

# SEO CONTENT REFRESH CHECKLIST

Maintaining fresh, relevant content can improve your website's visibility, boost your SEO efforts, and help you stay competitive. Give your content a refresh with this handy checklist. We focus on key moves that make the most impact, so you can manage your content with minimal effort.

## KEYWORDS

- Does this content contain a target keyword?
- Does the keyword appear in the:
  - Title?
  - Meta title?
  - Meta description?
  - H1?

## LINKS

- Review all internal and external links. Do they:
  - Link directly to live pages (no redirects)?
  - Use targeted anchor text?
  - Take the reader on the right journey?
  - Contain up-to-date, valid information?
- Add internal links to any new relevant resources.

## IMAGES

- Review all the images on the page. Are they:
  - High quality?
  - Accurate?
  - Following brand guidelines?
  - Formatted with alt text?

## SPEED

- Check the Page Speed Performance Score.
- Resolve any identified issues.

## COMPETITORS

- Review the first page of Google's search results for the keyword. Is your content:
  - Answering the same questions?
  - Approximately the same length?
  - Targeting the featured snippet?
  - Missing any content sections?

## CONTENT

- Read and analyze the content. Is the info:
  - Accurate and up-to-date?
  - Still relevant to the target keyword?
- Add any new relevant resources to the CTA.
- Adjust to reflect any new positioning.

## URL SLUG

- Verify that the URL slug is evergreen.  
If not, edit the slug to remove:
  - Numbers
  - Dates

## DATE

- Update the published date and republish!