

HOW TO BREATHE NEW LIFE INTO YOUR CONTENT ARCHIVE

BEFORE YOU START WORKING ON REVITALIZING YOUR OLDER ONLINE CONTENT, YOU WILL NEED TO PLAN WHICH CONTENT YOU WOULD LIKE TO FOCUS ON AND MOVE FROM THERE. YOU CAN START PREPARING BY:

INVENTORY

By using Google Analytics, take stock of what your top performing posts are, along with other factors such as social shares, bounce rate, etc.

PRIORITIES

Identify which of these blog posts have had the best impact on your blog. Start with the Top 10 and then go from there.

NOW THAT YOU HAVE A LIST OF BLOG POSTS READY, IT'S TIME TO GET TO WORK!



1. BOOST YOUR SEO

Making sure that your SEO is in good shape and up to current standards can be a game-changer when it comes to bringing in traffic. Revise your blog post titles and add new meta-tags, such as keywords and decent descriptions, to make your posts more click-worthy and keyword-friendly.



2. SOCIAL MEDIA PROMOTION

Plan out a content calendar and use a social media scheduler to help bring back older posts to different platforms by using quotes, images and featured articles. Examples of social media schedulers are:

buffer

MeetEdgar

IFTTT

Hootsuite

TweetDeck



3. BACK-LINKING

When you can, link back to older posts in your archive that are relevant to the current post's subject matter. Likewise, going into your archive and linking to newer pieces of content can have a big affect on click-through rates - keeping people on your site longer than usual.



4. REFRESH OLD BLOG POSTS

Even the best of blog posts sometimes end up disappearing into your archive. Breathe some new life back into it by revising these posts with some updates, new facts and information.



HOT TIP

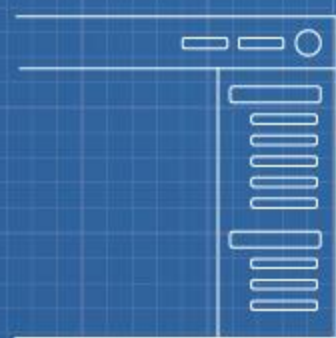
Don't forget to weed out broken links and add in new resources and links to freshen it up to a whole new level!



5. ROUND-UP POSTS

Go through your archives and search for posts with similar topics to create a roundup post for your audience, so that you can share a list of your old posts in one convenient link

Giving visitors the chance to discover a collection of different types of content, such as blog posts, podcast episodes, infographics and videos, all focused around one topic is GOLD!



6. SIDEBAR VIEW

Link your 'most popular posts' in the sidebar of your blog to catch your audience's attention and help drive traffic to your older posts.



MONEY TIP

You can also use this section to promote posts that focus on conversions to affiliate sales and sales of your own products and services, too.



7. USE NEW FORMATS

Audiences consume content in different ways which is why it's always good to repurpose evergreen content in different formats to bring more attention to it:

VIDEO

EBOOK

MINI PODCAST

WEBINAR

INFOGRAPHIC

SLIDESHOW PRESENTATION

FINAL THOUGHT

Listen to your audience. Find out how they prefer to consume your content. Then, give them what they want. Make it easy for your visitors to consume your content, and they will be more likely to share it - creating a VIRAL marketing effect for you, at no cost at all