SEO Blog Checklist: How to Update Your Old Blog Posts

Use this checklist to give your old blog post(s) a good refresh and help you target more traffic to your blog or website.



PERFORM A QUICK BLOG POST AUDIT

- [ ] Look for posts are preforming well and not so well
- [ ] Note keywords that are ranking well
- [ ] Look for posts that are ranking close to page #1 on Google
- [ ] Note any posts that have good external backlinks
- [ ] Note posts that are currently trending topics right now
- [ ] Research posts that did well on social media (especially on Pinterest)
- [ ] Decide which post(s) need updating

BLOG POST DESIGN/LAYOUT

- [ ] Update your post title NOTE: Do not change the page URL or page slug
- [ ] Make sure all heading have H2 and H3 tags and most heading include keywords
- [ ] Rewrite at least two (2) paragraphs to be lists or a short paragraph and a list
- [ ] Make paragraphs shorter (no more than 300 words)
- [ ] Space out paragraphs and body of post
- [ ] Add in potential for Google Featured Snippets https://neilpatel.com/blog/rank-google-featured-snippets/

- [ ] Can you update/add to your content? You want your target word count to be between 1000 to 2500 words
- [ ] Proofread and grammar check your post
- [ ] Is your branding and layout of your post cohesive?

KEYWORDS

- [ ] Are your keywords still relevant? Are there better keywords you should be using? Are there secondary keywords you could be using? Look for "low hanging fruit" keywords
- [ ] Is your keyword in the title of your post?
- [ ] Is your keyword in your meta descrption?
- [ ] Is your keyword(s) used throughout your blog post?
- [ ] Is your keyword in your image(s) alt text?

LINKS

- [ ] Link your posts to your other related posts
- [ ] Link your post to other content you have created
- [ ] Update broken links

MULTIMEDIA

- [ ] Update your images (including your featured image)
- [ ] Add more images (make sure they are named correctly with your target keyword)
- [ ] Create an infographic or update an old one with new information
- [ ] Create a content upgrade (newsletter, downloadable checklist, e-book, etc)
- [ ] Create and/or add a video
- [ ] Create pinable images or tweetable tweet

REINDEX YOUR POST WITH GOOGLE

- [ ] Go to Google Search Console
- [ ] Click the URL inspection tab
- [ ] Add in your page URL
- [ ] Click request indexing

SOCIAL MEDIA

- [ ] Follow your social media strategy to re-share your updated post(s)

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