



SEO Guide: Content Refreshing


How and when to
refresh content
to increase your
rankings.



Why Should You Refresh Content?

Content that was published years (or even months) ago can....

- Be outdated
- Need new data to support claims
- Have search-intent mismatch
- Require less or more depth
- Be supported by new mediums (graphs, images, videos)



Inaccurate content =
negative trust signal
that can ding you site-
wide.

But, depending on how
much content you
have, you can't refresh
every piece...



5 Steps to Refresh Content For Maximum Impact:

1) Business Goals First

SEO isn't a silo, and should serve a distinct business purpose.

Always, always, always prioritize pages on your site that rank for high-value keywords contributing directly to your KPIs (like leads, sales, revenue).

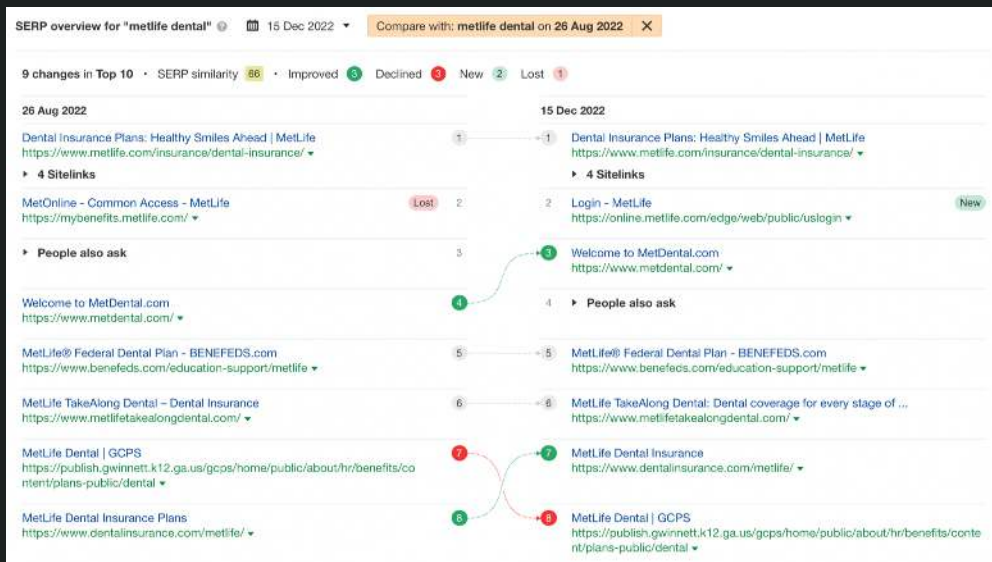
Optimize with a clear end-goal in mind.

2) Fresh vs Evergreen

Search the target keyword.

What are SERPs showing?

Use Ahref's SERP comparison to see what content is ranking now vs [X] months ago to learn what Google is prioritizing:



3) Slipped Positions

Identify recently slipped rankings. Analyze what factors in other content exist that you currently don't cover. And then go do it better.

3,235 keywords		16 Dec 2022		Compare with: 31 Oct 2022		Main positions only		
<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change ▲	Position	Change
<input type="checkbox"/> + guardian dental	2	48.0K	57	1.83	45	-1.3K	3 → 5	▼2
<input type="checkbox"/> + guardian dental insurance	2	36.0K	51	2.13	83	-278	4 → 5	▼1
<input type="checkbox"/> + dental insurance texas	4	4.6K	43	5.87	188	-176	6 → 7	▼1
<input type="checkbox"/> + ppo dental insurance	2	5.7K	66	6.23	17	-138	10 → 20	▼10
<input type="checkbox"/> + guardian direct	4	2.8K	31	N/A	127	-121	3 → 6	▼3
<input type="checkbox"/> + metlife dental insurance for individuals	2	700	45	2.59	110	-83	2 → 3	▼1
<input type="checkbox"/> + metlife takealong dental	2	1.6K	11	N/A	30	-73	3 → 4	▼1
<input type="checkbox"/> + guardian insurance dental	2	2.6K	51	3.14	6	-53	4 → 6	▼2
<input type="checkbox"/> + dental insurance florida	1	6.2K	40	6.15	210	-52	9 → 10	▼1

4) New Mediums

Cater to new mediums, attention spans, and learning styles. With elements like video, you can even capture multiple SERP positions of text + video:

The screenshot shows a Google search for "how to write a resume". The search bar at the top contains the text "how to write a resume". Below the search bar, the results are displayed. The first result is a text link from <https://www.indeed.com> titled "How To Make a Comprehensive Resume (With Examples)". Below this link is a snippet of text: "Jan 2, 2019 — 1. Start by choosing the right resume format · 2. Include your name and contact information · 3. Add a resume summary or objective · 4. List your ...". The second result is a text link from <https://resumegenius.com> titled "How to Make a Great Resume in 2022 | The Complete Guide". Below this link is a snippet of text: "Accounting Tools (SAP, Oracle, etc.): SEO & ... Business Intelligence: Mac, Linux, and Unix... Cloud Apps (JSON, Rest, etc.): Automotive S... Adobe Creative Suite: Database Managem... 11 steps · 2 hr, 30 min · Materials: Time, Computer or tablet, Text Editor (Microsoft ... 1. Start your resume with the following formatting: • 1/2"-1" inch margins on all sides • US Lett... 2. There are three main resume formats most job seekers use today: the chronological resum... 3. Your resume should feature an eye-catching resume header at the top of the page to quickl...". The third result is a video link from <https://www.youtube.com> titled "How to Make a Resume with No Work Experience - YouTube". Below this link is a video thumbnail with the text "First Resume Tips" and a play button icon. To the right of the thumbnail is a snippet of text: "Download the Indeed mobile app: https://go.indeed.com/3XTKG3First resume? Even with no wor... YouTube · Indeed · Jan 12, 2022". Below the video thumbnail is a section titled "11 key moments in this video" with a dropdown arrow.

Google

how to write a resume

<https://www.indeed.com> › Resumes & cover letters

How To Make a Comprehensive Resume (With Examples)

Jan 2, 2019 — 1. Start by choosing the right resume format · 2. Include your name and contact information · 3. Add a resume summary or objective · 4. List your ...

<https://resumegenius.com> › Resume Help

How to Make a Great Resume in 2022 | The Complete Guide

Accounting Tools (SAP, Oracle, etc.): SEO & ... Business Intelligence: Mac, Linux, and Unix... Cloud Apps (JSON, Rest, etc.): Automotive S... Adobe Creative Suite: Database Managem...

11 steps · 2 hr, 30 min · Materials: Time, Computer or tablet, Text Editor (Microsoft ...

1. Start your resume with the following formatting: • 1/2"-1" inch margins on all sides • US Lett...

2. There are three main resume formats most job seekers use today: the chronological resum...

3. Your resume should feature an eye-catching resume header at the top of the page to quickl...

<https://www.youtube.com> › watch

How to Make a Resume with No Work Experience - YouTube

First Resume Tips

Download the Indeed mobile app: <https://go.indeed.com/3XTKG3First resume?> Even with no wor...

YouTube · Indeed · Jan 12, 2022

11 key moments in this video

5) Search Intent

SERPs have changed quite a bit over the years. And just because you could rank a bottom of the funnel landing page last year doesn't mean it works this year.

Assess search intent – does your page actually solve problems for people? Or is it misaligned with what most people are looking for?

Content Refresh Checklist

- Start with highest value pages
- Analyze SERP publish dates, how recent are they? More recent = refresh more often
- Slipped rankings? Refresh.
- SERP has video? Create video content, add to Youtube + Page.
- Use people also ask + Frase.io to see what topics and depth you are missing