

# 10 WAYS

## To Promote Old Blog Posts

- 1, Re-share on social media channels
- 2, Create a follow up post to a previous topic
- 3, Link to old posts in fresh content when relevant
- 4, Build an engaging and easy to navigate archive page
- 5, Promote popular archived content on your sidebar
- 6, Create a mailing list and share weekly and/or monthly round-ups
- 7, Direct readers to previous content when it answers questions they ask
- 8, Create a series using your blog archives
- 9, Build a 'If You're New Here Page' for new readers to discover your most read content and find out more about you
- 10, Update old posts where needed (headlines, visuals, grammar etc)