

# the content refreshing **roadmap**



for bloggers, entrepreneurs and  
online business owners



# welcome!

*Kevin and Sarah Arrow here, and thank you for downloading your content roadmap. We created these to support business owners everywhere with their content marketing activities!*

The wonderful thing about blogging is that your content is not carved in stone. You are not stuck with it forever like you are with something that's chiselled into a wall or on your back as a tattoo. This means you can go back and refresh your content when it's not performing, or it needs updating.

By explore how you can refresh your older blog posts and breathe new life into them. In some instances, you will find a little freshening up the post will give it a whole new purpose!

*Kevin & Sarah*

# five-step roadmap

## STEP ONE

Determine which of your content needs refreshing by making a list.

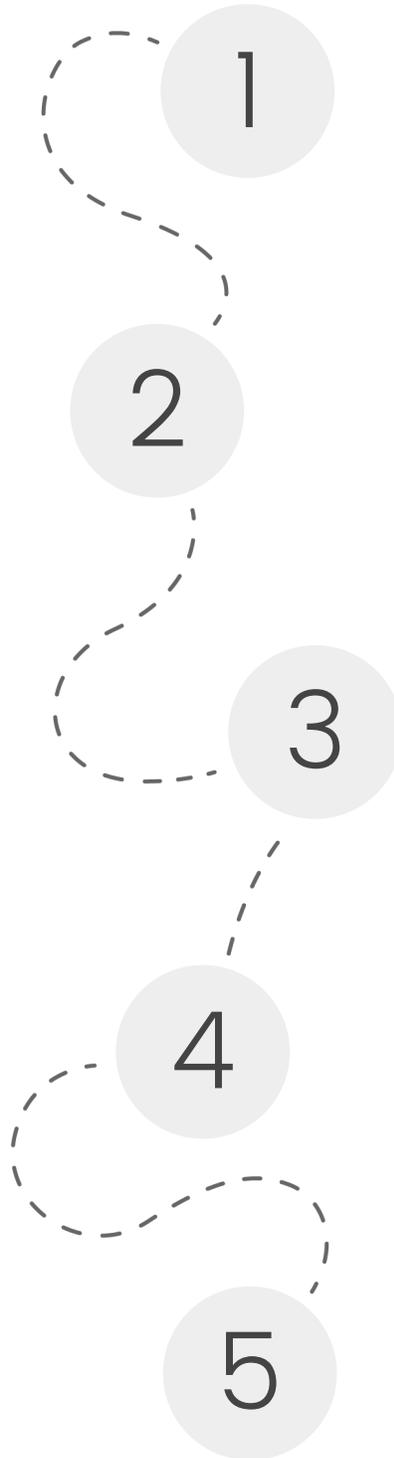
## STEP THREE

Refresh your images:

- Brand them
- Modernise them
- Optimise them

## STEP FIVE

Promote to your new content plan



## STEP TWO

Check Market Samurai to determine there's an audience for your content

## STEP FOUR

Add a Note!

Let your audience know that you've refreshed the content for the current year

# Content Refreshing Schedule

1 Post name:

Keywords

Links

Republish?

Images

Expert sources

2 Post name:

Keywords

Links

Republish?

Images

Expert sources

3 Post name:

Keywords

Links

Republish?

Images

Expert sources

4 Post name:

Keywords

Links

Republish?

Images

Expert sources

# Content Refreshing Schedule

5 Post name:

Keywords

Links

Republish?

Images

Expert sources

6 Post name:

Keywords

Links

Republish?

Images

Expert sources

7 Post name:

Keywords

Links

Republish?

Images

Expert sources

8 Post name:

Keywords

Links

Republish?

Images

Expert sources

# Content Refreshing Schedule

9

Post name:

Keywords

Links

Republish?

Images

Expert sources

10

Post name:

Keywords

Links

Republish?

Images

Expert sources

11

Post name:

Keywords

Links

Republish?

Images

Expert sources

12

Post name:

Keywords

Links

Republish?

Images

Expert sources

# three quick tips

## TIP NUMBER 1

Remember Google Fetch! You can log into your Google Search Console and ask Google to take a look at your new refreshed blog post. In the sidebar look for the crawl section. When you click this look for the section that says "Fetch as Google" click this and add in your URL. You will be invited to choose whether you crawl only this URL (recommended) or this URL and the direct links.

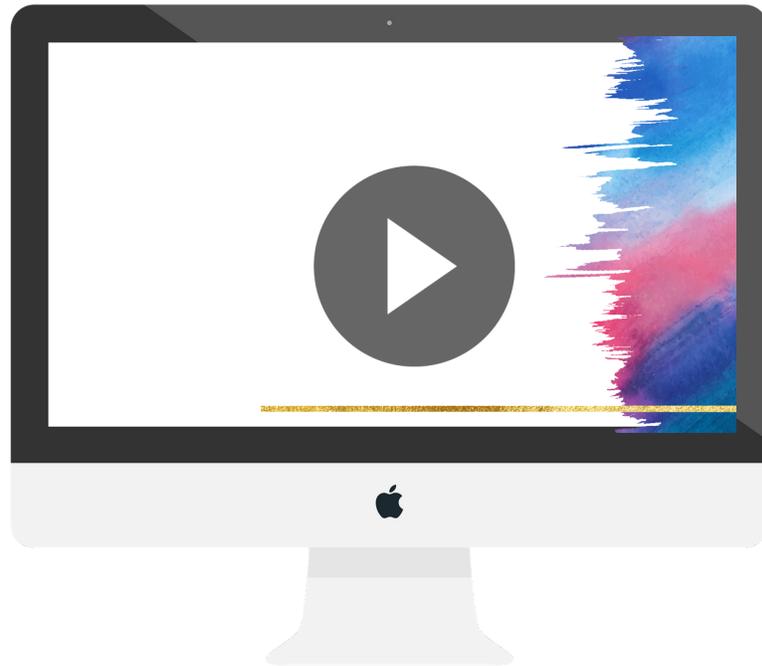
## TIP NUMBER 2

With the keywords you've chosen, type them into the search engines and see what the top 3 organic posts are about. How long are the blog posts? How many images are in the posts? What type of content are the posts? Is it all text? Are there maps? Are other pieces of content embedded? How are they different from yours? What elements do they have in common?

## TIP NUMBER 3

Look at what extra value you can add to the content Interview an expert to add to the content

- Add several expert tips and increase your authority by association
- Elaborate on your own tips
- Include a case study
- Curate your extra value



## **Ready to outsource your content freshening up?**

Prices from £99 for 3 posts a month.

**CONTACT**