to 90 visits
- Increased overall SlideShare views by 380%

The image shows a Buffer profile on the left and a SlideShare presentation on the right. The Buffer profile includes the logo, a 'Follow' button, and statistics: 39 SlideShares, 2,193 Followers, and 1 Clipboard. It also lists the location as US, the industry as Advertising / Marketing / PR, and the website as bufferapp.com. A bio states: 'Buffer is the easiest to share links to Twitter, Facebook, LinkedIn, Google+ and more – for free! We automatically schedule your posts over the day and post them at the best times. We also give analytics and lots of app integrations (like Feedly, Pocket and more).' Social media links for Twitter, Facebook, and LinkedIn are provided, along with a 'Followers (2,193)' section.

The SlideShare presentation is titled 'THE STATE OF SOCIAL 2018' and features a hand holding a smartphone displaying a social media interface. The presentation is brought to you by Buffer and is the first of 41 slides. A sidebar on the right shows a list of content types: Presentations (36), Documents (0), Infographics (3), and Videos (0).

2,397 ebook downloads  
Created 1 new email drip campaign  
And maintained less than 5% drop in unique visits to their blog

## Successful Experiment - Reusing Content is Possible



# The Rules to Follow



THE BUFFER EXPERIMENT CONTENT RULES



YOUR EXPERIMENT



MEASURING CONTENT



FINAL TIPS



1

2

3

4

5

# Republishing vs Recycling

# Republishing Content

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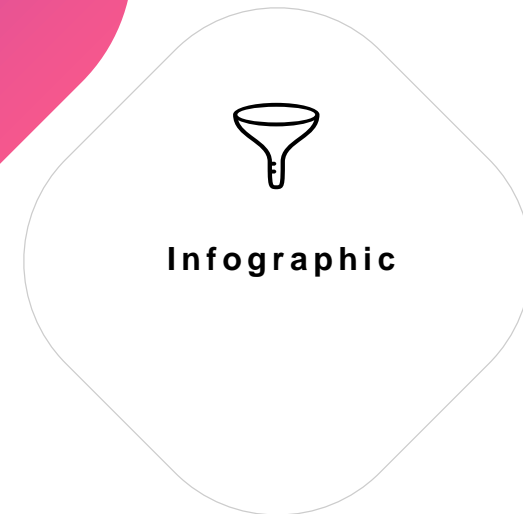
Publishing the same piece of content but updating the info, images, or some of the content.





# Recycling Content

Taking a content piece and reproducing the content into new forms of content.



# Rule #1: Don't Republish All of Your Content

# Buffer Chose ONLY 10 Pieces of Content, Not All of 2017

## *Week One*

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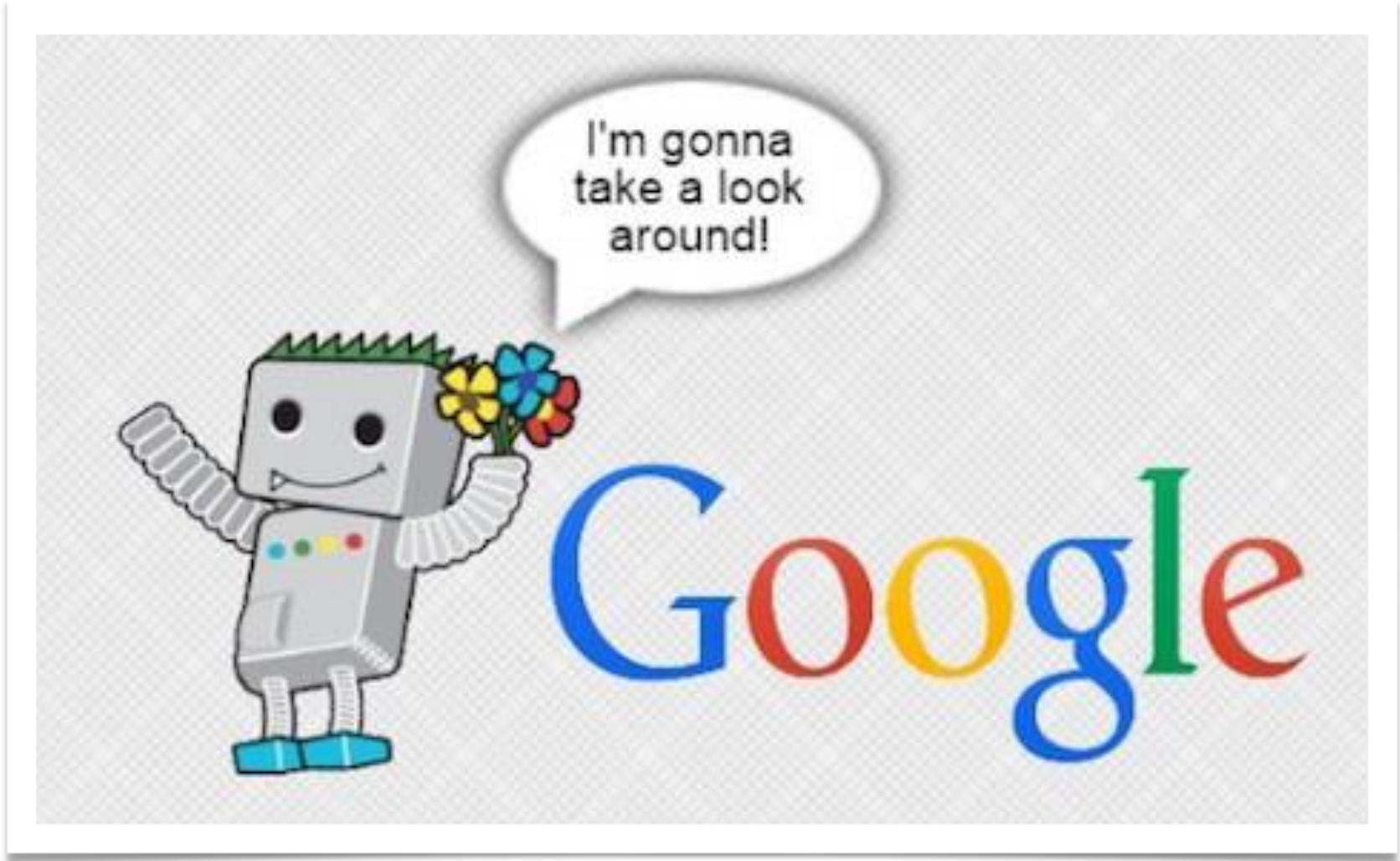
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## *Week Three*

- [How to Create a Social Media Marketing Plan From Scratch](#) (an update with a brand new infographic)

Rule #2:  
Wait 2 Weeks to  
Republish Content



Rule #3:  
Don't Change the  
URL if You're  
Republishing

# Unless You're Going to Update URL on ALL Places...



# Your Buffer Experiment



THE BUFFER EXPERIMENT CONTENT RULES



YOUR EXPERIMENT



MEASURING CONTENT



FINAL TIPS

1

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## Selena <3

3 months, 13 days

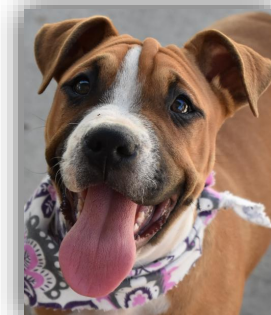
American Staffordshire Terrier /  
Mixed (short coat)



# Step #1: What Are Your Content Goals?

## Buffer Defined Their Goals, Even Before the Audit

- less than 5% drop in unique visits to the blog
- 500% increase in SlideShare views month-over-month
- 500% increase in LinkedIn follows
- 500% increase in Quora views
- 10,000 ebook downloads
- 25,000 video views
- 1 new email drip campaign created
- Learning Center MVP built



# Different Content Achieves Different Goals



## WEBSITE TRAFFIC

- blog posts
- social media posts
- email newsletters
- infographics
- videos
- reviews
- how-to guides
- case studies
- training courses



## NEW LEADS

- email newsletters
- landing pages
- social media ads
- social media posts



## INCREASE RANKINGS

- guest posts
- blog posts
- infographics
- videos
- reviews
- how-to guides
- case studies
- training courses



## CUSTOMER EDUCATION

- training courses
- email newsletters
- blog posts
- how-to guides



## BRAND EXPOSURE

- guest posts
- blog posts
- infographics
- videos
- case studies
- social media posts

# Step #2: Audit Your Content

# Pro's to Auditing Your Content:



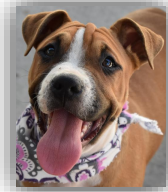
What was the topic?



What kind of content is it?



Was it how-to, listicle, etc?



Who was the author?



How did you share it?



How long has it been published?

## Create a Spreadsheet to Track Metrics

1	URL	Author	Team	Production Time	Title	Date	Content Type	Content Goal	Word Count	Comments	Social
2	<a href="http://www.seocontenturl.com">www.seocontenturl.com</a>	John Smith	Social	8 hours	Cool Content	2/2/2018	Blog post	Increase website traffic by 400 visitors	5,430 words	18	480
3	<a href="http://www.seocontenturl.com">www.seocontenturl.com</a>	Mary Joe	Content	5 hours	Content graphic	2/8/18	Infographic		450	12	356
4	<a href="http://www.seocontenturl.com">www.seocontenturl.com</a>	Joe Mary	SEO	2 hours	Why Write Content in 2018	2/12/18	Blog post		2,345	22	700
5											
6											
7											
8											
9											

1. Create spreadsheet or use this one: <http://bit.ly/contentauditexcel>
2. Run an audit for all 2017 content
3. Start tracking metrics weekly for new content

# Step #3: Create Your “Gem List”



# Create Your “Top 10 Gems” List, or Your Magic Number

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## Week Two

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- [The Big List of IFTTT Recipes](#) (an update)



## Week Three

- [How to Create a Social Media Marketing Plan From Scratch](#) (an update with a brand new infographic)

# Choose 5 to ReCYCLE and 5 to RePUBLISH



Listicles Update

Infographic

## Week One

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# Step #4: Distribute Wisely



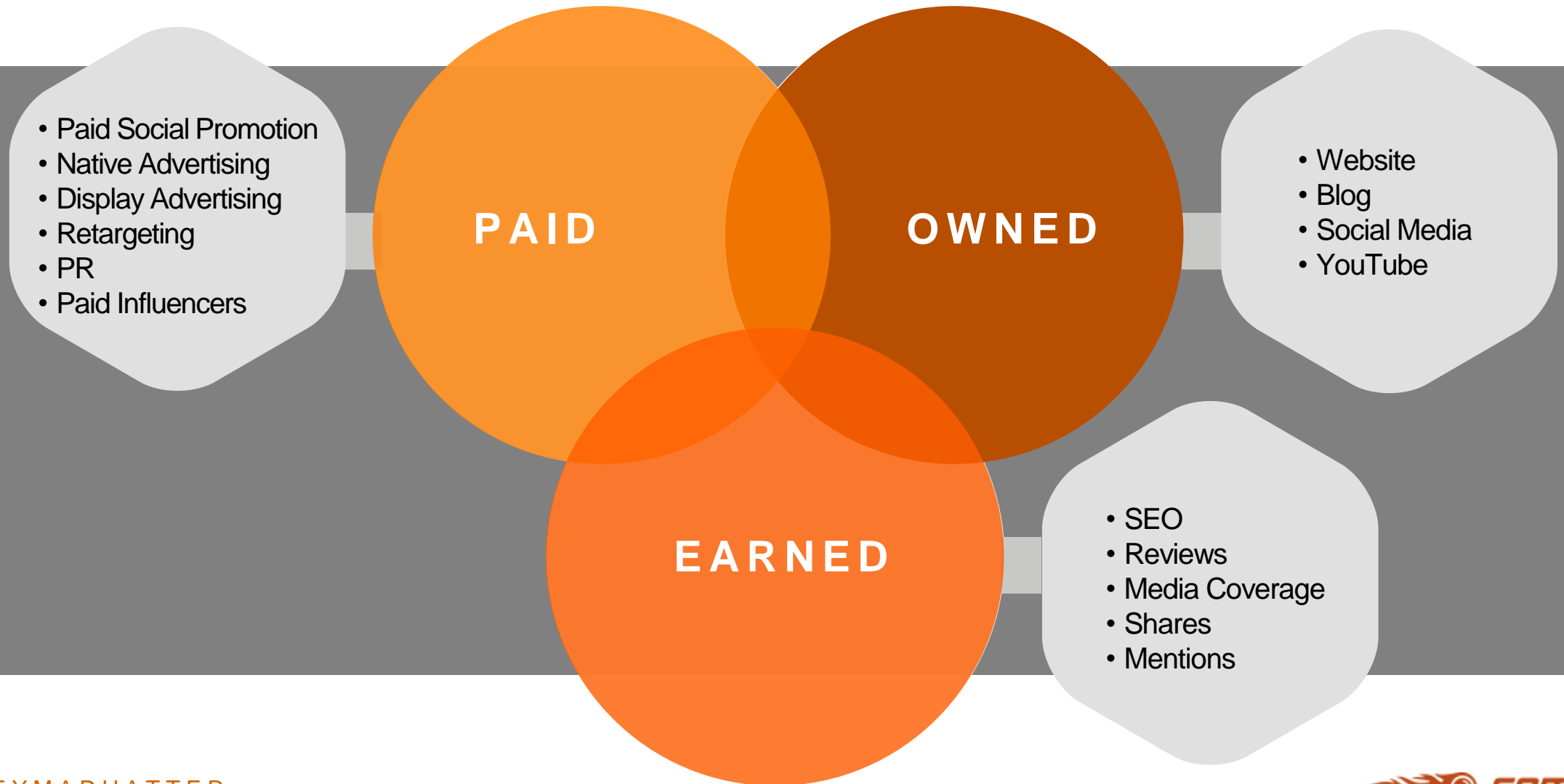
“ **Content is king...but  
distribution is queen  
and she wears the pants.** ”  
– Jonathan Perelman, BuzzFeed

How we distribute the content makes or breaks the effectiveness of the content.

@adriasaracino   
#SEARCHLOVE

# Content Distribution Channels

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# Play the Waiting Game

Buffer Chose 4 Weeks  
You: Longer or Shorter...



All good things to those who wait.



# Measure the Results



THE BUFFER EXPERIMENT CONTENT RULES

1



YOUR EXPERIMENT

2



MEASURING CONTENT

3



FINAL TIPS

4



5

Yoda <3

4 months

Shepherd / American Staffordshire  
Terrier / Mixed (short coat)





# Buffer Measured The Results

- less than 5% drop in unique visits — Actual: 4% drop 😊
- 500% increase in SlideShare views — Actual: 116,000 versus 450,000 (380% increase)
- 500% increase in LinkedIn follows — Actual: no significant increase
- 500% increase in Quora views — Actual: 211 versus 0 (I didn't do my research in setting this goal, huh!)
- 10,000 ebook downloads — Actual: 2,397 downloads
- 25,000 video views — Actual: None during the month, 5,800 since
- 1 new email drip campaign created — Yes! 😊
- Learning Center MVP built — Yes 😊

# Define Your Key Metrics

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Not all metrics are the same for all content types.

Key metrics for blog posts:

Active reading time, website traffic, new users

Key metrics for podcasts:

Listening length, new subscribers, shares



blindfold

# Know Which Metrics Matter

Shares:

Just because it's shared doesn't mean it's read



Shares **BUSTED**

*"I couldn't be bothered to read, but clicked 'Share' anyway." Fair enough.*

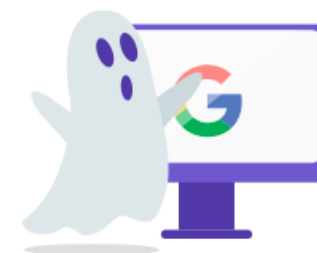
Research shows there is little correlation between the articles we read and the articles we share.



Time on page **BUSTED**

*While you were making yourself coffee, after leaving hundreds of tabs open, some lucky content author was celebrating the half an hour you accidentally spent on their page.*

This metric won't tell you how much time a visitor spent actively reading (as opposed to how much time he spent surfing in another tab).



Pageviews **BUSTED**

*"Beat Your SEO Competition With These Easy Exorcism Tips!"*

The number of page views says nothing about the content of the page. A reader may have been attracted by a catchy headline, but no further reading followed.

# Know Which Metrics Matter

## Shares:

Just because it's shared doesn't mean it's read

## Time on Page:

Need to make lunch while the blog post is open?



## Shares **BUSTED**

*"I couldn't be bothered to read, but clicked 'Share' anyway." Fair enough.*

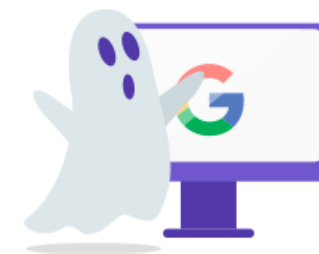
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# Know Which Metrics Matter

Shares:

Just because it's shared doesn't mean it's read

Time on Page:

Need to make lunch while the blog post is open?

Pageviews:

Clickbait can skew page view metrics



Shares **BUSTED**

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Pageviews **BUSTED**

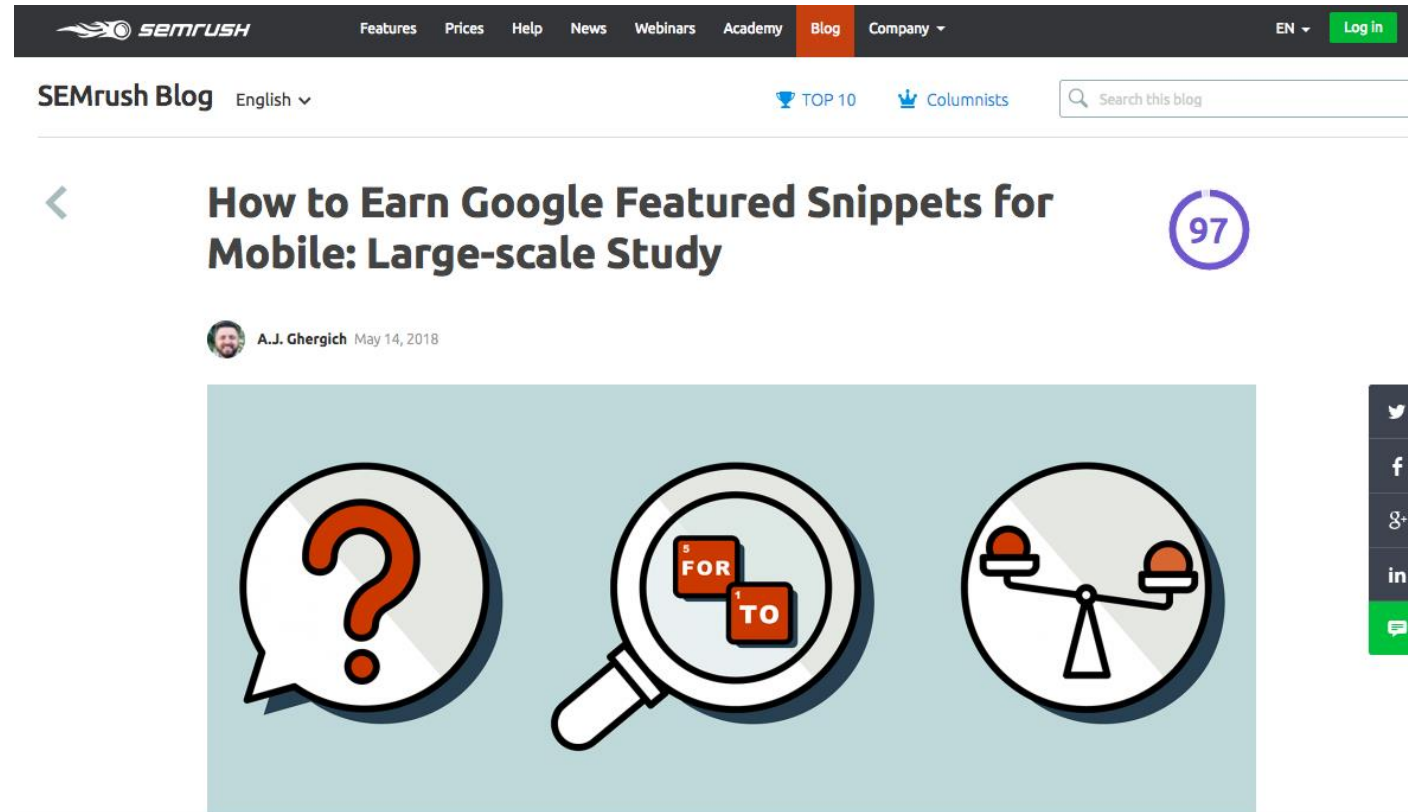
*"Beat Your SEO Competition With These Easy Exorcism Tips!"*

The number of page views says nothing about the content of the page. A reader may have been attracted by a catchy headline, but no further reading followed.

# Wow Score

Use Wow-Score to determine accurate metrics like content ratings:

- Active users' reading time

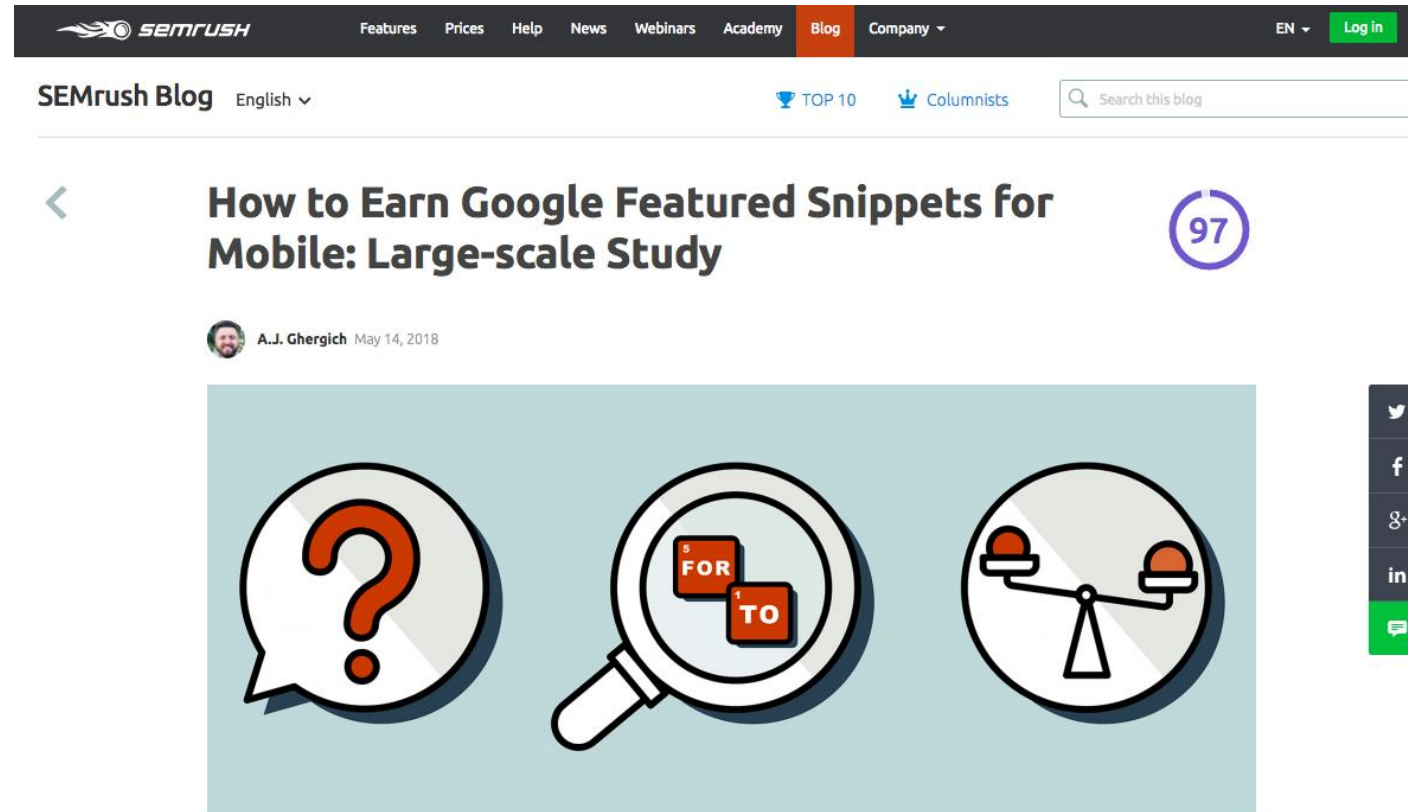


The screenshot shows the SEMrush Blog interface. At the top, there is a navigation bar with the SEMrush logo and links for Features, Prices, Help, News, Webinars, Academy, Blog (highlighted), and Company. A search bar is located on the right. Below the navigation bar, the article title "How to Earn Google Featured Snippets for Mobile: Large-scale Study" is displayed in a large, bold font. To the right of the title is a purple circular badge with the number "97". Below the title, the author's name "A.J. Ghergich" and the date "May 14, 2018" are shown. The main content area features three circular icons: a question mark, a magnifying glass over the words "FOR" and "TO", and a balance scale. On the right side of the page, there is a vertical social media sharing bar with icons for Twitter, Facebook, Google+, LinkedIn, and a green button.

# Wow Score

Use Wow-Score to determine accurate metrics like content ratings:

- Active users' reading time
- Scrolling speed



SEMRUSH

Features Prices Help News Webinars Academy Blog Company

EN Log In

SEMrush Blog English


TOP 10 Columnists

Search this blog

## How to Earn Google Featured Snippets for Mobile: Large-scale Study

97

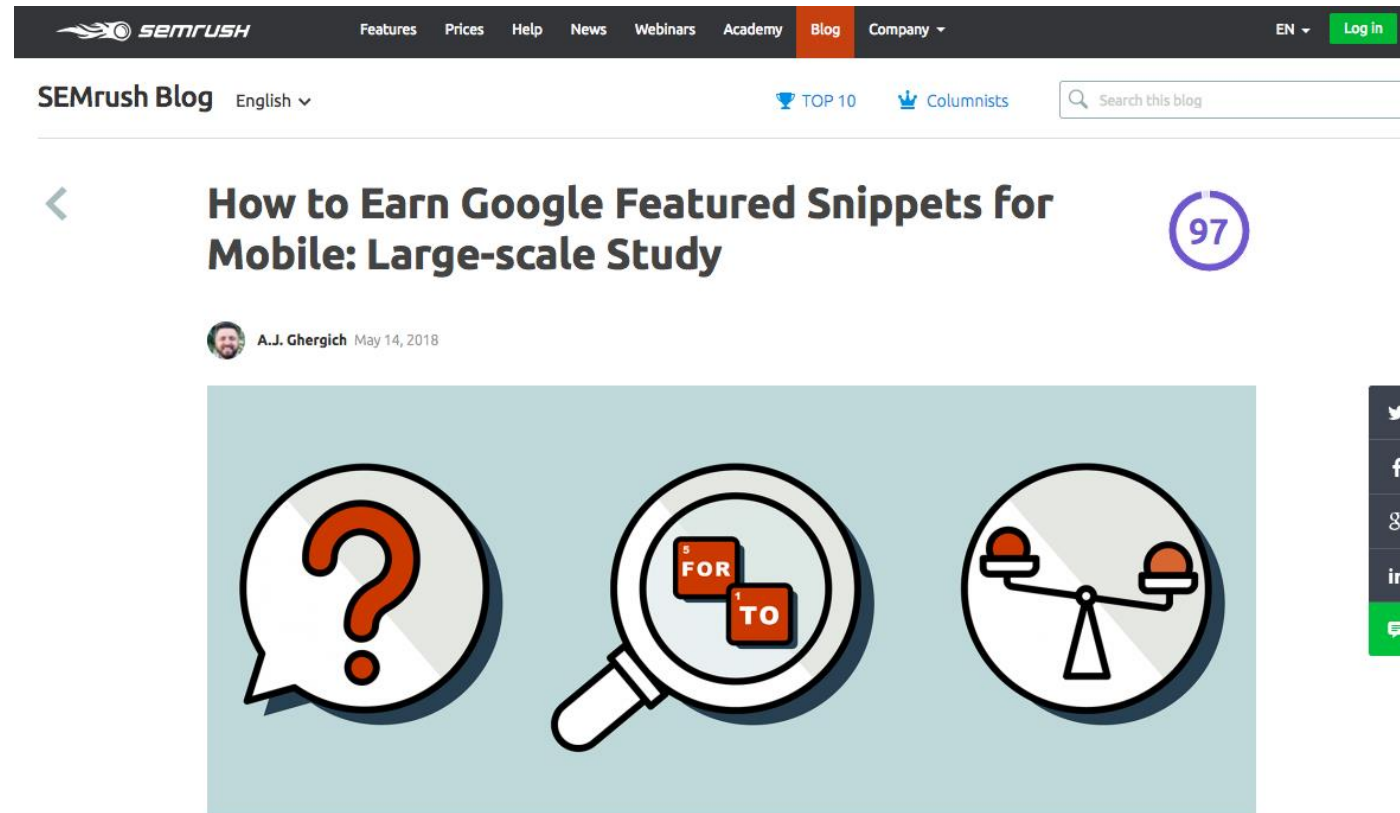
A.J. Ghergich May 14, 2018



# Wow Score

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- Article length



SEMRUSH

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TOP 10 Columnists

Search this blog

## How to Earn Google Featured Snippets for Mobile: Large-scale Study

97

A.J. Ghergich May 14, 2018





# What to Measure with Content.. and the Tools



## PAGE VIEWS

Indicates the number of views per particular web page. Gives you a general idea of how good the performance of your content is.

## AVERAGE TIME ON PAGE



Indicates if visitors are attentively reading your content or just glancing through it.



## UNIQUE VISITORS

Shows how many visitors your content attracts. Allows you to determine the size of your audience.

## PAGE DEPTH



Demonstrates an average number of pages that users visit per session.

# USER BEHAVIOUR



## PAGES PER SESSION

Indicates an average number of pages (pieces of content) viewed during a single session on your website. This metric helps you to evaluate your interlinking.

## BOUNCE RATE



Indicates the percentage of users who left a particular page without visiting any other website pages.



## NEW AND RETURNING USERS

Shows your content's ability to attract new audience and retain the old one.

## TRAFFIC SOURCES



Helps you to discover best marketing channels for your content distribution.

# User Behavior

Find user behavior metrics using:

- SEMrush Reports
- Google Analytics
- SimpleReach
- Chartbeat



7 NESHAMINY INTERPLEX, SUITE 301, TREVOSE, PA 19053

WWW.SEMRUSH.COM

## Overview

Account: seoquake | View: GA Tool test view | Traffic channel: All | Period: 31 Oct, 2017 - 29 Nov, 2017

### Sessions

**50.8K** -8%

The number of sessions within the date range

### New Sessions

**85.52%** 0%

An estimate of the percentage of first time visits

### Pages / Sessions

**1.36** -2%

The average number of pages viewed during a session

### Bounce Rate

**58.41%** +6%

The percentage of single-page visits

### Avg. Session Duration

**00:01:06** -11%

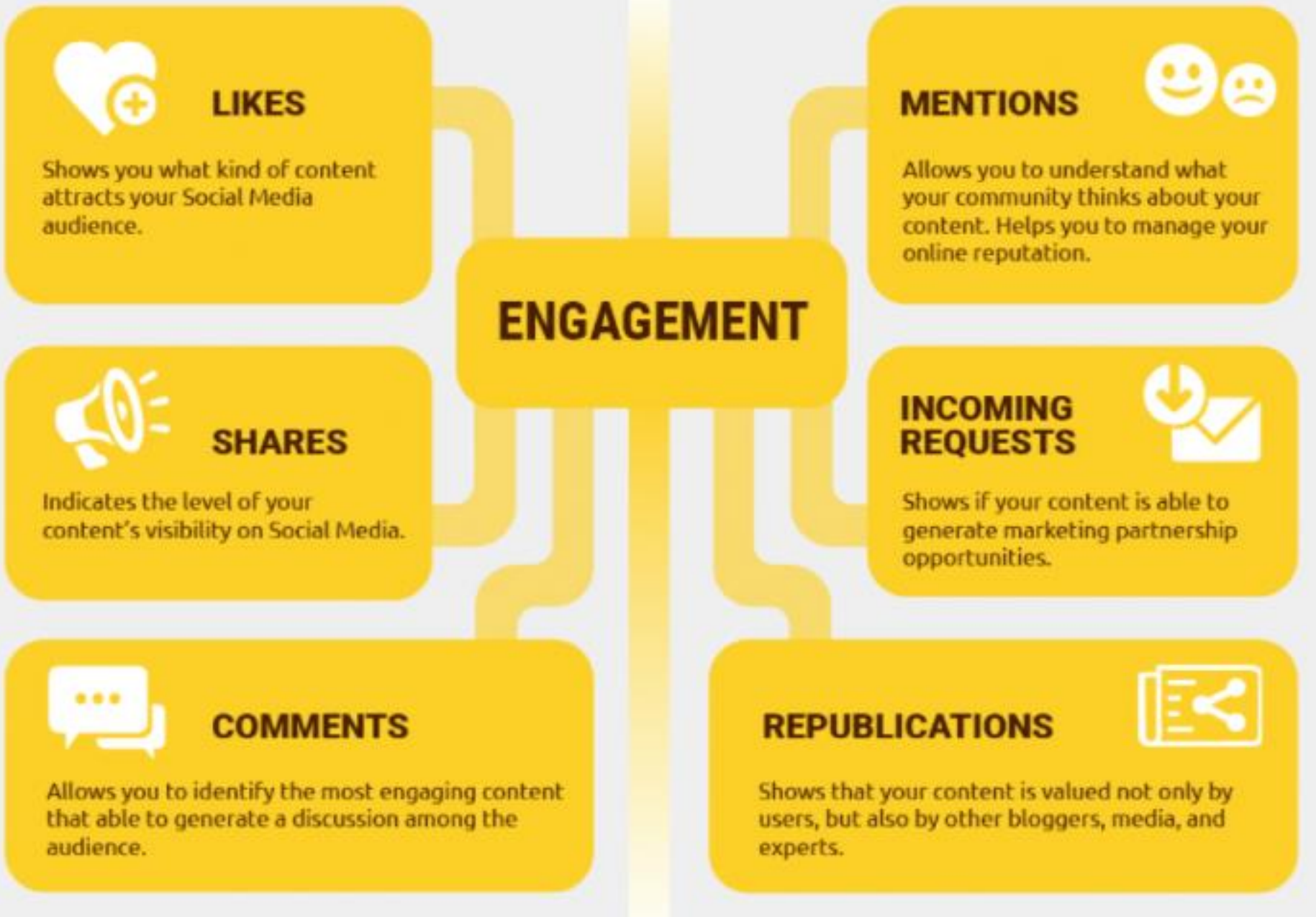
The average length of a Session

### Goal Completions

**0** 0%

The total number of conversions





# Engagement

Find user engagement metrics using:

- Social media platform analytics
- SEMrush Social Media Tracker
- Mention
- Brand24







Social Media Tracker: disney

Overview Facebook **Twitter** Instagram Google+ YouTube LinkedIn

Company: ashley Dates: Nov 23-29, 2017 (last 7 days)

Tweets Audience Activity Engagement Hashtags Mentioners Mentions

Filter by hashtags (12 Found): # Posts types: All 25 Video 14 Photo 11

Nº	Tweets (25 Found)	Posted	Total engagement	Engagement rate	Likes	Retweets	Replies
1	ashley   Posted at: 14:05 (Nov 29, 2017) Liu Yifei Has Been Cast as #Mulan in the Upcoming Live-Action Film: <a href="#">d1.sn/6010DEGpQ...</a> Expand		20,526	35.66	13,557	6,960	9
2	ashley   Posted at: 10:07 (Nov 29, 2017)		14,167				

Feed Dashboard Influencer Insight Center

Nasa 59,303 mentions

MENTIONS

- Inbox
- Unread 32
- Priority
- Favorites
- Social Messages
- More...

TAGS

TASKS

ACTIVITY

Space X 35,303 mentions

Add a new alert

Recherche ...

All Sources

- elle.com 22h **Mode brand of the year** Just Tried the new Nasa website, and it's just an insane brand!
- nytimes.com 22h **Story with Lewis Hamilton** Being the savage's boesman, that is, the person who pulled the bow-car in his boat
- KONA Morning News 22h **KONA Morning News** Karlan three six six twenty three twenty five Schilling get ready for winter driving if you...
- @vogue 22h **Vogue Magazine** @Mention @Statustrew May 10, 1909: @NASA Apollo 10 transmit the first color
- @fiktuzenat 22h **Simple Inspiration** It was a humorously petious business for both of us. For, before we proceed further, it



## ORGANIC TRAFFIC

Indicates the number of visits your website receives from search engines. Shows which of your content has good SEO potential.



## DWELL TIME

Indicates the average length of time a visitor spends on the page before returning to the search tab results.

# SEO OUTCOME

## BACKLINKS



Measures the virality of your content. Shows if your content is appreciated by other experts and if it produces a resonance in your community.

## KEYWORD RANKINGS

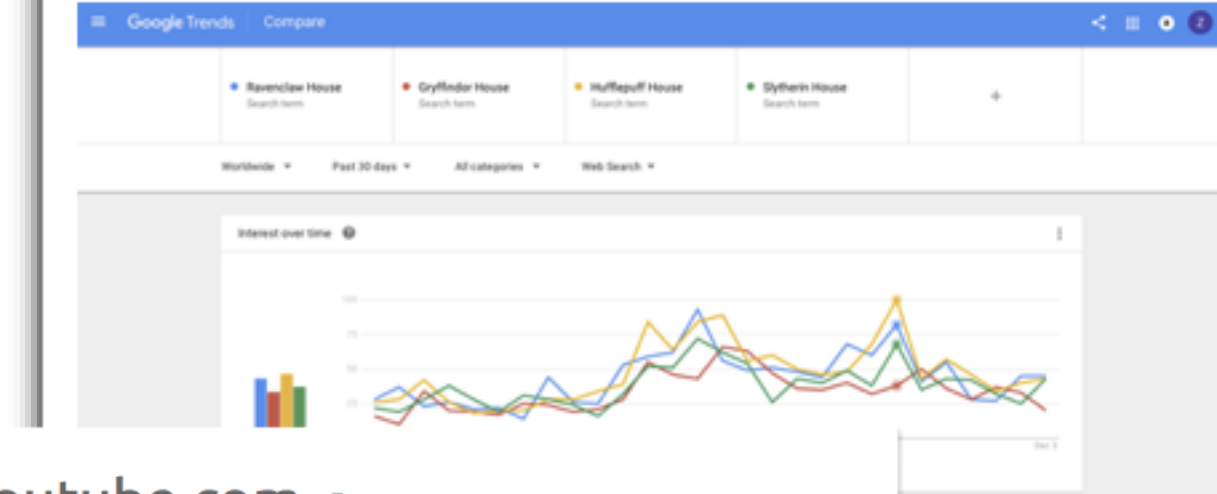


Indicates the current position of your web page in search tab results for a specific term you are trying to rank for.

# SEO Metrics

Find SEO metrics using:

- Google Webmaster Tools
- SEMrush On Page SEO Tracker
- SEMrush Domain Analytics
- Google Trends
- Majestic



## Backlinks: youtube.com

Report Scope: [Root Domain](#)

Overview

Backlinks

Anchors

Referring Domains

Referring IPs

Indexed Pages

Com

Data for youtube.com

[+ Add competitors](#) NEW

Total Backlinks ⓘ

**4.7B**

Referring Domains ⓘ

**6.6M**

Referring IPs ⓘ

**2.2M**

Domain Score ⓘ

**91**

New & Lost Backlinks ⓘ

Chart Scope: Root Domain

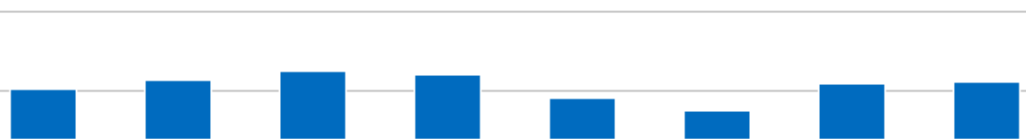
New

Lost

Notes

500M

250M





B2B marketers report **sales lead quality** as their #1 most important metric for measuring content marketing success; even more important than sales and conversions.





## EXISTING LEADS TOUCHED

Indicates the number of existing leads that interacted with your content. Helps to evaluate and develop your lead nurturing.

# COMPANY REVENUE

## CONVERSION RATE



Indicates the percentage of visitors who took the desired action (click, registration, download, etc.) after interaction with your content.



## NEW LEADS GENERATED

Indicates the number of new users who shared their personal details in exchange for your content or after touching it.

## RETURN ON INVESTMENT (ROI)



Measures the amount of return on investment relative to the cost of your content creation and distribution.

## COST PER ACQUISITION



Measures the cost to acquire one paying customer across your Content Marketing campaign.

# Company Revenue

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Find company revenue:

- Track the number of returning users in Google Analytics
- Check CRM for new leads / existing leads
- Conversion rate =  $\text{Conversions} / \text{clicks}$



# Key Takeaways..



WHY REPURPOSE

1



REUSING RULES

2



CONTENT AUDIT

3



MEASURING CONTENT

4



FINAL TIPS

5

# Don't Be Afraid to Update Your Old Content

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# Turn Text into Video and Audio

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# Put Your Content on Slideshare and Quora

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## Bubba <3

2 years, 1 month

American Staffordshire Terrier /  
Mixed (short coat)



# Turn Old Blog Posts into eBooks

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# Think Mobile-First With Your Content

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Mobile devices are projected to reach **79%** of global internet use by the end of 2018



Nearly **8** in 10 customers would stop engaging with **content** that doesn't display well on their device

# Responsive Content

## Text Size

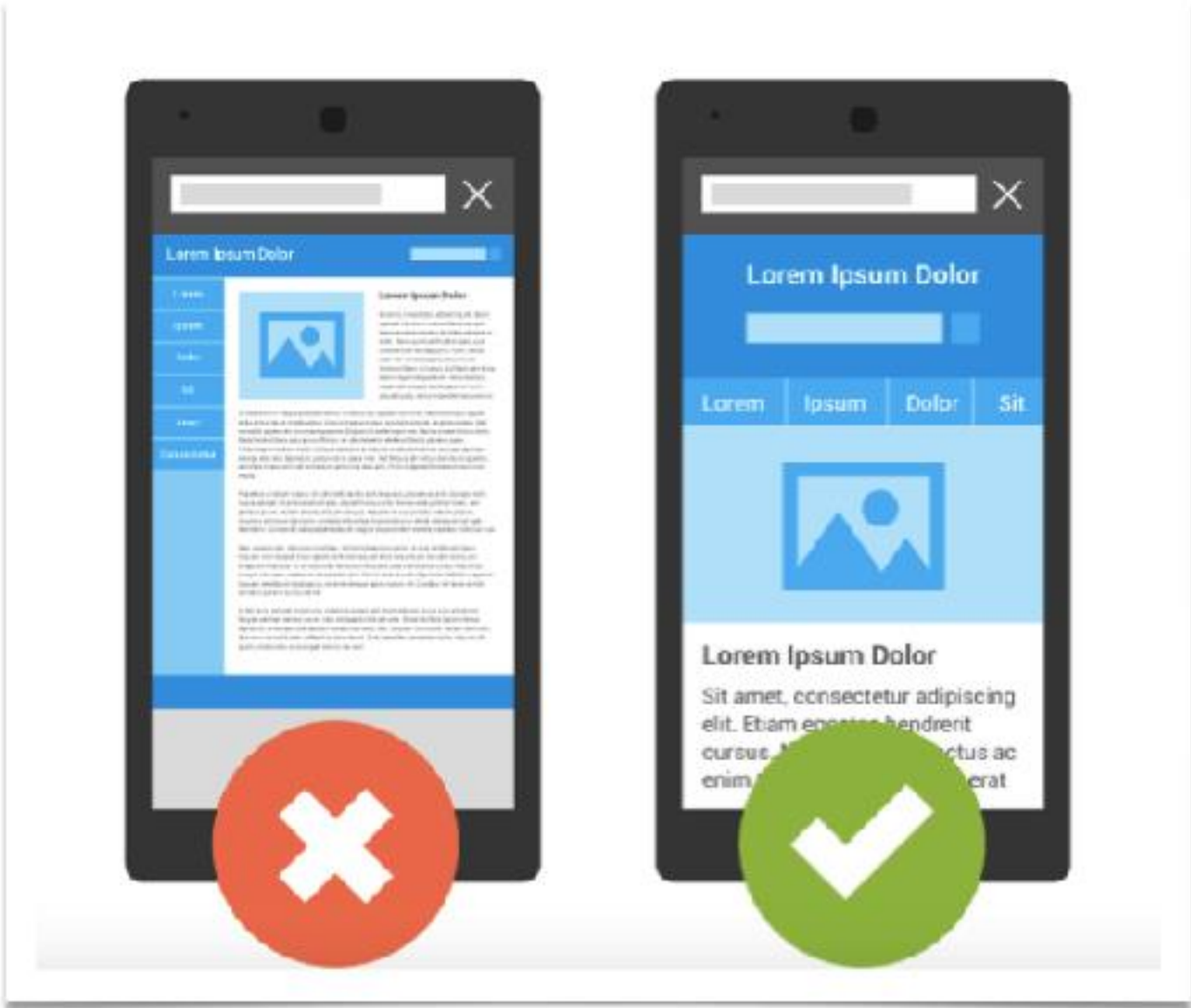
Keep text at a readable size

## Images

Keep image file sizes small and loadable

## Load Speed

Aim for load speed of less than 2 seconds



# Buzzfeed Desktop Keyword Positions

ORGANIC SEARCH POSITIONS 1 - 100 (8,927,879) 

Add to Export Manager



0

Filter by keyword



Advanced filters 

<input type="checkbox"/>	Keyword	Pos. 	Volume 	KD 	CPC (USD) 	URL	Traffic % 	Costs % 	Com. 	Results 	Trend 
<input type="checkbox"/>	<a href="#">buzzfeed</a>	1 (1)	2,240,000	93.96	1.27	<a href="http://www.buzzfeed.com/">www.buzzfeed.com/</a>	6.30	9.49	0.01	128,000,000	
<input type="checkbox"/>	<a href="#">buzzfeed quizzes</a>	1 (1)	673,000	93.66	0.91	<a href="http://www.buzzfeed.com/quizzes">www.buzzfeed.com/quizzes</a>	1.89	2.04	0.01	-	
<input type="checkbox"/>	<a href="#">quiz</a>	1 (1)	450,000	77.58	0.31	<a href="http://www.buzzfeed.com/quizzes">www.buzzfeed.com/quizzes</a>	0.74	0.27	0.15	368,000,000	
<input type="checkbox"/>	<a href="#">air fryer</a>	1 (1)	450,000	85.58	1.17	<a href="http://www.buzzfeed.com...review">www.buzzfeed.com...review</a>	0.74	1.03	1.00	1,100,000	
<input type="checkbox"/>	<a href="#">food</a>	8 (8)	6,120,000	85.37	3.02	<a href="http://www.buzzfeed.com/food">www.buzzfeed.com/food</a>	0.64	2.31	0.01	655,032,000	

# Buzzfeed Mobile Keyword Positions

ORGANIC SEARCH POSITIONS 1 - 100 (647,774) ⓘ

Add to Export Manager



Filter by keyword



Advanced filters ▾

Export

<input type="checkbox"/>	Keyword	Pos. ▾	Volume ▾	CPC (USD) ▾	URL	Traffic % ▾	Costs % ▾	Com. ▾	Trend	SERP	Last Update ▾
<input type="checkbox"/>	<a href="#">buzzfeed</a>	1	2,240,000	1.26	<a href="#">www.buzzfeed.com...XdMkZE</a>	11.11	15.57	0.00			12 Jan 2018
<input type="checkbox"/>	<a href="#">nicki minaj</a>	7	2,740,000	1.35	<a href="#">www.buzzfeed.com...VeGRjR</a>	0.67	1.02	0.44			11 Jan 2018
<input type="checkbox"/>	<a href="#">quizzes</a>	1	201,000	0.12	<a href="#">www.buzzfeed.com...YpyE9d</a>	0.58	0.07	0.21			11 Jan 2018
<input type="checkbox"/>	<a href="#">yo mama jokes</a>	1 (1)	201,000	0.02	<a href="#">www.buzzfeed.com...MzNgOa</a>	0.58	0.01	0.11			11 Jan 2018
<input type="checkbox"/>	<a href="#">would you rather</a>	1 (2)	165,000	0.47	<a href="#">www.buzzfeed.com...zE8nXJ</a>	0.48	0.26	0.00			11 Jan 2018



**COURTESY LISTING - Mercedes' Web Page**



SHARE



American Pit Bull Terrier (short coat)  
Medium Young Female (3 years)  
Great with small children



# Ways to Help It's the Pit's

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- **Donate** (website, Amazon, Target, and Dominos)
- **Volunteer**
- **Foster**
- **ADOPT DON'T SHOP**







GET SLIDES

[ashley.ward@SEMrush.com](mailto:ashley.ward@SEMrush.com)

SEMrush Demo

[www.SEMrush.com](http://www.SEMrush.com)

FOLLOW ME

@AshleyMadhatter



LINKEDIN

[Linkedin.com/in/ashleyward90](https://www.linkedin.com/in/ashleyward90)

