

Content Refresh Checklist

25 Ways to Refresh Old Blog Posts

- Format - headings, bold, italics, bullets, numbered lists, white space, short paragraphs
- Images - new or additional for social networks bringing the most traffic and sales
- Keywords - what is the post currently ranking for? Can you improve it?
- Titles - SEO rich titles. Use a tool like HooklineDynamic.com
- Social Triggers - add click-to-tweets, PDF downloads, or "Pin for later" triggers
- Comments or Tips - add tips or questions from readers from your comments section
- Research or Statistics - add updated statistics or new research findings
- Interviews - interview experts you mentioned
- Quotes - add some picture quotes or click-to-tweets from experts
- Trailer - add a blog post trailer to entice readers to click-through (lumen5.com)
- Audio - add an audio version of your post (podbean.com)
- GIF - add a relevant gif that adds an emotional or comedic response to your content
- Content Upgrade - add a bonus to your blog (PDF, audio, video, checklist, or webinar replay)
- Clean Up - edit your post, check for grammar errors, spelling errors (grammarly.com)
- Monetize - add a recommendation for your products or service (or affiliate)
- Call to Action - add a relevant call to action (Google: Ann Smarty Call to Actions)
- Transitions - can you improve (or add) better transitions? intro? conclusion? cta?
- Image SEO - add alt tag and descriptions to your images (YoastSEO for WordPress)
- Social Sharing - check or add social sharing buttons (SocialWarfarePlugin)
- Examples - can you share an example of a concept?
- Details - can you add a video walkthrough? screenshots? or how to do something?
- Stories - add personal stories to your post
- Interlink - connect your old posts to your new posts and new post to your old posts
- Bad links - check for broken links (Wordpress plugin or brokenlinkchecker.com)
- Opt-in - add an optin form (see Content Upgrade) to grow your mailing list
- Read the Post to learn more <https://saraduggan.me/old-blog-posts/>