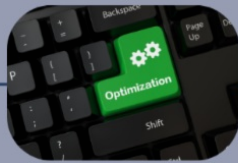


February 2025

How to Re-Optimize Old Content for SEO

Did you know your old content could be a hidden goldmine for SEO? By re-optimizing existing articles, blog posts, or pages, you can improve search rankings drive fresh traffic, and boost engagement - all without creating new content from scratch. With a few strategic updates, like refining keywords, refreshing information, and, improving readability your archived content could rank highly on search engines. Read on to find out how these updates can help!



MAKE CORRECTIONS TO KEEP UP TO DATE

01

Updating content can include anything from adding recent, up-to-date information on your topic to mixing up the page layout and format. Be sure to read through the content a few times to ensure there are no typos or grammar errors as multiple grammar errors as multiple grammar errors and typos can have a negative impact on page ranking. Occasionally there will be pages with content that are no longer relevant - when this happens its time to write something new!

TARGET NEW KEYWORDS

02

Take a look at the recent trends in your industry to make sure you are using up-to-date and relevant keywords. Looking at competitor websites is a great way to see what keyword strategies they are using, as well as identify applicable industry keywords. Keyword trends change over time, so even though the content on your page may have been optimized at one point in time, it's never a bad idea to optimize again! Keyword research tools like Google Trends and SemRush are great ways to find out what words are popular.

ADD NEW PHOTOS AND VIDEOS

03

Once you've found the perfect pictures, be sure that you are utilizing alt text to help optimize the photos! Using alt text helps users with visual impairments who may use screen readers, as well as serves as a backup if a user has a poor internet connection and the image is not able to be shown. Pictures also help increase the amount of time a user stays on a page!

Reoptimizing content for your website is a great way to keep your information fresh and new with constantly changing guidelines in the SEO world. Taking old content and adding keywords that are newly relevant and applying them to old blogs or newsletters can help them regain visibility. There's no point in letting quality content go to waste because of updated SEO practices that have unfortunately kicked you out of the running. If the content did well when originally posted, then you can take new photos and videos to help tell your story, as well as make corrections to things that have changed. You can also add new backlinks to pages or videos that relate to your content and help

explain your content in a different and informative way. These types of strategies will help you to be put on the first pages of search results and help your page get more clicks and traffic with these renovations.



If you are still feeling overwhelmed or confused about where to even start, don't worry, we can help! We specialize in Marketing, SEO Services, Content Writing, Social Media, and Branding! We can help you out so you can worry about all the other aspects of your business.

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In Case You Missed It!



5 Components of SEO you must do

SEO, also known as search engine optimization, simply enhances your online presence through search engines like Google, Bing, or Yahoo!. These are avenues where your audience search keywords



How to Write Headlines for SEO

Headlines are lifelines to your readers. They grab attention, build trust, and help time-pressed consumers focus on the stories they care most about.

Implementing SEO best

that are related to business hoping to find someone to fix their problem.

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practices are essential to growing your audience, driving traffic from search engines, and promoting your business or content.

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