



Get Started Updating Your Old Content

Even if you've got targeted keywords, scintillating prose, and a solid library of blog posts, hitting 'publish' isn't the last step in content creation — it's the first step in content maintenance.

Updating your content keeps it relevant to your audience, which helps it rise in search rankings and drives more traffic to your site. So how do you decide what, when, and how to update your content?



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Let's Start With "Why?"

The older content gets, the less relevant it may be. Alternatively, the longer it's been around, the more backlinks it likely has.



Updating existing content is a win/win to maintain both authority and relevance. It's an opportunity to:



Maximize your investment:

Attract new visitors with fewer resources used.



Boost rankings:

Meet current SEO best practices and strengthen your rankings.



Improve user experience:

Update information to add more value for users.



Identifying Opportunities

This is where it seems like there are endless forks in the road. Which way should you go?

Google Analytics can point you in the right direction. Use it to look for pages that:

- 1 generate little to no traffic,
- 2 have experienced a drop in traffic, or
- 3 have less engagement.



Try running a **content audit** to narrow down which pages would benefit from a refresh and which are ready to retire.

Making Revisions

Make sure there's a rhyme and reason to your revisions. A successful content refresh strategy has a three-pronged approach to add targeted value:

Verify search intent:

Why are people searching for certain keywords?

Identify the best format:

How does your target audience like to receive information?

Complete new keyword research:

Are there more useful keywords to optimize for?

Uncover what's missing:

What can you add to the conversation?



You can also use ChatGPT to analyze your content against top-ranking pages and identify areas for improvement.





Setting the Stage

After refreshing your content, make sure you set it up for success by optimizing it for search.

Updated Content Optimization Checklist

Ensure the meta description and title accurately reflect updates.

Add relevant internal and external links and remove irrelevant ones.

Format your content with SEO-friendly [header tags](#).

Update the publication date.

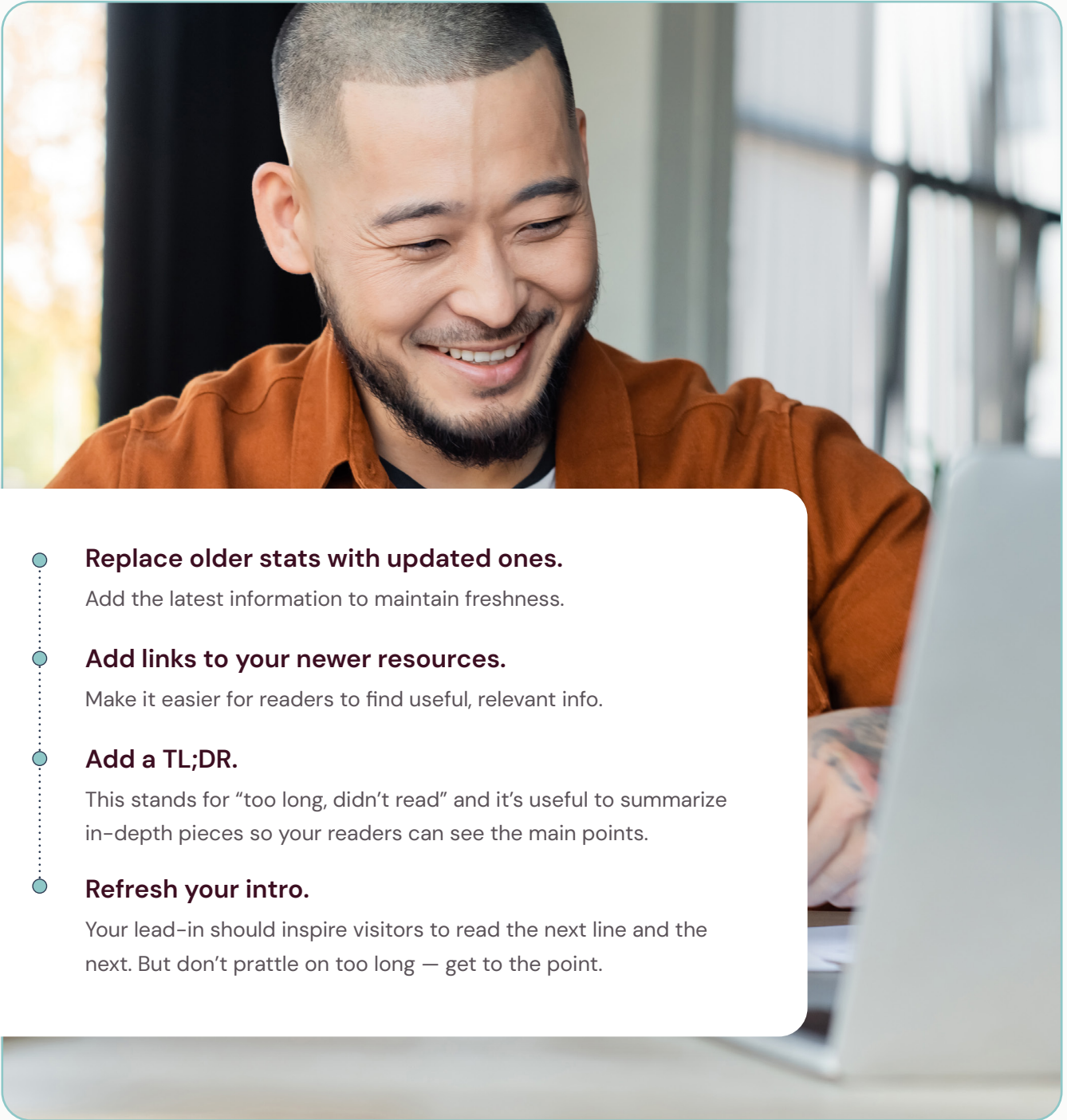
Submit updated content to be reindexed by Google.

Add internal links from relevant pages to your fresh content.

Build [backlinks](#) to the page.



4 Quick Updates To Refresh Your Old Content Today



- **Replace older stats with updated ones.**
Add the latest information to maintain freshness.
- **Add links to your newer resources.**
Make it easier for readers to find useful, relevant info.
- **Add a TL;DR.**
This stands for “too long, didn’t read” and it’s useful to summarize in-depth pieces so your readers can see the main points.
- **Refresh your intro.**
Your lead-in should inspire visitors to read the next line and the next. But don’t prattle on too long — get to the point.





Ready To See Fresh Results?

Learn more about how optimized content turns curious newcomers into motivated customers.

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Expand Your Knowledge

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[SEO Best Practices To Optimize Existing Content](#)

[Everything You Need To Know About Search Intent Optimization](#)