

Beware Zombie Content: Keep Your Digital Presence Alive This Halloween

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As we inch closer to All Hallows' Eve, we wanted to remind those navigating the digital landscape to remain vigilant against the undead threat of "zombie content." No, this isn't a horror movie plot — it's the phenomenon where outdated, irrelevant, or low market value information rises from the depths of the internet to haunt your business.

What Is Zombie Content?

In the world of intellectual property, zombie content can refer to copyrighted material that was previously in the public domain but has had its copyright protections restored. It can also include a once-abandoned trademark that has been revived through new and updated use.

But zombie content can also refer to outdated articles, advertising, blog posts, or social media updates that refuse to rest in peace. These digital frights might include advertising copy or images that were once relevant to your business or a promotional campaign. As the market and your marketing efforts move forward, the value of this content fades. Yet, it still lingers in search engine results, waiting to confuse visitors with outdated data or obsolete insights. Worse yet, it can damage your company's credibility or even lead to compliance issues.

Zombie Content Survival Tips:

- 1. Conduct Regular Content Audits:** Just like checking under the bed for monsters, regularly review your content to ensure it's fresh, accurate, and relevant. Make sure your licenses for stock photos, GIFs, and video/audio clips are up to date and grant your company the appropriate permissions to use this content. Ensure your key trademarks are properly registered and maintained and decide whether your own copyrighted materials are worth registering.
- 2. Update or Banish:** If you find zombie content, decide whether it can be revived with updates or if it needs to be laid to rest permanently. Online content may inadvertently include unlicensed or improperly licensed photos or music clips that may lead to an unforeseen infringement claim. Outdated content or cultural references may no longer sit well with your customers or even be considered a statement against interest.
- 3. Monitor SEO:** Keep an eye on search engine rankings to ensure your content isn't being overshadowed by its undead counterparts.
- 4. Engage with Your Audience:** Encourage feedback and questions to identify any lurking zombie content that might be causing confusion.
- 5. Stay Informed:** Keep abreast of industry changes and cultural shifts to ensure your content remains alive and kicking.

Remember, while zombies might make for great Halloween costumes, they have no place in your content strategy.

If you need assistance in identifying and fighting the undead, reach out to Troutman Pepper Locke.

Stay safe this spooky season!

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