

Ethical Blogging

How to Update Your Existing Blog Posts Like a Pro (Even If You Are A Newbie)

Top Benefits of Updating the Existing Blog Posts:

1. Everybody Loves Fresh Contents:

- Everybody (including search engines) loves fresh and useful contents. Fresh and updated contents are so valuable that all web search engines have rolled out their official algorithm updates (such as “Panda” by Google) to penalize the old and useless contents as well as to reward the fresh and up to date contents by giving them significant boosts in overall ranking.

2. Authority (and Branding Boost):

- Since you are going to add more and more value to your existing blog posts every time you update them, your existing readers start loving your blog in no time.
- And they will happily share your blog posts with their beloved ones, which will help you to find new readers for your blog (or, brand) quickly.

3. More Leads, More Sales and More Revenue:

- If done right, updating your old blog posts will surely help you to acquire more leads, get more sales and make more money while keeping your efforts minimum.
- If you get more readers from your updated blog posts, it is most likely that you will be getting more subscribers in your E-Mail List and more followers throughout your social media accounts.
- And we all know very well that more leads means more sales and more revenue.

How to Decide Which Posts to Update, Re-Purpose or, Delete:

Update:

- Update the posts that are useful but not ever green. If you have ever published a List of Officially Recommended WordPress Hosting Service Providers that has been changed a lot after publishing your post, you may want to update it with accurate information.

Re-Purpose:

- You may want to re-purpose your ever-green posts only. For example, if you have ever published a post on how to improve UX of a blog or, website, you should re-purpose it.

Delete:

- You should delete all those posts which are neither useful nor ever-green.

Step-1: Keyword Update:

- First you have to check if your existing post is properly keyword optimized or, not. Generally, you want to add a few new and good focus keywords and some LSI Keywords to your post in this step.

Step-2: Title, URL and Meta-Description Update:

- In this step, you need to update and optimize your Title, URL and Meta Description for your post. This is important. In other words, you need to be nearly perfect in optimizing your blog post in accordance with your selected keywords.

Step-3: Content Update:

Text Update:

- In this section, you need to update any new information, data, link and spelling (if required). Generally, professional bloggers try to add lead magnets, rectify any spelling and grammatical errors, replace all broken links, add more high quality links (internal and external), add more data backed information and make any editorial changes they might need to keep their blog useful and highly relevant to its niche.

Multimedia Update:

- In this step you need to check the relevancy of the multimedia contents present in your blog. You may want to add proper Alt. tags to images, compress images and make your multimedia content SEO ready by adding proper titles, meta-descriptions, tags, etc.

Technical Update:

- **Functionality Checkup:** Check if everything is working properly or, not. Fix the issue if needed.
- **SEO Checkup:** Check SEO techniques are working on your blog or, not.
- **Display/UX Checkup:** Check if you can make your existing Display/UX better or, not.

What's Next:

- **Read:** Image SEO: 7 Actionable Tips to Boost Your Organic Traffic by 10% (or, More)
- **Read:** Off-Page SEO: 7 Proven Tricks to Give Your Blog a Significant Boost in SERP
- **Read:** 17 On-Page SEO Techniques Revealed for Giving You an Insane Traffic Boost Soon