

# Advanced Blog Training

## Optimizing & Improving Old Blog Posts

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**Update old blog content to generate more traffic and leads from it!**

*Getting recurring, lasting value from old content is one of the main benefits of blogging*

# **Why Updating & Republishing Old Content Leads to Better Search Rankings**

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## *Why Updating & Republishing Old Content Leads to Better Search Rankings*

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- ***Google rewards FRESH CONTENT***—so do searchers!
  - In 2011 Google introduced a freshness factor into its ranking algorithm
  - High-quality, valuable content that's fresh and up-to-date is exactly what Google wants to surface to searchers
  - Searchers often consider a post's publish date before clicking
  - Fresh publishing often provides its own ranking boost
  - Being the most recent on a topic is likely to give you some value and benefit

## ***Why Updating & Republishing Old Content Leads to Better Search Rankings***

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- *Your post already has some degree of page authority*
  - When you create a new post, you are starting from “0”
  - Building upon already-existing page authority is an advantage
- *NEW visits to an “old” post naturally lead to NEW social shares and NEW inbound links*
  - Both of these are important search ranking factors

## ***Why Updating & Republishing Old Content Leads to Better Search Rankings***

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- *Topical associations are formed between content, queries and domains*
  - If you frequently post about Microsoft Dynamics 365 Business Central, Google may connect you with that product and show your listings more often

## ***Why Updating & Republishing Old Content Leads to Better Search Rankings***

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### **ENGAGEMENT**

- Google likes to see post engagement and rewards this
- If people seem to find what they are looking for in your post then Google is more likely to favor it in search engine results pages (SERPs)
- Improving an “old” post’s engagement by updating or republishing it can give you a new shot at reaching your audience by ranking well in SERPs

# How to Update and Republish Old Blog Posts

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Choose the method that makes the most sense

## *Choosing the method that makes the most sense*

### **Update Old Blog Posts**

Making changes to an existing post and saving those changes within the existing post.

Update and improve existing content.

### **Republish Old Blog Posts Entirely and Redirect**

Write a completely new post when you don't like the old post. Set up a 301 redirect from the old post to the new post.

Get the rankings benefit and all of the signals, links, etc. from the old post to boost the new post.

i.e., 2017 pricing guide—301 redirect to 2019 pricing guide

## How to Update and Republish Old Blog Posts

### STEP 1 – IDENTIFY POSTS WORTH UPDATING

- Is this post a top-performing post in terms of traffic?
- Is the content outdated or not as comprehensive as it could be?

As a general rule of thumb, we recommend the post be at least 6 months old before updating

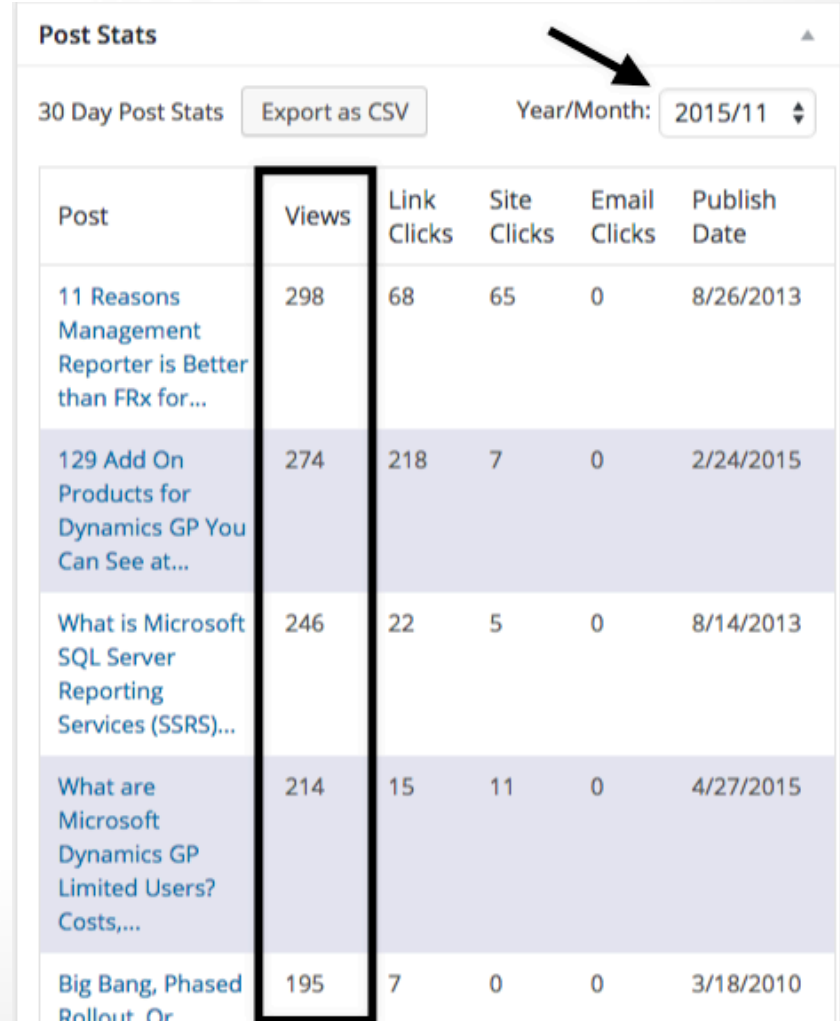
# How to Update and Republish Old Blog Posts

## STEP 1 – IDENTIFY POSTS WORTH UPDATING

### Accessing Your Blog Post Stats

*Log in to your ERP/CRM Software Blog Account*

By default, you will arrive at your Dashboard. Here, you will see your posts sorted by the most Views. You can choose the date range for which to view these stats.



The screenshot shows the 'Post Stats' dashboard. At the top, there's a '30 Day Post Stats' section with an 'Export as CSV' button and a 'Year/Month' dropdown menu set to '2015/11'. An arrow points to this dropdown. Below is a table of blog posts with columns: Post, Views, Link Clicks, Site Clicks, Email Clicks, and Publish Date. The 'Views' column is highlighted with a thick black border.

| Post  | Views | Link Clicks | Site Clicks | Email Clicks | Publish Date |
|---|-------|-------------|-------------|--------------|--------------|
| 11 Reasons Management Reporter is Better than FRx for...  | 298   | 68          | 65          | 0            | 8/26/2013    |
| 129 Add On Products for Dynamics GP You Can See at...     | 274   | 218         | 7           | 0            | 2/24/2015    |
| What is Microsoft SQL Server Reporting Services (SSRS)... | 246   | 22          | 5           | 0            | 8/14/2013    |
| What are Microsoft Dynamics GP Limited Users? Costs,...   | 214   | 15          | 11          | 0            | 4/27/2015    |
| Big Bang, Phased Rollout. Or                              | 195   | 7           | 0           | 0            | 3/18/2010    |

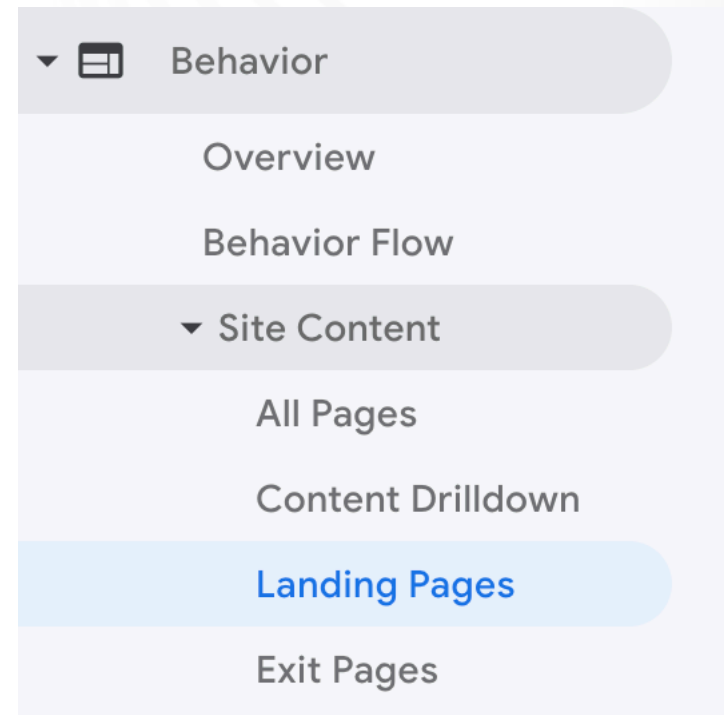
# How to Update and Republish Old Blog Posts

## STEP 1 – IDENTIFY POSTS WORTH UPDATING

### A LIVE OVERVIEW

*Log in to your Google Analytics account*

We will look at the landing pages report in Google Analytics. Add a secondary dimension for keyword or referrer to see more data.





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See keyword data in Google Analytics with Keyword Hero

Learn more by watching our Advanced Blog Training call on  
Keyword Hero:

<https://groupblogs.wistia.com/medias/77kbrgwtwt>

Or, read through our presentation here:

<https://groupblogs.wistia.com/medias/22w86dwrbo>

## *How to Update and Republish Old Blog Posts*

### STEP 2 – UPDATE THE CONTENT OF THE POST

If people are going to continue finding your older content through search engines, don't you want it to be fresh and up-to-date?

## *How to Update and Republish Old Blog Posts*

### STEP 2 – UPDATE THE CONTENT OF THE POST

- Three goals for updating a post's content:
  - **Accuracy**
  - **Freshness**
  - **Comprehensiveness**

How can you make this post more valuable to your readers?

## *How to Update and Republish Old Blog Posts*

### STEP 2 – UPDATE THE CONTENT OF THE POST

#### – **ACCURACY**

Is there content that's no longer accurate?

For example, maybe the post is about a specific free tool, but a feature of that tool is no longer offered

## *How to Update and Republish Old Blog Posts*

### STEP 2 – UPDATE THE CONTENT OF THE POST

#### — **FRESHNESS**

Can you add or swap in fresher examples and screenshots?

Has the version of the product changed?

What about the supporting data and statistics—are they now outdated?

## *How to Update and Republish Old Blog Posts*

### STEP 2 – UPDATE THE CONTENT OF THE POST

#### – **COMPREHENSIVENESS**

Can you add new data, quotes, examples, or entire sections that enhance the post and make it even more comprehensive and valuable to your readers?

## *How to Update and Republish Old Blog Posts*

### STEP 2 – UPDATE THE CONTENT OF THE POST

- When updating a post, you should make enough noticeable improvements to a post that warrant republishing it as new
  - If you update a link, make sure you update the text surrounding it
  - Changing a single sentence won't have as big of a freshness impact as a large change to the main body text or changes to many different portions of the document

## *How to Update and Republish Old Blog Posts*

### STEP 2 – UPDATE THE CONTENT OF THE POST

- NEVER just change the publish date on old content so it looks fresher to Google and searchers without making noticeable updates to the content first
- Make sure you are always adding value to the content you republish

## *How to Update and Republish Old Blog Posts*

### STEP 2 – UPDATE THE CONTENT OF THE POST

When making updates, we always recommend *copying and pasting the post into a Word Document to edit*, so you don't lose the original post!

## *How to Update and Republish Old Blog Posts*

### STEP 3 – CALL TO ACTION

- **Add a Call to Action (CTA)**
  - Near the top of the post—usually within the post’s introduction
  - Optimize the CTA at the end of the post
- Make sure your CTAs *direct to a relevant offer*
- Make sure you are *calling attention to exactly what the searcher is looking for*. Readers will often scan a post quickly to see if it offers what they are searching for
  - The best way to do this is to *include exact keywords in your CTA*

## *How to Update and Republish Old Blog Posts*

### STEP 4 – OPTIMIZE THE POST

- Include your target keywords in the post TITLE
  - The closer to the front of the title the keywords appear, the better...

BUT don't sacrifice the click-ability of the title

You want to balance the keywords in the title with keeping it compelling to searchers

## *How to Update and Republish Old Blog Posts*

### STEP 4 – OPTIMIZE THE POST

- Include keywords in the HEADINGS of your post
  - This is a great opportunity to call attention to the keywords of your post—or any variation thereof
  - Keywords didn't fit in the post title? Put them here!
- Include keywords in the BODY
  - Especially near the top of the post
  - Make the topic of your post clear via an introductory paragraph

## *How to Update and Republish Old Blog Posts*

### STEP 4 – OPTIMIZE THE POST

- Include keywords in the META DESCRIPTION
  - Write a clear, concise, and compelling meta description
  - This is important because it helps improve the click-through rate of your post, which is important to Google

## *How to Update and Republish Old Blog Posts*

### STEP 5 – LINKS

Anytime you update a blog post, make sure to check links back to your website, related blog posts, etc. are valid

Internal linking is always a good idea *when it makes sense*—link back to a related page on your website or a related blog post to boost your “link juice”

## *How to Update and Republish Old Blog Posts*

### STEP 6 – MAKE SURE THE URL IS THE SAME

Although you may have changed the title of the post, **make sure the URL remains unchanged** in order to reap the benefits of updating a post

...and to prevent 404 errors

## *How to Update and Republish Old Blog Posts*

### STEP 7 – CHANGE THE PUBLISH DATE

- When you're ready for your newly updated post to go live, change the publish date/time to be current, and click to update your post
- It will now appear as a brand new post at the top of your blog's listing page

## *How to Update and Republish Old Blog Posts*

### STEP 8 – BROADCAST IT!

Email it to your coworkers, blog subscribers, promote it on social media, and leverage any other promotional channels that work for promoting your content

**One of the main reasons republishing old blog posts performs so well is because of the surge of traffic generated when that updated post is promoted to blog subscribers and social media followers**

*<<<Focus on building those audiences and expanding your reach>>>*

# **Redirect Old Blog Posts**

## **301 REDIRECTS**

- Redirect old content to new content when the old article is outdated but you want to get the rankings benefit and signals from the old post
- Send traffic to the new post with a 301 redirect
- If you absolutely need to keep the old post accessible you can use a rel=canonical link

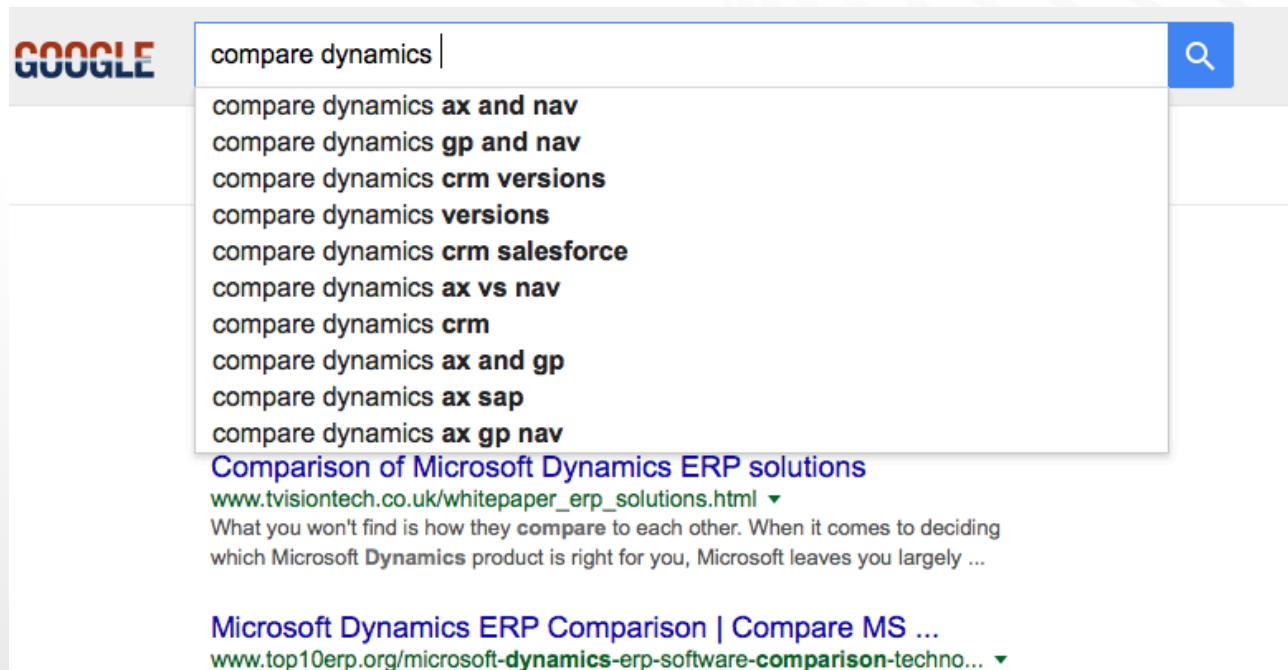
# Other Helpful Tips

## EDITOR'S NOTE

- Consider adding an editor's note to the bottom of the post
  - This is a good idea especially if there are old comments on the post that might cause confusion to new visitors who see a current publish date but old comments
- Here is an example:
  - **Editor's Note: This post was originally published in [Month, Year] and has been updated for freshness, accuracy, and comprehensiveness**

## Other Helpful Tips - SEO

- Consider doing some blog post SEO (see Step 4) for some of your more recent posts without completely updating and republishing them as new
- Use Google Suggest to see what people are searching for to make keyword adjustments



## Other Helpful Tips

### KEYWORD VARIATIONS

- Just because you've written a post focused on a set of keywords doesn't mean you can't write a similar post with very similar keyword variations...
- If you do write a new post, be sure to link from one post to the other—you can actually bring up the new post in SERPs by doing this!

## Other Helpful Tips

### *SQUEEZING MORE OUT OF YOUR UPDATED POST*

Once you update an old blog post, boost your traffic and leads by creating an additional teaser post for a different blog

Write a *UNIQUE* summary of the post, or completely rewrite the first 1/2 to 2/3 of the post and publish it on another blog with a link to read the full article

## Other Helpful Tips

### SQUEEZING MORE OUT OF YOUR UPDATED POST

Here's an example of a blog member post on the ERP Software Blog:

They published the complete article on their own blog and wrote a unique snapshot of the original post with a CTA to read the full article on their blog, along with a contact CTA

Keep reading to learn more.

[CLICK HERE FOR THE FULL ARTICLE](#)

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## Other Helpful Tips

### DON'T FORGET ABOUT THE LINKED PAGES

*So, you updated an old blog post...great!*

- But, what about the internally linked pages?
- Is the information on the linked pages up to date?
- Is the linked product page the most relevant landing page for the post topic?

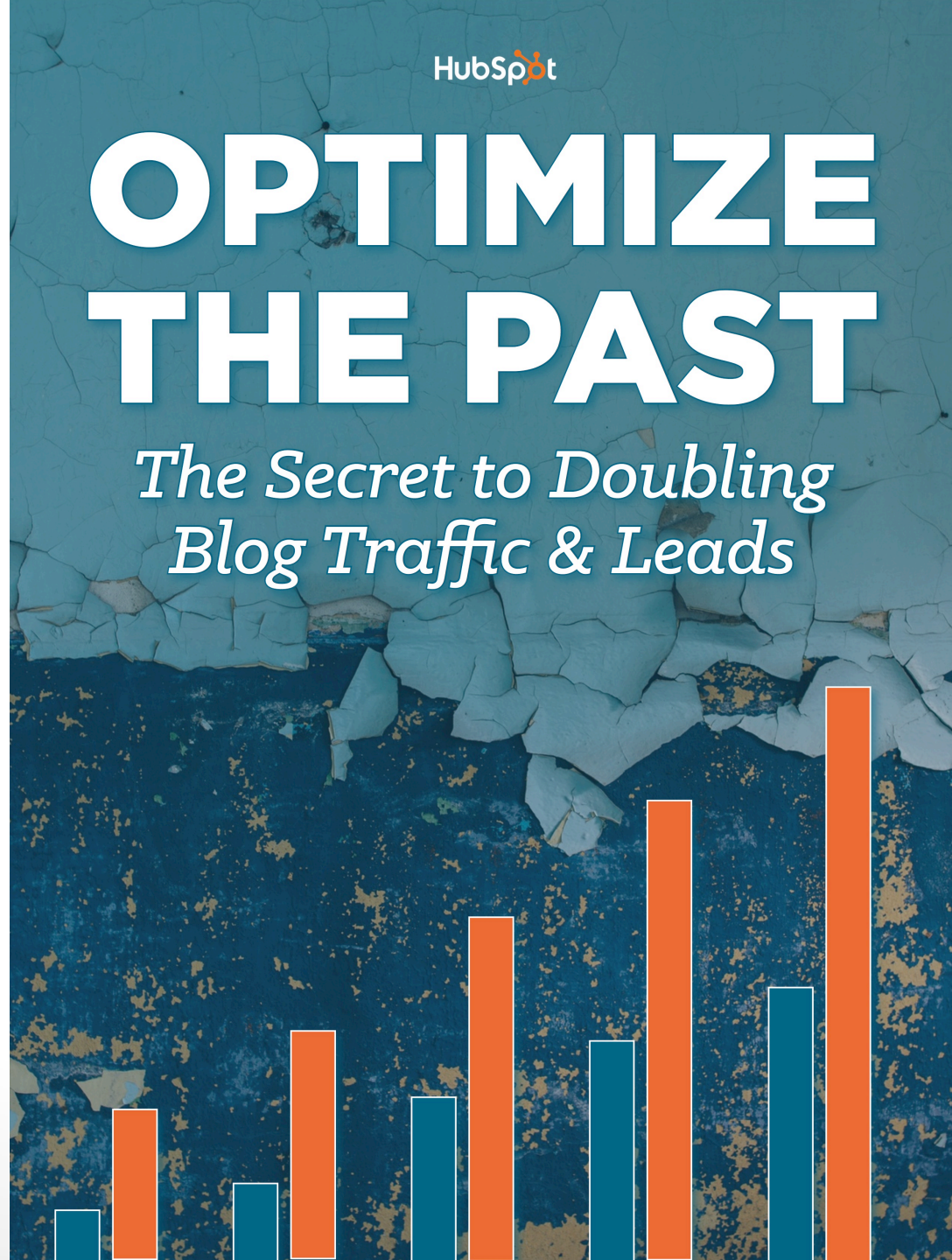
## RESOURCES

Watch this [video](#)  
from Moz.com to  
learn more!

[Click here](#) to  
download the  
article >

# OPTIMIZE THE PAST

*The Secret to Doubling  
Blog Traffic & Leads*



## **Stop focusing only on brand new content, and try to get more traffic and leads out of the content you already have**

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Support more than one blogging team goal: historical optimization and new content creation

It's often less work than creating a brand new post from scratch!

Consider updating and republishing a post each week

Replace a new blog post slot on your editorial calendar

# For questions, contact:

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