



Optimize Your Blog Posts

When you are fretting old blog content, these are the items to review.

Obvious errors

Check your grammar and spelling. It should already be perfect but accidents happen.

Relevance

Review the content of the post to see if it is still current or needs updating. Also check to make sure any links within the post are still functioning.

Pinnable picture

Is your featured image good enough for Pinterest? The image should be vertical and have your chosen pin description loaded into the alt title.

SEO keywords

Are your keywords in the title, first paragraph, subheadings, and picture alt title? If you did not previously check, use the [Wordpress SEO plugin by Yoast](#) to check your search engine optimization quality.

Monetized links

Does your post have at least one affiliate link? Did you place a banner ad in the middle of the post?

Related content

Do you have links to additional related content on your blog and to other blogs within the post? If you do not have other related content on your blog and this post performed really well for you, write a new post on the same topic. Remember to link those posts together.