B: What Is 'Always Updated' Content & Why Does It Matter?

Check out one of the newest trends in content creation and learn how you can stay ahead of the game

Source

We all know the importance of standing out online. If you're a content creator, this is increasingly difficult. That's why we're eager to read about any technique that could give us a much-needed edge on the competition.

Today, we're going to look at one such tactic: 'always updated' content. It may sound simple, but it can be surprisingly effective.

What Is 'Always Updated' Content?

Keeping your content updated frequently has been an important tactic in SEO for some time, but 'always updated' content goes one step further. Always-updated content is consistently updated, so that the information in it stays relevant, current, and evergreen *for good.*

To get an idea of what this looks like in real life, check out this ['Always Up-to-Date Guide to Social Media Image Sizes'](#) from Sprout Social. In this example, the content is designed to be a continuously updated resource - the kind their audience might bookmark and come back to time and again. This is not the only benefit to creating always-updated content, though.

Benefits of Always-Updated Content

Always-updated content has numerous benefits. Much like evergreen content, they are similar in that they remain consistently relevant and continually generate returns. When it comes down to it, every business is looking for growth and long-term sustainability.

The specific ways in which growth objectives are achieved vary from business to business, but typically include strategies such as:

1) Spreading awareness via various marketing channels
2) Establishing yourself as an industry authority
3) Increasing traffic to your website and click-through-rate

Luckily for you, always-updated content is an extremely versatile tool to have in your arsenal, and can achieve all of these aims.

As a result, this content offers countless benefits, including:

- **Immediately conveying a sense of value to the reader.** When someone stumbles upon a post with the words "Always Updated", they are instantly informed of the content's value and singularity. Audiences don't like playing guessing games, and attention spans are notoriously limited.

  Using the term "always updated" instantly gives them a solid concept of the quality of information they will be receiving. As a result it significantly increases the likelihood that they'll read your content and also establishes you as a credible source in their mind.

- **Distinguishing you from your competitors.** When you consistently keep your content up-to-date, you're staying several steps ahead of the competition. The truth of the matter is

most sites don't have 'always updated' content (yet!), so if yours has 'up-to-date' in the title, your audience will be drawn to it. Who wants a guide written in 2013 when they can have one that is *always* relevant?

- **Serving as a lead magnet.** lways-updated pieces serve as great lead magnets, due to the evergreen and valuable nature of the content. Combine them with keyword-rich text and you're on your way to high-quality lead generation like you've never seen before.

- **Transforming your audience into repeat, long-term visitors.** Always-updated content provides a wealth of relevant and up-to-date information on a given subject. As a result, your updates will be poised to attract consistent and long-term traffic when compared with your standard, static posts.
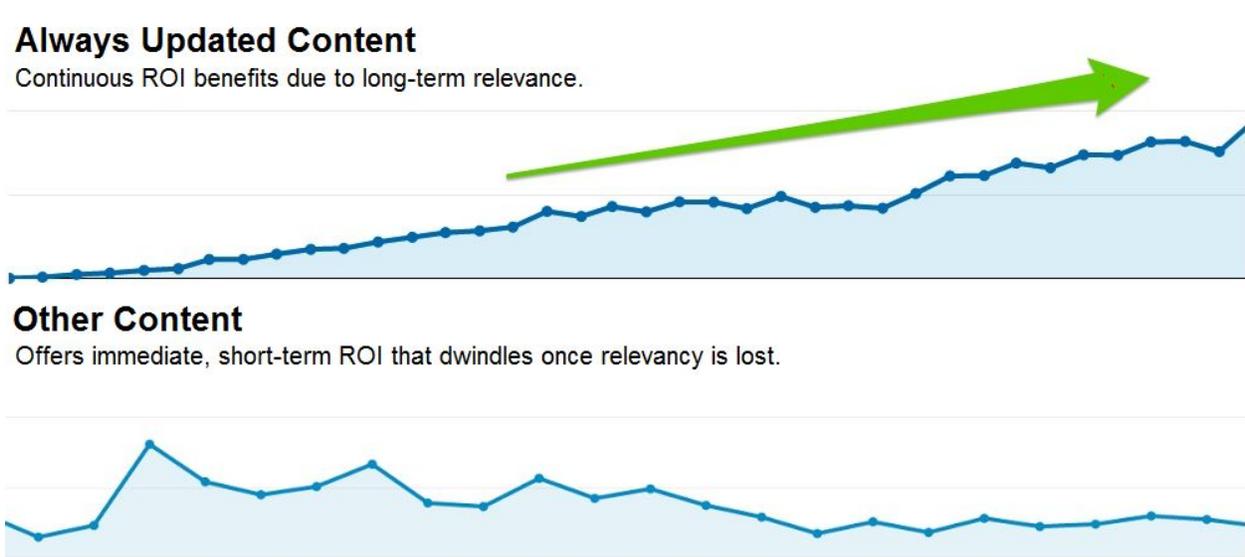
[Source](#)

- **Offering compounding returns.** Always-updated content works in many of the same ways as evergreen content, since they both fundamentally remain relevant over the course of time. Not only does it allow you to create more content for less work and cost when compared with producing additional static content, but its long-term relevancy leads to consistent traffic which generates consistent leads and an ever-increasing ROI.

Actionable Tactics You Can Use Now

There are several ways in which you can implement always updated content in your content marketing strategy to achieve your objectives.

By keeping your content constantly updated, not only are you establishing yourself as an authority to your audience, but you're also allowing Google every opportunity possible to index the page, which in turn helps to establish trust with the search engines and creates a sort of 'rapport'.

In order to help you along the way, we've included a list of several proven, actionable tactics you can use to begin using always-updated content today.

Use always-updated content as an educational resource

Using always updated content in the form of an educational resource such as a guide, eBook, or always-updated infographic is an excellent tactic for many reasons.

High-quality, informative content helps spread awareness, and when properly marketed, will work to establish you as an industry authority.

Types of content

very effective

- books e-books
- white papers
- viral campaigns
- email-shots
- infographics
- long form
- case studies
- visuali-sations
- blogs articles
- comics cartoons
- industry news
- slideshare
- press releases
- videos
- forum posts
- polls
- podcasts
- UGC
- photos
- blog comments
- audio bites
- status updates

somewhat effective

easy / cheap — difficult / expensive

NEWSVEND
online news and content

[Source](#)

Use always-updated content as gated content Using always-updated content as a gated resource is a great tactic for building your email list.

By using gated content as an opt-in incentive, you're providing valuable information to the audience while simultaneously generating high-quality leads that you can nurture and ideally convert into long-term customers or clients.

Use your always updated content to re-engage existing audiences

By now we're certain that you understand the importance of a multi-channel marketing strategy. While always-updated content provides some innately valuable benefits in terms of inbound marketing, that doesn't mean that you can't reap the benefits of promotion.

We often find ourselves stuck between a rock and a hard place when it comes to re-engaging our contacts or audience. The good news is that always-updated content makes this process quite easy, especially when you have a high-quality and valuable piece of information on your hands.

So whenever revisions are made to keep your content fresh and current, be sure to promote them on your various marketing channels such as social media and email to help generate interest, re-engage already established audiences and entice new traffic sources.

Include a link to your official *Facebook, Instagram, Twitter, Pinterest,* and *Quora* accounts on the website and make it easy for readers to share your content to their social media profiles effortlessly.
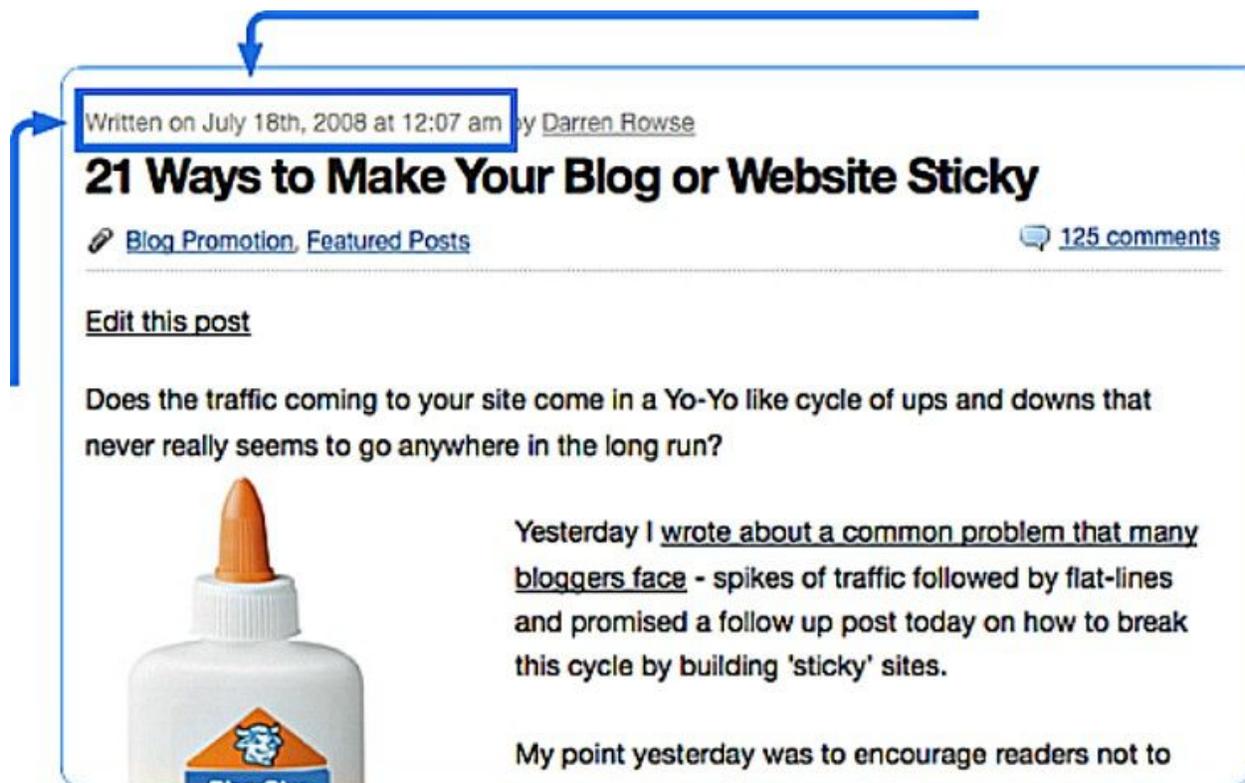
Source

Optimize your always-updated content for organic ranking

It's just as crucial to optimize always-updated content for search as it is any other type of content.

Optimising for search engines means including rich, high-quality keywords in your content. This will help you get greater exposure on the SERPs, attract higher quality traffic, increasing your domain authority and boost your organic rank.

Optimisation can also come in the form of "teaser" content such as the title, H1s, H2s and metadata. So, be sure to craft compelling and engaging "teaser" and always include the phrase "Always Updated" or some version of it in the title.

By creating engaging headlines and metadata that reels the audience in, you can have a sizeable impact on your traffic, engagement and click-through-rates.

Be consistent with your content revisions

Setting a schedule for your always-updated content revisions helps establish credibility and authority. For instance, if you have an "Always Updated SEO Guide", revisions should be scheduled either annually or any time significant Google algorithm changes are announced. This shows your audience that you're serious, professional and on top of your game.

It's also important to note that you should always remember to include a "[Last Updated](#)" note in your always updated content so as to avoid any ambiguity on the revisions. Timelines of updates also prove very useful. After all, you wouldn't want your always-updated content reflecting an original post date of 2 years ago!

In a Nutshell

Today's audiences are more savvy than ever before. We live in an age where we have unlimited resources available in seconds at our fingertips. As a result, our preferences for everything from products to services and yes — even content — have become increasingly more distinguished and precise.

This is why making use of evergreen, always-updated content is such a clever tactic. With always-updated content, you're immediately able to stand out in the midst of a sea of competition. It

establishes you as an industry authority, builds credibility and shows that you take your content seriously.

'Always updated' content is also great for attracting traffic, increasing engagement and boosting your search rankings as well. Using words such as "*always*" or "*forever*" in the title of your post will show your audience that your content is the highest standard in the industry.

So there you have it - an all-inclusive breakdown of always updated content, it's benefits, and various tactics that you can use to implement it in your content marketing strategy. So unlock the key to higher returns today with always-updated content.

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