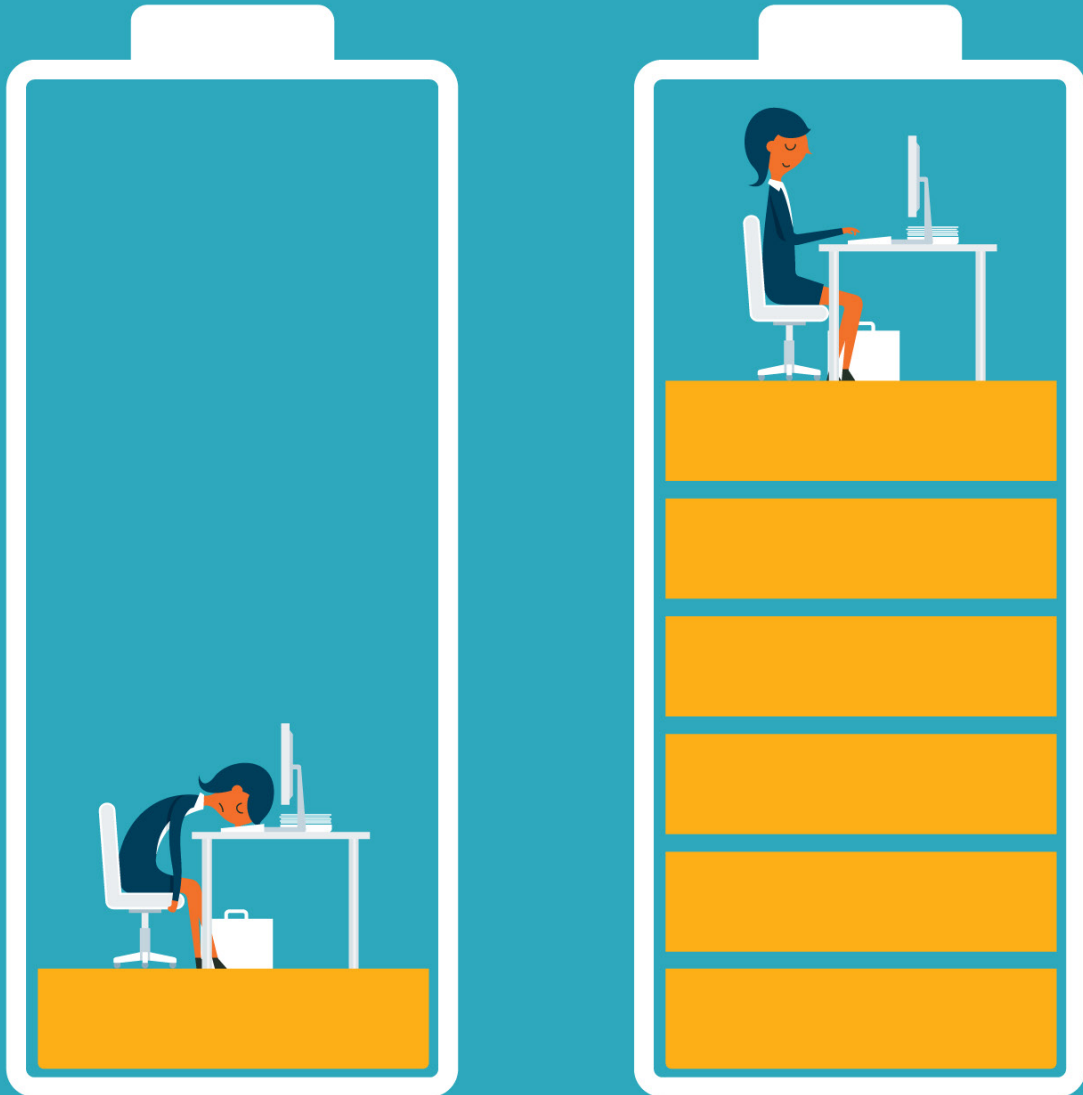


Keep it Fresh: Must-Know Tips for Updating Old Blog Posts



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If blogging is a part of your overall marketing plan (and it should be!), sifting through and refreshing older blog posts is another small but effective way you can boost your SEO efforts. Optimizing and curating existing blog posts with new content, including images, can help improve the visibility of those posts and enhance your brand's authority.

There needs to be a method to your madness, though, when enhancing blog posts. By following the best practices for optimization, asking key questions about the posts themselves, and devoting a bit of time to fundamental cleanup, you can boost your blog's effectiveness and get the most out of your resources.

Choosing Blog Posts to Refresh

If you've published blog posts for several years, it's a good idea to create an inventory of the posts and assess them to see which are worth holding onto. You can compile a list of blog posts using Google Analytics (we'll talk about creating an account a bit later). Once you've got a list of the posts, answer these questions to determine if the posts are ripe for optimization:

Is it useful to users?

Is the topic still interesting and important? Does the content answer patients' questions? An informative, entertaining post may just need a bit of new content to rank well and engage more readers.

Does it help you?

Strategic blog posts that boost organic search rankings or establish the practice's authority should make the cut

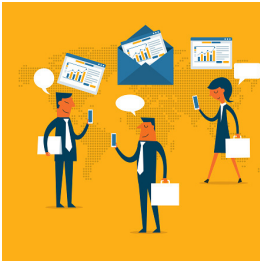
Is it still relevant?

The elective healthcare industry is dynamic, and what was trending a few years ago may be obsolete now. If you've got a post touting the benefits of collagen fillers, it's not worth saving.

Are there problems?

Older posts may have internal links to pages that no longer exist on your site. Or they may contain similar content as another post because they address the same subject. Consolidating posts targeting the same topic in just slightly different ways is another way to refresh existing content while also removing old posts.

A great way to squeeze more value out of old blog posts is to repurpose or update the information they contain to make old content fresh again.



Identify the Well-Performing Posts

Older blog posts that have earned demonstrated engagement with readers are excellent candidates for optimizing. The key is identifying those posts. Google Analytics is again a go-to tool to measure the level of engagement each post shows. Setting up a free [Google Analytics account](#) for your website is a simple process that involves following the step-by-step instructions.

Snapshot of Your Blog's Performance

Google Analytics is a robust tool that offers a range of metrics to measure the performance of individual blog posts. Some of the ways to gauge a post's performance are page views, the time a reader spends on a specific blog post, and the "bounce rate."

The number of page views is a fairly self-explanatory measurement. How long a reader spends on the page is another way to determine if the content is engaging. The bounce rate measures the percentage of users who leave your site without additional interaction. The definition of a "good" bounce rate varies, and Google Analytics can also help you figure out the number to target.

Keywords & More

Optimizing Your Post

What makes a blog optimized? It's more than just ensuring it includes relevant keywords (although that's important). A first step for enhancing old blog posts is to integrate it with your social media efforts. For example, you can add a relevant Instagram or Facebook post directly to the blog post.

Your essential toolkit for optimizing a blog post is straightforward. You should:

- Include the primary keyword from the first paragraph (e.g., "tummy tuck Austin") in the meta title and description.
- Designate the appropriate category for the post (avoid "uncategorized").
- Link to relevant procedure pages.

- Link to the procedure's before-and-after gallery (or use before-&-after photos in the post).
- Check for typos.
- Add secondary geographical keywords.
- Add a call-to-action (if there isn't one already) that links to the Contact page and includes your practice's phone number. This is also a good place to add secondary keywords.

Subheads (often called H2 headings) can also be added to break up the content so it's more scannable. Subheads are also valuable spots for Google SEO keywords and can be written as questions to capture an audience that uses voice search.

If you need additional guidance in strengthening your old blog posts, feel free to check in with Etna Interactive's team of marketing experts.

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