

050 - Weekly Blog Updates - Seriously?

Prologue 0:00

As you can see, there are articles out there that might last a few weeks before they need a refresh or an update. And there are articles out there that might be good for a month or for even a year. But this really depends on your industry. How often are competitors refreshing their article, how fresh is the content that exists in your industry about the topics you want to rank for, and then you need to adjust definitely to your industry. For me, a good rule of thumb for across different industries is that every article gets updated once a year, and then specific key articles your 80%... 20% of your articles that drive 80% of your traffic, check the statistics if you don't believe me. It's going to be that way. Those articles probably need some work every one or two months just to make sure that they are up to date in line with what Google wants to see and can continuously drive performance to your site.

SEO Leverage Podcast Intro Music 0:56

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 1:06

Welcome to the SEO leverage podcast episode number 50. My name is Gert Mellak. And today we are going to talk about one of the most important questions, most common questions I get on consulting calls, which is how many blogs do I need to publish every week in order to make sure Google to rank my page high? Let's dive into this topic, give a little bit more context, and then I give you my point of view here. First of all, though, I would like to draw your attention to our website Seoleverage.com/podcast where you're going to find all these episodes with a written version of it, you can check out for the details for links, etc. So find this episode number 50. Or also check out the other episodes, we just did a great one with Anfernee Chansamooth on content strategy. We did one with Justin Meadows on page builders. A lot of insights on our podcast that you can implement right away. So check this out, Seoleverage.com/podcast. Frequency of publishing blog posts, I think we definitely need to understand that Google doesn't really care about frequency. Google cares about content that makes Google users happy. So whether you publish one of those great content pieces a day or five of them, Google isn't going to send you traffic just because you publish so often. The same way, you're not going to get much fitter. Just because you take vitamins more often. There's always a little bit of context necessary and for Google it's definitely what makes users happy and how important is it that you publish often for the type of website you have. If you have an online magazine, it's going to be natural that you publish a lot and published very often and might publish every hour, or every two hours or whatever the frequency is. But if you have a normal business, a normal blog, where you just share thoughts, share insights, tips, tricks, etc, it's definitely not necessary that you are going to be publishing all the time. The whole thing about publishing frequency really came up, I think, with social media. Because with social media, people suddenly needed something to show on Facebook, on LinkedIn. And people started creating content like crazy,

just really because they wanted to have something to share on social media. Now we have organic reach, dropping like crazy, has been dropping like crazy for a few years now on social. So the only reason to really publish content on your blog right now very often is to do either drive ads to this content. But then very often the same content is going to last for quite a while or you think that the frequency is going to impact how Google ranks your articles. I can reassure you that Google doesn't care about the frequency but Google does care about how old your article is. How often you go back to it, and make sure that it's still in line with users expectations. And this is a big one. We have been auditing websites, and we're auditing a lot of websites during the course of a month. We have been seeing websites that has been going down in traffic just because in the industry, it's really not possible to not be updating articles for a few weeks. So there are industries out there, especially technology related industries, where you just need to go back to your most important articles and refresh them. Add new sources, check if they're still in line with what Google wants to show, because this really changes over time. So the quality of the content doesn't only depend on what is written there. But also whether this content is still fresh. Is it still valid? And even if there are industries out there that haven't changed in 10-20-30-50 years, it still doesn't mean that what you produce today is going to be valid as a Google search result in a few weeks or a few months. So you need to check. You need to check which articles start losing traction. This is very easy with our Erica app here. We can just see where does traffic coming and where is it going down over time. You'd want to monitor your articles. How they bring in Traffic? How to bring in conversions? And this is going to give you a good guideline on which kind of articles probably need a refresh. And then you could even define some sort of refresh cyler, which will say, look, certain articles are going to get a refresh every two months, every four months, every six month. We usually guide our clients and just point them to the articles that need some work. Based on what we see in the statistics and opportunities they have on page two, page three, page four of Google, for example. But then other people just have a tracking system in place. You definitely want to follow a system and not just find out that an article has been going down for eight months in a row and you didn't know about it. You want to be proactively refreshing those or at least when you see the first signs of a downwards performance trend, you definitely want to check in and see what is it that Google is looking for now and how can we make sure that our key article corresponds to that. As you can see, there are others out there that might last a few weeks before they need a refresh or an update. And there are articles out there that might be good for a month or for even a year. But this really depends on your industry. How often are competitors refreshing their article? How fresh is the content that exists in your industry about the topics you want to rank for, and then you need to adjust definitely to your industry. For me a good rule of thumb for across different industries is that every article gets updated once a year. And then specific key articles your 80%, 20% of the your articles to drive 80% of your traffic. Check the statistics, if you don't believe me, it's going to be that way. Those articles probably need some work every one or two months, just to make sure that they are up to date in line with what Google wants to see and can continuously drive performance to your site. Then on your immediate social media channels, it doesn't mean that you can't publish new content. You can bring those articles back. You can easily check out update your social media channels and say look, remember this article we had about such and such topic, we have just refreshed it based on the newest insights and the latest sources we have found on the internet, check it out again,

give it a read. We have highlighted the adapted sections or whatever it is, and your social media audience is going to appreciate that you keep your content up to date and continue to be a valuable source of information in your industry. So quick recap here. The frequency alone is not going to move the needle on whether Google ranks your site and your articles higher or not. You want to make sure that you go back to old articles and refresh them. Put a system in place. Refresh every article at least once a year or kind of way this might be a good moment to decide whether this article is still necessary or maybe it is not valid anymore, not necessary anymore and your business has changed. The article is irrelevant or driving useless audience into your website. So sometimes those refreshes can also end up in content pruning, making sure that what is on your site is absolutely relevant, up to date and Google loves it and wants to rank it. My name is Gert Mellak head over to Seoleverage.com to get in touch with me with my team and download our Erica book where we describe the approach we have to SEO which is very different I think from most other agencies. Thank you so much.