

Checklist For Optimizing Your Older Blog Posts

- Find a good post to optimize using Google Analytics
- Assess it's current state using SEMRush
- Identify 6-8 keywords/phrases to add
- Naturally weave them into your content
- Make sure the blog length is > 800 words
- Optimize all your images and filenames
- Create outbound links to your newer posts
- Create inbound links from your other posts
- Add more pinnable images
- Update or repost the blog post
- Share the updated post on social media
- Request a re-index from Google
- Track the changes and results
- Choose another post and repeat