

# How to Repurpose Your Dental Blogs for a More Targeted Response

Even if your content creates a lot of traffic for your website, it might not be the kind of traffic that results in business for your practice. That's why repurposing your existing blogs is a step you might have to take, here's how to do it.

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PUBLISHED: Wednesday, January 9, 2019



*Your content does not need to be one and done. Here are three ways to keep your blogs consistently relevant and fresh.*

For many dental practices, their blogs may receive a significant number of clicks each month. Upon deeper investigation, it may become apparent that the traffic is not translating into more business.

People may not be engaging with the Call to Action (CTA) of the dental practice or not clicking through to other links. The bounce and exit rates may be high while the conversion rate may be low.

Certain blog posts may receive high traffic but may offer low value in terms of generating business. In such cases, the blog post can be re-purposed to produce more value to your business. Here are just a few techniques to get more value from posts that receive high traffic but are wrongly targeted.

## ***Add one or two new sections to make the topic more contemporary***

Google search engine bots gravitate towards content that is [periodically updated](#) with fresh inputs, current data and figures, and other relevant details. With a relatively small effort, the old content can get a new look on your dental website.

For instance, dental technology and procedures continue to be updated with each passing year. If you have an old topic on your website, it can continue to become more relevant by adding one or two sections with the

latest information.

The effort is particularly worthwhile on web pages that receive good traffic, but are not appealing to the visitors because of old or outdated information. The SEO value of these existing web pages can be utilized to attract more traffic and achieve better conversion rates by providing more relevant and newly added content.

### ***Include video to improve time on page and raise brand awareness***

By embedding a new video offering a broad overview of your latest dental products or services, you could promote your brand name to a larger audience while increasing the average amount of time a site visitor spends on that page.

The videos embedded in the blog post do not need to be identical to the posts themselves, but they do need to be relevant.

Many blog posts feature tutorials and provide how-to tips. This type of content is actionable offering value to users. However, at times, written text and image based tutorials are not as effective as another person literally taking users through the motions, which is possible via video content.

You can create video tutorials to be added to relevant blog posts. Embedding the videos in the blog posts offers your target audience a more comprehensive understanding of what your post is all about.

### ***Link the post to high-authority content with parenthetical CTAs***

For content marketers, parenthetical CTAs (calls-to-action) are an excellent instrument to direct readers to the content that they will likely find most relevant.

As a section ends, provide readers with a jump-off point to go to content that may be more useful to them. This new piece of content should be value-based and related to the content that they are already interested in and searched for.

Utilize parenthetical CTAs to offer guidance to readers to reach a logical extension for their current session on your practice's website.

Using these CTAs in posts that are creating unqualified traffic may be a worthwhile experiment. However, it is vital to ensure that the value proposition is broad so that it appeals to most of your target audience.

### **Related Articles**

- [How to Successfully Market Your Dental Content Online](#)
- [Vlogging: An Innovative Video Promotion Strategy for Your Dental Practice](#)

***About the Author:***

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