

HOW TO UPDATE OR (REPUB)LISH AN EXISTING AMER BLOG POST

Updating content is sometimes better than a new post

February, 2022

This guide will show you how to update the content of an existing Blog post.

Scroll down to know:

- [Do I need a post update or republishing?](#)
- [How do I request a post update or republishing?](#)
- [What can change in a post during republishing?](#)
- [Why would I want to update a blog post instead of just writing a new one?](#)
- [How can I track the metrics of my refreshed and republished posts?](#)
- **BONUS!** If you're looking for [info on redirects](#), here's [how to make a request](#).

Do I need a POST UPDATE or REPUBLISHING?

Post update tasks:	Republishing tasks:
<ul style="list-style-type: none">• New headers or images• Any copy updates that don't change the meaning or message:<ul style="list-style-type: none">○ Spelling/grammar fixes○ New headlines○ New metadata• Taxonomy requests• Localization/hreflang (this is the republication of HQ content on global sites)	<ul style="list-style-type: none">• New keywords and SEO optimization• Updating stats throughout a story• Refreshing annual data from a new report throughout the post• A new lede or other editorial restructuring• A completely new story rebuilt on an existing URL

How do I request a post update or republishing?

To request a POST UPDATE:	To request REPUBLISHING:
<p>Fill out a Marketing Request (MR). (Need help? Read how to file an MR.)</p> <p>Please include the following with your request:</p>	<p>In the same GDoc for the live post already in the Kapost asset, update the content using SUGGESTING mode so that we can see your changes. Make sure the most up-to-date version is at the top.</p>

1. The URL of the post.
2. The URL of the Kapost entry is helpful for hreflang requests.
3. **If you're changing authors**, make sure you include a new author's image, title, bio, and (optional) Twitter and LinkedIn URLs.
4. Please note that **the URL will stay the same**, but it's fine to change everything else on the page.

We strongly recommend that the **SEO keywords** for your story are up-to-date and chosen in accordance with the SEO team, and that they've been integrated into the post's content and metadata.

If you're changing authors, make sure you include a new author's image, title, bio, and (optional) Twitter and LinkedIn URLs.

Then:

1. Locate the original Kapost entry for the post.
2. In the comments section of the Kapost entry, tag *Karen Solomon* and say you'd like to republish this post. Please include **the date you'd like it to publish** (at least a week, please). Let Karen know you've made your changes to the GDoc in the comments, and that your keyword was chosen in consultation with the SEO team.
3. Karen will set up a schedule and add new tasks: "Edit," "Submitter sign-off," "Republish", and "Social" to the content entry, and add the republished content to the [All Republished Content](#) initiative. Unless you request otherwise, the blog post in its entirety will be revised (see the section below, "What can change in a post during republishing?"). You'll work together to re-write, edit, and optimize the new post content.
4. The "Republish" task will add the post to the calendar as well as create a record of old and new publish dates.
5. Please note that **the URL will stay the same**, but it's fine to change everything else on the page.

Brandon Fleshman will take care of most requests within five (5) business days.

Like a new blog post, repubs are subject to the same editorial process, our most up-to-date [image guidelines](#), and blog editor availability. Please allow at least a week for a repub.

What can change in a post during republishing?

Unless you, the stakeholder, requests otherwise, these are the elements of your blog post that will be reviewed for republishing:

Keyword selection. Maybe your post didn't have a target keyword before. Maybe it had one that was chosen back when the post was originally written. During a repub, you or your editor will consult with the SEO team to make sure you are targeting the right term. Keywords are dynamic, and their value and search intent change over time. Also, rather than choosing your own keywords, consulting with the corporate SEO team ensures that your target keyword is not in use on another page (it's bad SEO to cannibalize keywords from another content page).

Keyword optimization. To drive the most traffic to your site, your editor will incorporate your target keyword into the page title, meta description, H1, opening paragraph, subheads, image caption, and in natural language in the body copy. All of these efforts combine to help your page rank.

Header image and body image review: Your editor will review all post images to make sure they meet our current image specs and quality standards. If the post needs a new image, your editor will request it. They will also ensure that each image has accessible alt text and an optimized and engaging caption.

Byline review: We will ensure that the byline has a headshot that meets our specs, a title, and a short bio. It is the responsibility of the submitter to make sure that the byline is the best source for each post, and that their title is up to date.

CTA update: For your post to get the most bang for your buck, your editor will make sure you have two up-to-date and valid CTAs (two is our standard recommendation, but this number can vary).

Link testing: Each repub will include a review of every link, internal and external, for functionality and accuracy. Broken links and redirected links can hurt a page's performance.

Content edit: Blog posts with tight, differentiating, and engaging opening paragraphs (that include the target keyword) are our goal. Your editor will try to craft an opening graph to quickly

engage readers and lower the bounce rate of your post. In addition, your post content will be reviewed for:

- Blog style guide adherence.
- Active vs. passive voice (for more compelling copy).
- Sentence length ([our research](#) shows that shorter sentences improve readability and content scores).
- Pull quote selection (to help sustain reader engagement).
- Clarity of terms and elimination of business terminology for the blog's top-of-funnel general audience readership.
- Removal of boastful marketing language to build trust in The Blog's content.
- Opportunities for further search optimization (for example, adding a "What is TK?" subhead for some terms).

Tags: Wordpress tags will be evaluated for accuracy.

Date: The timestamp for each republished post will be changed from the original publish date to the date of republishing.

Kapost refresh: Your blog editor will update the entire Kapost entry for your blog post to keep information accurate and ensure that your republished post syncs accurately with the content dashboard.

Some performance tracking: The blog team keeps a list of each republished post's repub date, and we spot check post engagement data starting two months after republishing.

Why would I want to update a blog post instead of just writing a new post?

Blog content can go stale, become irrelevant, or like milk, simply go out-of-date. New report statistics, new audience feedback, software updates, or changes to your team's messaging might all be reasons for a post update or republishing. And, rather than creating a new post of, say, tax tips for 2019, 2020, and 2021, for higher quality content and a better reader experience, we are all better served by a single URL dedicated to tax tips, and then updating that page every year.

A blog editor does not need to be involved in a post update, so these updates can be handled via an MR. A repub requires an editor's attention, so these requests will be streamlined through Kapost.

By the way, "repub" is short for "republishing."

Fun fact: Does republishing work? [This deck](#) reports that it often leads to higher page impressions and more clicks.

The Data on Republishing



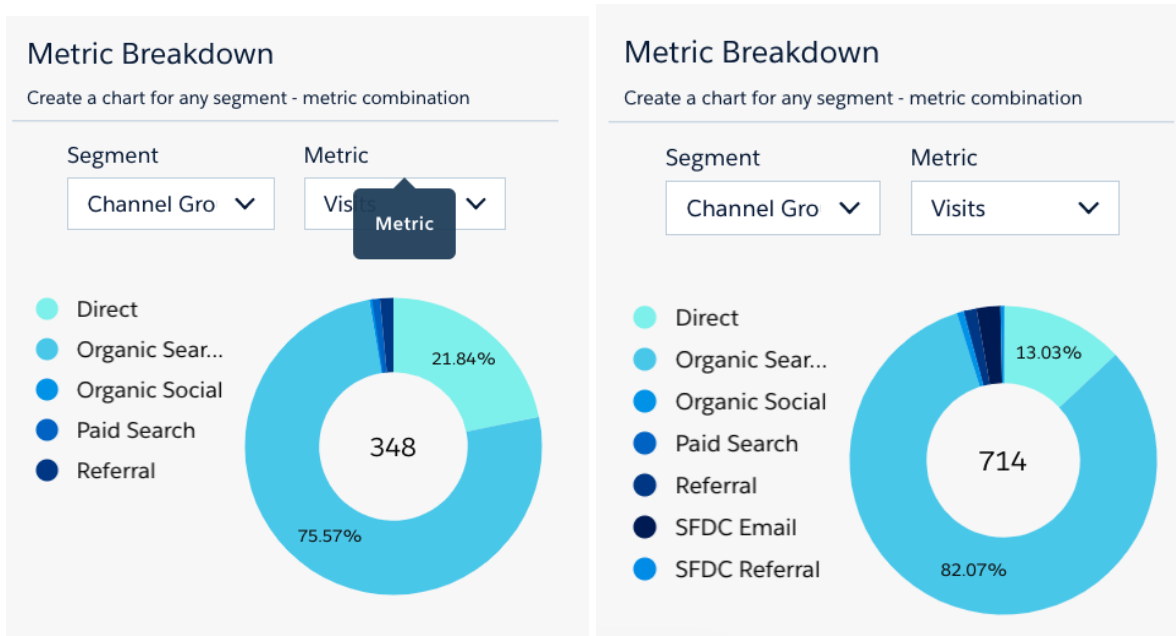
9 Sales Cloud posts; metrics from 60 days before/after republishing

	<u>CLICKS</u>	<u>IMPRESSIONS</u>
7 Sales Dashboard Examples Every Leader Needs	2.1K/ 46.9K	3.46K/ 80.4K
10 Effective Sales Coaching Tips That Work	545/ 1265	49K/ 128K
5 Sales Forecasting Techniques I Wish I Knew About Earlier in My Career	54/ 225	2K/ 13.8K
The 4 Most Common Customer Objections, and How Sales Teams Should Respond	4K/ 1.94K	76.1K/ 118K
Virtual Sales Is Here To Stay – The Latest Research Tells Us Why	38/ 204	1.93K/ 14.5K
4 Ways To Supercharge Your Digital Sales Team (and Save Revenue)	24/ 17	196/ 421
How To Move To a Subscription Business Model	166/ 671	10.1K/ 40.5K
How Does PayPal Respond to the Pandemic? Charitable Giving, Employee Support, and Boosting Small Business	140/ 412	33.2K/ 61.9K
8 Tips for a Great Sales Pitch	1.36K/ 1.31K	151K/ 111K

Fun fact #2: [Commerce experimented with a republishing strategy](#) with great results in organic search.

Results of Republishing (1-Month View)

11/6/20-12/6/20 (after revision)
10/6/20-11/6/20 (before revision)



There's just one catch with a repub vs. creating new content: the URL must stay the same. Be sure that you're very happy with the "slug" of your URL (that's the part at the end that makes your blog post unique) and that it remains an accurate description for the page's content. (In <https://www.COMPANY.com/blog/what-does-COMPANY-do/>, the highlighted portion is the slug, and the slug is a summary of the content on the page.) Think of the URL as an address, and your blog post as the house. The address does not/cannot change, but the house (and your content) can get a new coat of paint, a new room added on, or we can gut it entirely and start anew.

But wait! There's more! Repubs can sometimes take advantage of the traffic momentum of an existing URL. If the URL you're republishing has been getting visitors, a **republished post built on that same URL can give your optimized, well-written post a better page ranking and more readership than new content.**

Traffic momentum means a lot to us here on the blog team, and to you, the team with the blog post. Why? In the eyes of the Google bots, blog posts that are optimized for search (SEO) get better with age (like pinot noir). A good quality story gains credibility and trust over time, and it will rank higher in search than new content. A post that's already had 30,000 visitors is going to be more valuable than a brand new post – even if they're both from the same author, on the same subject, written and published with the same quality, etc. We call that SEO gold. When it's appropriate, we want to hang on to that glorious URL and never, ever let go.

How can I track the metrics of my updated and republished posts?

In your blog post's Kapost entry, you should be able to see both the original and the new "Publish" dates as separate tasks. To view how your update or repub has changed traffic to your post (if at all):

1. Visit the [Content Analytics Dashboard](#) and search for your content via Asset URL.
2. Find both the original publish date and the repub publish date in Kapost.
3. Filter the dashboard by Visit Date for the date range above - the original publish date and the repub publish date. You can also view the Trends tab to visually see how traffic has changed over time.

Additional dashboard resources:

[Content Dashboard User Guide](#)

[Content Score User Guide](#)

Questions? Hit me: Karen Solomon, Senior SEO Editor