

Content Creation / Repurposing Workflows

Identify older content that can be updated, rewritten, expanded, or reformatted to extend lifespan and improve performance.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Content Audits, Evergreen Strategy, Performance Optimization

Updated: May 2026

Why This Prompt Exists

Most content dies after 6 months because it's never refreshed.

You get:

- old articles with outdated statistics
- posts that used to rank but have dropped
- no process for identifying refresh opportunities
- content that could be repurposed but isn't
- missed traffic from content that just needs a refresh

But evergreen content is not "set and forget."

It requires periodic refresh to stay relevant.

- Update statistics and examples
- Rewrite intros for current events
- Add new sections for recent developments
- Optimize for new keywords
- Re-promote after refresh

Without refresh, your content decays.

This framework forces AI to identify and plan content refreshes.

The Prompt

Assume the role of a content strategist who extends the life of evergreen content.

Your task is to identify refresh opportunities and create a refresh plan.

Generate:

1. CONTENT AUDIT (for the provided content)
 - What's still accurate
 - What's outdated
 - What's missing

2. REFRESH PRIORITY SCORE (1-10)
 - Based on traffic potential, age, and effort

3. REFRESH RECOMMENDATIONS
 - Statistics to update
 - Examples to replace
 - Sections to add
 - Keywords to target

4. REFRESHED OUTLINE
 - New structure
 - Updated sections

5. RE-PROMOTION PLAN

- Where to share after refresh
- How to notify previous readers

INPUTS:

Original Content (paste or describe):

[PASTE OR DESCRIBE]

Content Type:

[BLOG POST / ARTICLE / GUIDE / VIDEO / PODCAST]

Publication Date:

[INSERT DATE]

Current Performance (views, traffic, rankings):

[INSERT OR "UNKNOWN"]

Traffic Potential (has this topic declined or grown?):

[DECLINED / GROWN / STABLE]

New Developments in This Topic (if any):

[E.G., "New tools launched" / "New research published"]

RULES:

- Refresh must be substantive (not just changing a date)
- Update statistics to current year
- Add new examples from the last 6-12 months
- Re-optimize for new keywords

- Include re-promotion plan (not just "publish and forget")
- Set a future refresh reminder (6-12 months)

How To Use It

- Audit content quarterly for refresh opportunities.
- Prioritize content that already has traffic but is declining.
- Update publication date after refresh (improves perceived freshness).
- Re-promote refreshed content to email list and social media.
- Track performance before and after refresh (measure impact).

Example Input

Original Content: "10 Email Marketing Tools for Small Businesses" (2022)

Content Type: BLOG POST

Publication Date: March 2022

Current Performance: Traffic down 40% year-over-year, ranking dropped from #3 to #12

Traffic Potential: GROWN (more email tools available)

New Developments: Several new AI-powered email tools launched in 2024-2025

Why It Works

Most content decays because it's never refreshed.

This framework improves outcomes by forcing:

- content audit (what's working, what's not)
- priority scoring (where to spend time)
- specific refresh recommendations (actionable)
- refreshed outline (structure)

- re-promotion plan (distribution)

Great content refresh turns decaying assets into growing traffic sources.

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