
How-To Update Old Posts For More Blog Visitors

— Matt Campbell - Las Vegas Bloggers Meetup —
October 13, 2020

Where to Find Las Vegas Bloggers?

- **Meetup:**

- [meetup.com/Las-Vegas-Bloggers/](https://www.meetup.com/Las-Vegas-Bloggers/)

- **Website:**

- lasvegasbloggers.com

- **Facebook Group:**

- www.facebook.com/groups/lasvegasbloggersmeetup/

Future Presentations

- **October 13, 2020**
 - How-To Update Old Posts For More Blog Visitors
- **November 10, 2020**
 - TBD
- **December 8, 2020**
 - Q&A with Blog Reviews

Meetup Goals

- **This group is for those wishing to start a blog AND those that have been blogging for years! Beginner to Experienced - we are here to share ideas.**
- **Topics**
 - **Search Engine Optimization (get higher search rankings), Keyword research, How to make money from your blog, Picture taking and images, podcasting for bloggers, How to start a blog, etc.**
- **Presentations**
 - **Attendee Introductions**
 - **Slide Show Presentation (Organizer or Guest Speaker) with discussion**
 - **Review blogs for recommendations and feedback**

Who Am I?

- **Organizer: Matt Campbell**
 - Owner of MyWeddingSongs.com
 - Started my online business in 2003
 - Website receives about 4 million annual visitors
- **Sponsors**
 - My Wedding Songs

Introductions

How-To Update Old Posts For More Blog Visitors

Why update old blog posts?

1. **Content is out-of-date**
2. **Google will rank fresh content over stale content**
3. **Optimize old posts with a better layout**
 - a. **Optimize headings for “skimability”**
 - b. **Shorten long paragraphs**
4. **Optimize page titles and descriptions to increase clicks from Google searches**
5. **Add content that answer more of your readers’ questions on the topic**
6. **Increase conversions into customers**
7. **Increase time on post**
 - a. **This will increase the number of ads seen and thus increase revenue**

How-To Update Old Posts For More Blog Visitors

Use Screaming Frog Software For Valuable Information

1. Download the Screaming Frog Software (**paid version gives API access**)
2. Connect Screaming Frog to your Google Analytics and Google Search Console (Configuration - API Access)
3. Crawl your website
4. Export HTML files
5. Copy and paste downloaded file into Google Sheets
6. Remove any rows not with 200 status code
7. Remove unnecessary columns
8. Sort columns by number of visitors (your most popular pages)
9. Update posts starting with your most popular

How-To Update Old Posts For More Blog Visitors

<https://www.screamingfrog.co.uk/seo-spider/>



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Our Work

Log File Analyser ▾

SEO Spider ▾

Blog

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Log In

We are a UK based search marketing agency and the creators of the famous website crawler and log file analyser tools.

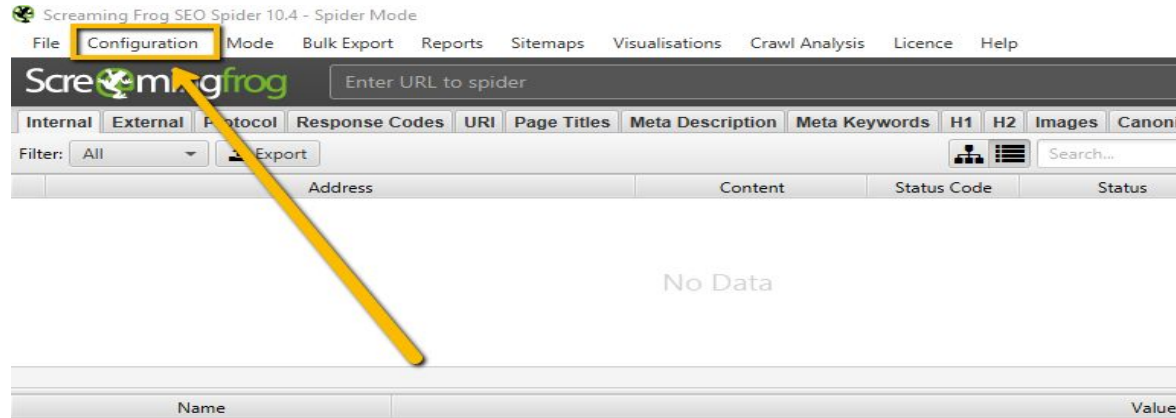
Agency Services

SEO Spider Tool



How-To Update Old Posts For More Blog Visitors

Configure and connect SF to Google Analytics and Search Console

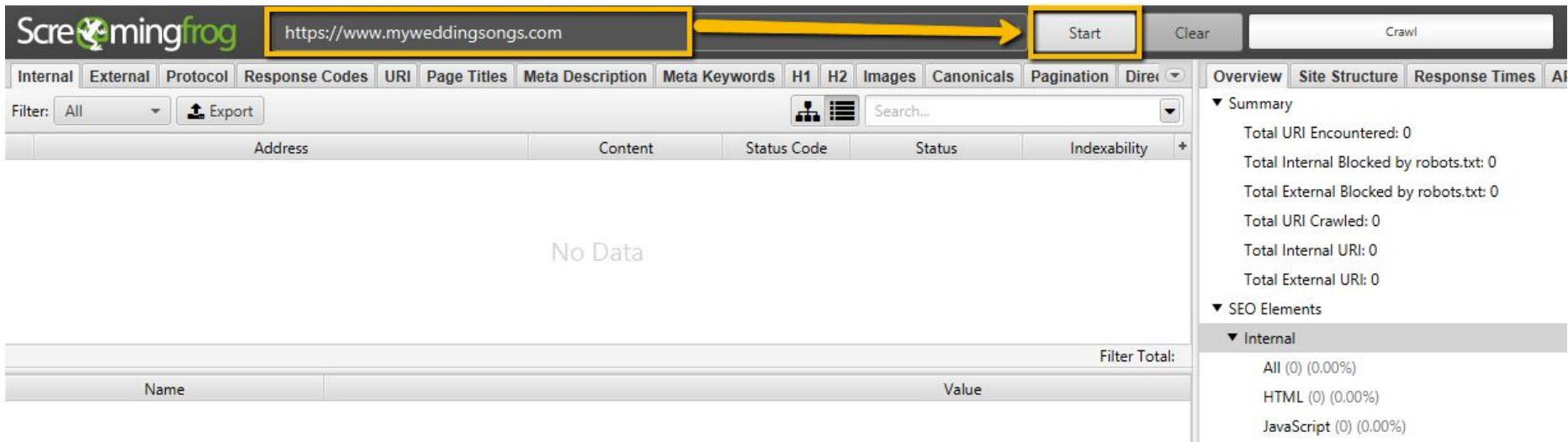


How-To Update Old Posts For More Blog Visitors

Crawl your website using SF

Screaming Frog SEO Spider 10.4 - Spider Mode

File Configuration Mode Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help



The screenshot shows the Screaming Frog SEO Spider 10.4 interface. The address bar contains the URL `https://www.myweddingsongs.com`. The **Start** button is highlighted with a yellow box, and a yellow arrow points from the address bar to it. The interface includes a menu bar, a toolbar with various analysis options, and a main table area that currently displays "No Data". A right-hand sidebar shows a summary of crawl statistics, all of which are zero, and a section for SEO elements.

Internal	External	Protocol	Response Codes	URI	Page Titles	Meta Description	Meta Keywords	H1	H2	Images	Canonicals	Pagination	Direr
No Data													

Filter: All Export

Search...

Filter Total:

Name	Value
All	(0) (0.00%)
HTML	(0) (0.00%)
JavaScript	(0) (0.00%)

Overview Site Structure Response Times AI

▼ Summary

- Total URI Encountered: 0
- Total Internal Blocked by robots.txt: 0
- Total External Blocked by robots.txt: 0
- Total URI Crawled: 0
- Total Internal URI: 0
- Total External URI: 0

▼ SEO Elements

▼ Internal

How-To Update Old Posts For More Blog Visitors

Export SF HTML files spreadsheet

Screaming Frog SEO Spider 10.4 - Spider Mode

File Configuration Mode Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

Screamingfrog

Internal External Protocol Response Codes URI Page Titles Meta Description Meta Keywords H1 H2 Images Canonicals Pagination Directories Overview

Filter HTML

	Address	Content	Status Code	Status	Indexability
1	https://www.myweddingsongs.com/	text/html; charset=UTF-8	200	OK	Indexable
2	https://www.myweddingsongs.com/song-lists-by-era/	text/html; charset=UTF-8	200	OK	Indexable
3	https://www.myweddingsongs.com/weddingblog/new-wedding-songs...	text/html; charset=UTF-8	200	OK	Indexable
4	https://www.myweddingsongs.com/weddingblog/darling-songs/	text/html; charset=UTF-8	200	OK	Indexable
5	https://www.myweddingsongs.com/wedding-song-lists/first-dance-so...	text/html; charset=UTF-8	200	OK	Indexable
6	https://www.myweddingsongs.com/wedding-songs-by-year/	text/html; charset=UTF-8	200	OK	Indexable
7	https://www.myweddingsongs.com/wedding-song-lists/in-law-songs/	text/html; charset=UTF-8	200	OK	Indexable

Filter Total: 25

Name	Value
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How-To Update Old Posts For More Blog Visitors

Paste SF export into Google Sheets

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

100% \$ % .0 .00 123 Calibri 11 B I U A

fx 60 Best Sister Brother Songs

	B	C	D	E	F	G
1	Address	Title 1	Title 1 Length	Meta Description	Meta Description	H1-1
2	https://www.myweddingsongs.com/wedding-song-lists/sister-songs/	Sister Songs 50	65	As a bride, you r	148	50 Best Sister So
3	https://www.myweddingsongs.com/wedding-song-lists/recessional-songs/	101 Best Weddin	58	You've thought c	143	101 Best Reccessi
4	https://www.myweddingsongs.com/wedding-song-lists/mother-son-songs/	90 Best Mother-	62	The mother-son	148	90 Best Mother-
5	https://www.myweddingsongs.com/weddingblog/30-country-mother-son-dance-songs/	30 Country Motl	69	You love Country	147	30 Country Motl
6	https://www.myweddingsongs.com/wedding-song-lists/mother-daughter-songs/	90 Best Mother-	53	Whether you da	151	Mother-Daughte
7	https://www.myweddingsongs.com/wedding-song-lists/sister-brother-songs/	60 Best Sister-Br	65	How do I include	135	60 Best Sister Br
8	https://www.myweddingsongs.com/wedding-song-lists/first-dance-songs/	What is the Best	56	The wedding fir	149	125 Best First De
9	https://www.myweddingsongs.com/wedding-song-lists/best-party-songs/	Dance All Night	70	Dance all night a	140	200 Best Party S
10	https://www.myweddingsongs.com/wedding-song-lists/grand-entrance-songs/	111 Best Weddin	55	The entrance so	125	111 Best Weddin
11	https://www.myweddingsongs.com/weddingblog/baby-songs-in-the-title/	Baby Songs - Sor	60	Looking for your	145	Baby Songs â€”
12	https://www.myweddingsongs.com/weddingblog/70s-love-songs-top-20/	Top 20 70's Love	44	Take a look at ou	146	Top 20 1970s Lor
13	https://www.myweddingsongs.com/wedding-song-lists/best-christian-songs/	85 Best Christiar	60	To be Christian is	156	85 Best Christiar
14	https://www.myweddingsongs.com/wedding-song-lists/rb-wedding-songs/	Top 150 R&B We	49	Rhythm and Blue	131	R&B Songs To Pl
15	https://www.mvweddingsongs.com/weddingblog/top-50-wedding-songs-all-time/	Too 100 Weddin	47	Songs cement m	138	Top 100 Weddin

How-To Update Old Posts For More Blog Visitors

Screaming Frog Software Steps (Reminder)

1. Download the Screaming Frog Software (**paid version gives API access**)
2. Connect Screaming Frog to your Google Analytics and Google Search Console (Configuration - API Access)
3. Crawl your website
4. Export HTML files
5. Copy and paste downloaded file into Google Sheets
6. Remove any rows not with 200 status code
7. Remove unnecessary columns
8. Sort columns by number of visitors (your most popular pages)
9. Update posts starting with your most popular

How-To Update Old Posts For More Blog Visitors

Where to start?

1. **Google what you want your post to rank for!**
 - a. **What does your competition have on their post that you are not doing?**
 - b. **How do the top ranking posts layout their content?**
 - c. **How can you make your post better than your competition (better for the reader)?**

How-To Update Old Posts For More Blog Visitors

Review competitors and optimize

Example:

<https://www.budgetdumpster.com/blog/downsizing-tips-for-smaller-home/>



7 Tips for Downsizing to a Smaller Home Without the Stress

BY BUDGET DUMPSTER STAFF ON MAY 1, 2018

HOME ORGANIZATION & DECLUTTERING

Share.



Living in a large home is great for some families, but for others the cost and energy required to maintain them is burdensome. That's why 60 percent of Americans living in homes over 2,000 square feet in size say they'd rather move to a smaller home next time, according to a survey last year from Trulia.

Moving into a smaller house can be a great move (pun intended) financially and mentally. After all, less square footage means lower utility bills and less space for clutter to take root. But the process of downsizing to a smaller home can be even more exhausting than a regular move. That's why we've collected these seven home downsizing tips to keep your stress levels down and your focus up.

Tip 1: Take Inventory of Your Stuff

This is especially handy if you're downsizing to a smaller home. Go through your belongings and decide what to keep, throw out, donate or sell.

"This task may seem daunting, so try breaking it up by taking it one room or zone at a time. You can even spread it out over several days. You set the timeline and pace that works best for you."

Samantha Pregenzer | [Simply Organized](#)



How-To Update Old Posts For More Blog Visitors

What To optimize?

1. Turn Google's "People Also Ask" into headings and content
2. Turn Google's "Related Searches" into additional content
3. Optimize Post Page Title and Meta Description
4. Include headings with themed keywords
5. Verify the content is easily "skimable". Shorter paragraphs, lists, headings, etc.
6. Do your images have the post's keywords as the file name, in the title and alt text?
7. Add more pictures describing your topic??

How-To Update Old Posts For More Blog Visitors

People Also Ask



tips for downsizing your home



People also ask

How do I prepare to downsize my house?



Is it a good idea to downsize your home?



How do you decide what to downsize?



How do you downsize without moving?



Feedback

How-To Update Old Posts For More Blog Visitors

Related Searches

Related searches



moving to a smaller house and decluttering a lifetime of...



rules for downsizing your home



how to downsize your home for retirement



downsizing help for seniors



downsizing home checklist



downsize and declutter



downsizing tips for seniors



downsizing from house to apartment

How-To Update Old Posts For More Blog Visitors

Optimize titles & descriptions - see Screaming Frog export

	C	D	E	F
1	Title 1	Title 1 Length	Meta Description 1	Meta Descriptio
2	Sister Songs 50 Best Bride-Sister Songs 2020 My Wedding Songs	65	As a bride, you may want to offer a bride-sister song to dedicate to	148
3	101 Best Wedding Recessional Songs 2020 My Wedding Songs	58	You've thought of every detail for your wedding. But the recession	143
4	90 Best Mother-Son Wedding Dance Songs 2020 My Wedding Songs	62	The mother-son dance is the symbolic ending of one family and th	148
5	30 Country Mother Son Dance Songs For Your Wedding My Wedding Songs	69	You love Country music and looking for the perfect Country Mothe	147
6	90 Best Mother-Daughter Songs 2020 My Wedding Songs	53	Whether you dance with your mom at your wedding, dedicate a so	151
7	60 Best Sister-Brother Songs for Weddings 2020 My Wedding Songs	65	How do I include my brother in my wedding? Choosing a sister-brc	135
8	What is the Best Song for The First Dance? Here are 125!	56	The wedding first dance is the first dance between newlyweds as a	149

How-To Update Old Posts For More Blog Visitors

Optimize headings - H1 and H2 - see Screaming Frog export

	G	H	I	J	K	L
1	H1-1	H1-1 length	H1-2	H1-2 length	H2-1	H2-1 length
2	50 Best Sister Songs	20			0 What is a Bride-Sister Song?	28
3	101 Best Recessional Songs	26			0 What is a Wedding Recessional Song?	35
4	90 Best Mother-Son Songs	24			0 What Is the Mother-Son Dance?	29
5	30 Country Mother Son Dance Songs For Your Wedding	50			0 Country Mother Son Dance Songs	30
6	Mother-Daughter Songs	21			0 Is it Uncommon to have a Mother-Daughter Dance?	47
7	60 Best Sister Brother Songs	28			0 What is a Sister-Brother Song?	30

How-To Update Old Posts For More Blog Visitors

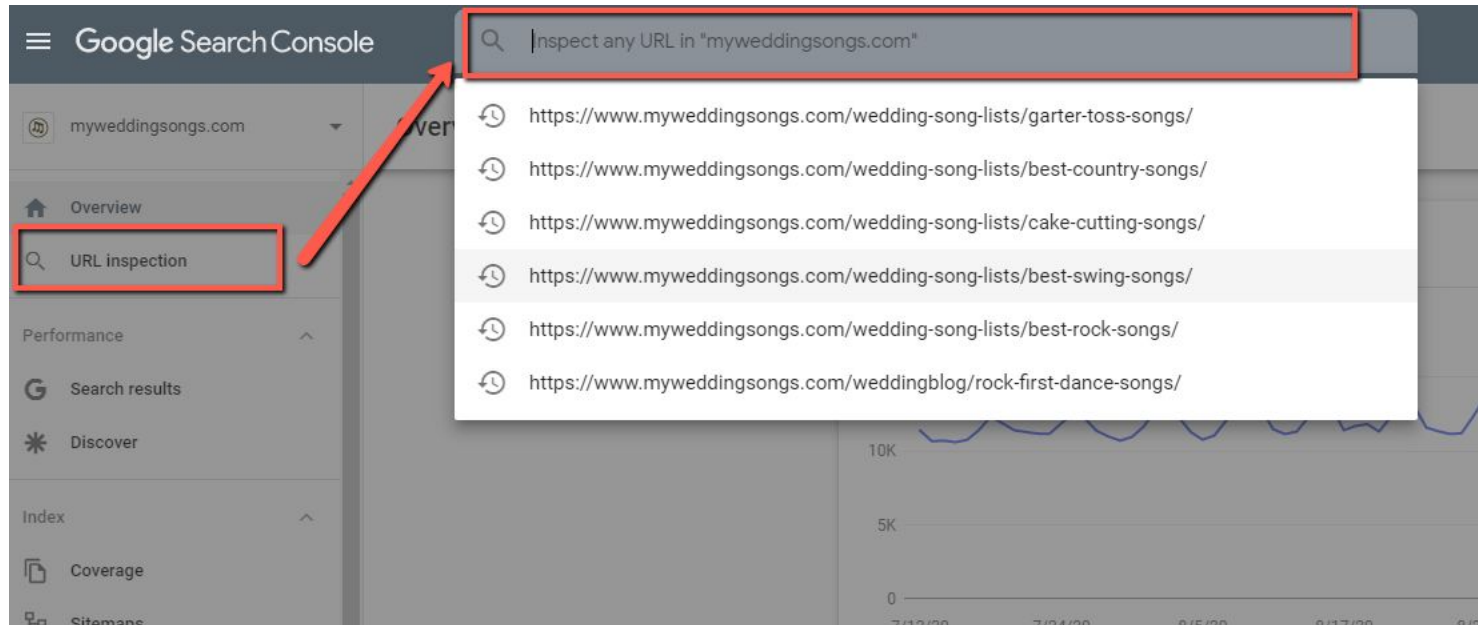
What To optimize? (cont.)

1. Does your post link to other related articles on your website within the content?
2. Does your article link to an authoritative website?
3. Add calls to action to your newsletter/products/etc.
4. Add the date you last updated the post inside of the content.
5. Verify your article dates show last updated date to not scare anyone away
 - a. Wordpress plugin <https://wordpress.org/plugins/wp-last-modified-info/>
6. Get links to the post from other websites speaking about the topic.

Should you delete the blog post? Have you gone in a different direction with your blog?
If you delete, 301 redirect to a similar themed blog post.

How-To Update Old Posts For More Blog Visitors

After a blog post is updated, re-index the page in Google Search Console.



How-To Update Old Posts For More Blog Visitors

After a blog post is updated, re-index the page in Google Search Console.

The screenshot shows the Google Search Console interface for the URL <https://www.myweddingsongs.com/wedding-song-lists/best-country-songs/>. The left sidebar contains navigation options: Overview, URL inspection (selected), Performance, Search results, Discover, Index, Coverage, Sitemaps, and Removals. The main content area is titled 'URL Inspection' and features a 'Start a capture' button. Below this, there are two status cards. The first card, 'URL is on Google', includes a green checkmark icon, the text 'URL is on Google', and a sub-message: 'It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)'. At the bottom of this card, there is a 'VIEW CRAWLED PAGE' button on the left and a 'Page changed?' label followed by a 'REQUEST INDEXING' button on the right. The 'REQUEST INDEXING' button is highlighted with a red rectangular box, and a red arrow points to it from the top right. The second card, 'Coverage', shows a green checkmark icon, the text 'Coverage', and the status 'Submitted and indexed' with a dropdown arrow on the right. Below the cards, the 'Enhancements' section is partially visible.

How else can Screaming Frog help you?

Other technical SEO checks

1. Check for possible duplicate content issues
2. Check internal broken links and redirects
3. Check external broken links and redirects
4. Verify if any duplicate page titles
5. Verify if any duplicate meta descriptions
6. Review page word counts
7. Review headings - H1, H2
8. Spelling & Grammar

Links Discussed

- **Screaming Frog**
 - <https://www.screamingfrog.co.uk/seo-spider/>
- **WP Last Modified Info (Wordpress Plugin)**
 - <https://wordpress.org/plugins/wp-last-modified-info/>

Any questions?

Review your website?

Facebook - @myweddingsongs

Twitter - @mywedsongs