

4 Reasons To Update Old Blog Posts

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[Most bloggers follow a simple routine. They write a post. They publish it. And then they are off to start thinking about their next article. And they rarely — if ever — revisit and update older entries. And while this is pretty much the norm, this practice might be causing many bloggers to have decreased search engine traffic and page-views. bwis6yg38p](#)

In the list below, you will find four reasons to consider updating your old blog posts.

1. Revise Errors and Inaccuracies

The first and most obvious reason for updating your posts is to correct any errors that have been made. For example, if you notice a spelling or grammatical error you should ALWAYS update your post to fix it. Similarly, if you've misquoted a source, or included an inaccurate figure or piece of advice, you should make the necessary revisions.

2. Make Updates and Add New Information

For those of you who write about the latest news in your industry, you will find that there are usually updates to each story. One way to tackle this is by updating each post with any new information. Or, you might decide to write a new post, in which case you should edit the old post to provide a link to the update.

3. Maintain Well-Linked Posts

Probably the most important reason to update your posts is so that they are always well linked with other posts. Not only does this ensure that your readers can easily find related information, but it also ensures that search engines can reach all content.

4. Keep Search Engines Happy

Search engines like regularly updated content. In fact, they have been known to drop old content from their indexes. So, to keep your pages well-indexed, be sure to keep them updated. It might also be a good idea to perform some basic SEO on old posts by revising headlines, page titles, and descriptions.

We think that updating old posts is crucial, especially if you have a lot of posts. And it is something that we regularly do to make sure that articles are well-linked and fresh for search engines.

Do you update your old posts?