

# HOW TO UPDATE OLD CONTENT





Are you looking to rank your content better on Google and other search engines? Creating fresh, high-quality SEO articles is a good way to get more traffic to your website. However, it's exhausting, and your new articles might take some time before ranking on search engines. Updating old content on your website is another great way of getting traffic to your page.

In this article, we look at why you should consider updating your old content and how it can help in generating more traffic.

## Why Is It Important to Update Old Content?

According to Moz, content goes stale over time, and the freshness of content is one of the factors that Google uses to determine the quality of a website. This is because Google wants to give its users the most up-to-date information.

To boost your SEO efforts and gain more search traffic, updating your old content can help you improve the quality of your website through fresh content. In return, Google will show your content to more people as your content is regarded as new.

## Update Content To Improve Your CTR

Most search results on Page 1 often show a publish date that's not older than two years. While some topics can stay old longer than others, some topics change constantly and therefore require newly updated content at all times. Information that was accurate a few months back can be different after some time.



This being the case, we are often more likely to click on articles that are newly/ recently published compared to old content.

This means that updating old content can help you increase [click-through rates](#) and result in increased traffic to your blog. Updated content is appealing to web visitors, and it also looks like you are keeping your website fresh, which is a good signal to Google.

## Add More Recent Accurate Information

People want to find accurate information on the internet. Therefore, if visitors can't find what they are looking for in your content, they will move onto another website that has the most up-to-date and relevant information.

Updating old content allows you to add more recent information that is accurate, which will keep your website visitors longer and also entice them to return in the future.

It also involves linking to newer resources, which is great for providing relevant information and improving your website's authority.

## Adding Multimedia to Improve Rankings and User Experience

Adding multimedia such as videos, infographics, and images can also improve the user experience on your website. This is because people process visual information much faster than plain text.



Google also prefers websites with multimedia content because it often leads to a better user experience.

When you add multimedia to your old content, you are making it more interesting and visually appealing and improving your website's SEO ranking. This is because your content can cater to diverse content consumption preferences.

## Improving How Often Google Indexes Your Website

Googlebot visits websites to collect information for the company's search index. When you update your old content, you tell Google that your website has new and relevant information available.

This will prompt Google to revisit your website more often, which will help in improving how quickly your website appears in search results.

## Optimize for the Right Keywords

One of the best ways to improve your website ranking is targeting the right keywords.

Updating old content allows you to add new keywords relevant to your topic, which will help improve your website's search engine ranking.

Use keyword tools like Ahrefs to find new ranking opportunities for your old content.



When you target the right keywords, it will also increase the chances of people finding your website through Google search.

## What to Focus on When Updating Old Content

Not all content is worth updating. Not all of your older articles are worth updating as they may not provide any greater ROI for your website. Here are some pointers to help you know how you can choose posts that need to be updated.

**Pages with many inbound high-quality links;** Old content that is getting a lot of traffic and has high-quality links pointing to it will certainly warrant updating, as this could help improve your rankings on Google.

**Pages with the most traffic;** Content with a lot of traffic and engagement has already proven its worth, and you can check it for opportunities that could bring in more traffic. Such content will be worth updating because this could improve your inbound traffic.

**Pages with great keyword impressions but low rankings;** Google Search Console is a great tool that helps you check the keyword impressions for every blog post on your website. Check for URLs whose keyword impressions can be easily ranked for.

Updating these pages with better content and the right keywords could help you improve their rankings on Google, as well as impressions.



# How Often Should You Update Old Content

[Past studies](#) show that it takes up to 2 years for content to reach its maximum number of impressions. According to [Databox](#), 35% of people update their content quarterly, 24% update monthly, and 22% update annually.

However, be mindful of the number of updates because too many could lower user engagement over time.

## How To Update Old Content to Improve Traffic to Your Website

1. Change the title and meta descriptions of your posts
2. Improve your targeting of the search intent you want to cover
3. Adding internal and external links to your content.
4. Adding schema mark-up
5. Optimizing for snippets and answering "People Also Ask" questions
6. Adding the current year to your heading tag
7. Consolidating content that's not performing well
8. Linking to updated information such as newer research
9. Removing irrelevant or broken links
10. Targeting new keywords
11. Adding multimedia such as videos, images, and infographics
12. Updating old content, images, and data



## Conclusion

While you can always create new content for your website, updating old content is also a great way of getting more visitors to your website. Updating old content can help improve your website's ranking on Google, as well as its traffic and engagement levels.