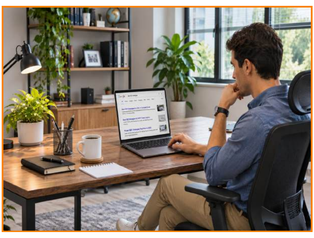


7 Steps to Rescue a Dated Blog Post

1. Why Dated Posts Lose Traffic

A year in the title, like "Top SEO Tips for 2022," puts an expiration date on the post the day it goes live. An old year in a title reads as old news, so your click-through rate drops, and newer posts from other sites take your spot.



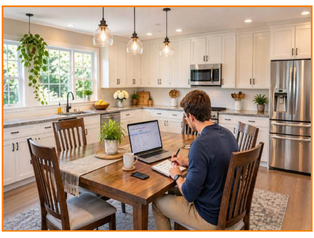


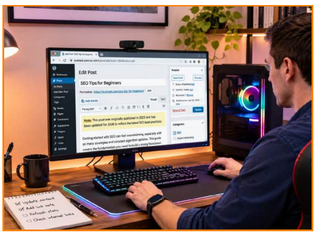
2. Why Editing the Old Post Only Goes So Far

Changing 2022 to the current year works when a post has a couple of stale details. It doesn't work when the whole premise is dated. Don't delete the post, either, since it still earns some visits. Leave the old post alone and write a new one.

3. Write a New Post Built to Last

Take the topic of the old post and write a fresh version designed to stay useful. Leave the year out of the title and web address, teach principles before tools, point to current numbers, and use date-neutral wording. Let Google Search Console guide the topics.





4. Link the Two Posts to Each Other

Add a short section to the new post that links to the old one, then add a note near the top of the old post that links to the current version. Two-way links catch visitors on both posts, and expect the results to take months, not days.

5. Pick the Posts That Deserve a Sequel

Not every old post needs a sequel. Look first for posts sitting in positions 8 to 20, just off the first page, and prioritize by impressions. Skip posts below position 30 that show no sign of movement, and fold them into a related, current post.





6. Build a Quarterly Review Into Your Routine

Set aside a few hours each quarter. Pull your top 20 to 30 posts by impressions and clicks, then flag any with a year in the title or a clear traffic slide. Write sequels for the best candidates, one or two at a time, and link each pair both ways.

7. Write the Next Post to Last

Every dated post you publish adds to a pile you'll need to fix later. Every evergreen post keeps working for you after the trend that inspired it fades. Write your next one so it never needs a sequel.



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