

MAKE TRAFFIC HAPPEN

A photograph of a desk setup. In the background, a silver laptop is open. In the foreground, there is a yellow mug on the left, a clear plastic container with a white lid in the center containing yellow beads, and two small yellow figurines on top of the container. A white banner with the word 'SAMPLE' in blue capital letters is tilted across the image.

SAMPLE

REVIVE OLD CONTENT

LEARN HOW TO GAIN MORE TRAFFIC TODAY
WITH THE CONTENT YOU ALREADY HAVE

BY LAURA LYNCH

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Introduction

If you already have an archive of old content on your site, you are practically sitting on a gold mine of potential traffic. It's true. You can actually grow your traffic faster and more efficiently by not publishing new content and instead focusing on reviving your old content.

Strategically improving your old posts and pages brings new eyes to every article and maximizes your chance to monetize through ads, affiliates, press/FAM trips, product reviews, and sponsored posts.

Over the next 75 pages we are going to show you how to use your existing content to get more traffic. Depending on how deep your archive is, you may not ever need to publish a new article again. You just need your existing content to work harder for you.

Every blog post you publish has infinite traffic potential. Some posts immediately take off as soon as they are published. Some take a little longer to blossom, but many just fail to launch.

It's likely the posts that lag behind were not fully optimized, are missing optimal keywords, or don't meet the expectations of the reader. That doesn't mean you should write them off as a loss. We will show you how to revive old content and almost immediately boost their earning potential.

This book is for seasoned bloggers (1+ years) who already have an archive of work built up, but who wish they were getting more traffic for their efforts.

While new bloggers (< 1 year) can benefit from this knowledge, these techniques are best applied to older blog posts that have had time to gain their full potential but haven't. As it can easily take up to 6 months for a new blog post to gain full potential, we don't recommend making these changes to your content until at least that time has passed.

For this reason, if you are a new blogger (< 1 year), we recommend reading our first book, the [Complete SEO Strategy](#), and optimizing your site for SEO before delving into this book. You need to first master the key elements of SEO. Then you can move into the advanced techniques to revive your old content.

About the Author



I am Laura Lynch, travel addict and expat, self-proclaimed foodie, wine geek, and owner of the travel blog, [Savored Journeys](#).

Like many of you, I started a blog as a way to eventually leave the unfulfilling day job that was slowly sucking the life out of me. I was really motivated to make my blog successful.

I put in an atrocious number of hours creating content, editing photos, marketing posts on social media, etc. But I have to admit, I didn't actually know how to make my blog popular and profitable. For nearly two years, I just stumbled my way along.

Sure, I could create pins, join social media threads, and partner with companies to do sponsored posts, but I was still not seeing the traffic Savored Journeys deserved, and more importantly, I was not making much money.

When my husband and I decided to leave Seattle and become expats in London, I finally had to get serious and start making this blogging thing a real career that actually paid me for the hours I put in.

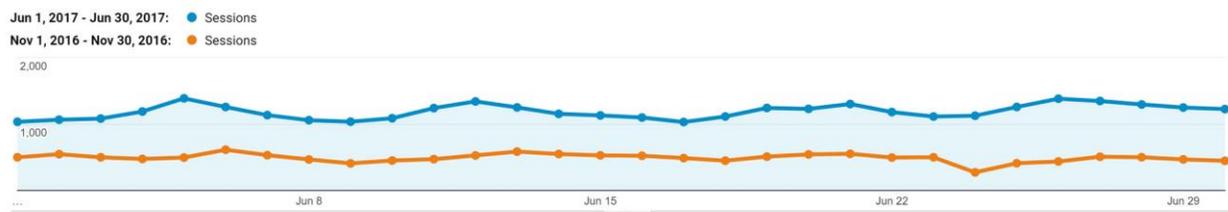
The one thing that was missing from my strategy was search engine optimization (SEO). I had very little organic search traffic, so I turned to SEO as the answer. I spent weeks creating and testing an SEO strategy, which I optimistically implemented on 30 of my existing posts as an experiment.

The results were stunning. I had a 65.81% increase in pageviews in just 30 days! SEO was clearly the answer. Check out my Google Analytics data to see for yourself:



My SEO strategy worked and I knew I could replicate it on all the posts in my archive, with even greater success. Through testing and experimenting, I found a few additional ways to update my posts and increase my traffic, so I implemented it on even more of my old content.

Within 6 months, my traffic had increased from 50k to 100k page views per month, a 142% increase in organic search traffic. You may be wondering if my growth stopped there. Well, it didn't. I've since gone from 100K to 150K and beyond.



Did I have to update all 300 of my old posts to see that kind of growth? No. In fact, I've only revived a fraction of my posts. Imagine the potential I still have waiting for me!

The increase in traffic I got from doing this work was all I needed to take my blog from essentially a very time-consuming hobby, to a full-time business.

My income went from a couple hundred a month to a couple thousand a month almost overnight, and that figure has continued to grow steadily ever since.

From my success, I've also written a book on SEO (the [Complete SEO Strategy](#)). I've also started 3 other successful blogs and co-created a consultancy business, [Make Traffic Happen](#), with my colleague Gemma Armit, of [Two Scots Abroad](#).

We have shared our SEO success at conferences, like TBEX, and we continually help bloggers find success through our Make Traffic Happen [Facebook Group](#), which is free and open to all bloggers. Come join us!

In this book, I will reveal my proven plan for reviving old content and show you how to increase your traffic using ONLY the posts you've already written, through a series of techniques that will enhance and transform your existing content.

Gemma and I often say that if we only had our own advice in 2014, it wouldn't have taken so long to get where we are now. The good news for you is that you can benefit from our hindsight and the lessons we learned on the way to success as bloggers.

What You Will Learn

We know as well as you do that it's one thing to talk about ways to make traffic happen, but it's another thing to figure out **how** to make traffic happen. We have done the research for you. We have applied it to our own blogs, tested ideas, and waited patiently to see which techniques actually work.

This guide will take you step-by-step through many advanced techniques you can use to revive your old content. You will learn how to:

1. Optimize your posts with on-page SEO
2. Find and rank for additional high-traffic keywords
3. Align your content with user intent
4. Increase your click-through rate
5. Use internal links to funnel authority throughout your site
6. Revive post engagement after updating
7. Audit your homepage and topic pages
8. Monitor your progress

We will also show you how to set up your Google Analytics and Google Search Console accounts and how to link them together so you can use your statistics to identify what posts to work on. And we'll show you how to set up a really nifty SEO dashboard, as a bonus. You can find this information in [Appendix A](#).

In [Appendix B](#), you'll find an extensive frequently asked questions section that will answer all your questions about reviving old content, whether you should change the URL, whether you should republish or not, how to get Google to notice you, how often to update, and many more.

Just like in our first book, we will walk you step-by-step through each of these techniques to teach you how to do it. It will take time and dedication, but I guarantee it will work and it's worth it.

Why Focus on Old Content

Blog posts are like cars. When they're new, they attract a lot of attention. But they soon begin to lose their value. They get dents in the exterior and tears in the upholstery. No one notices them on the road anymore as newer models begin to replace them.

This is exactly what happens to your old content. If you don't frequently update it, it will begin to lose its value. The more low-value posts you have in your archive, the lower your ranking will be, even when you publish something new.

Updating your content regularly does three important things for you. It shows your readers you care about them - they'll trust you more when they see your content has been updated, it improves the overall freshness and value of your site, and it helps you generate more traffic, which is exactly why you're reading this book.

Keeping your content as updated and fresh as possible has the potential to greatly increase your position in the rankings, not just for that one post, but for all of them.

Google introduced a piece of their algorithm called the Freshness Factor for just this reason. It prevents old, high-ranking pages from appearing at the top of the results when new content is fresher and better.

I like the way they explain the freshness factor on the official Google blog. "Search results, like warm cookies right out of the oven or cool refreshing fruit on a hot summer's day, are best when they're fresh."ⁱ

Don't worry, this doesn't mean that an older post can't outrank a newer one. It has more to do with the **freshness** of the content, than the **age** of the content.

What it does mean is that you need to make sure your posts have the most up-to-date information and are SEO optimized, so when a new post comes along, you can still compete.

According to Googleⁱⁱ, here are some things you can do to ensure the freshness of your content:

- Regularly update posts that contain ever-changing information.
 - Google specifically looks at information that changes often, like restaurant and business listings, website URLs, and event info.
- Regularly update posts that feature hot topics of interest.
 - If you have content on a hot topic of interest, make sure you keep it as up to date as possible and include all of the information to fully answer the searcher's query.
- Make "significant" changes to the core content.
 - It's more important to update the content itself, than to change photos, update alt tags, meta descriptions, etc.
 - Google says, "a document whose content is edited often may be scored differently than a document whose content remains static over time."
- Continue to gain backlinks to the article.
 - The freshness factor takes into account the number of links incoming and disappearing. If a post is good enough to continually gain new backlinks, it can still compete with fresh, new posts.

Notice how all of those things have to do with regularly updating your content? Gone are the days that you can publish a new post and then forget about it and start working on the next one. Now, especially with so much competition, it's more important than ever to regularly revive your old posts.

In the following pages, we will get down to the nitty gritty of exactly what you need to do to ensure the freshness of your content, and of your blog as a whole. By keeping up with these tasks, you will shine above the rest and traffic will begin to flow.