Mastering Funeral-Themed Content Upgrades in 2023

By Welton Hong

Disney's *The Lion King* might seem like a *Hamlet* retelling, but the directors of the original animated film say they didn't start out by trying to emulate Shakespeare. It wasn't until they pitched an outline of the movie that someone realized the themes lined up with the tragic play.

Of course, at that point, the directors and writers tried to cram in more Hamlet tie-ins. The result is an animated film that might be called an ode to *Hamlet*.

What do cartoon lions and fictional princes of Denmark have to do with deathcare marketing? Not much, but the fact that Disney retells a lot of old stories—even when it didn't set out to—does. By reaching into the same well repeatedly to create blockbuster movies and beloved classics, Disney reminds us that we don't have to start from scratch every time we create content.

In fact, one of your most valuable deathcare marketing tools in 2023 might be the content upgrade, which involves making old content new again for SEO and conversion boosts.

What Is a Content Upgrade?

Content upgrades, or content *updates*, occur when you make changes to existing content to make it more relevant or current. Upgrades include:

- **Adding new content**. For example, you might find that blog posts of 1,200 words are performing best for your deathcare firm at this time. If you have a bunch of old posts that are around 600 words, you don't have to scrap them and start over. You can simply add more (good) content to those posts to bring the word counts up.

- **Deleting obsolete content**. In a post about eulogies, you might have referenced a eulogy given at a well-publicized celebrity funeral. While that illustration may have worked with readers at the time you published the post, these types of references can grow stale over time. You can update posts by deleting information or anecdotes that aren't relevant anymore.

- **Updating information**. Often, the work of content upgrades is in updating the information and writing to ensure the content remains accurate and helpful and aligns with current SEO best practices.

Does Updating Old Content Hurt or Help Your SEO?

When done correctly, updating content can help your search engine optimization performance. Google and other search engines want to serve the most relevant and helpful links to searchers. Updated content is typically more helpful than older content, making it more likely to show up higher in search results.

When you upgrade old content, you can do so with an eye to the keywords currently performing. By adding new keywords, especially in subheadings, and including some content that specifically addresses those keywords, you can increase the SEO performance of a page.

Updating old content can give you more SEO bang for your buck than creating a completely new post with updated information. It can take days or even weeks for Google to index a new page on your site,

and there's no guarantee that every page *will* be indexed.

Old pages on your site are likely already indexed. By upgrading a page that's already showing up in search engine results pages, you can provide value and potentially convert visitors to clientele while you wait for the search engines to crawl your new content (and, hopefully, boost your page rank).

Content Upgrades vs. Repurposing Content

Content upgrades aren't the same thing as repurposing content, though both are valuable strategies you can use in 2023.

When you repurpose content, you use it for something else entirely. For instance, you might gather 10 of your best-performing blog posts and combine them to create an ebook. You can offer the ebook as a free download to entice people to sign up for your email marketing list.

Quick Tips for Upgrading Content in 2023

Want to master the content upgrade to save marketing resources in 2023 while remaining competitive in search results? Here's a checklist of things you can change in a blog post or other content to upgrade it quickly:

- **Keywords.** Always start with keyword research, even when you're updating content that's already written. Incorporate new primary and secondary keywords into your content to match the intent of today's searchers.

- **People Also Ask questions**. Look at the type of information that pops up in Google's "People Also Ask" section for a search. When possible, work some of those questions into your content and answer them concisely.

- **Internal and external links**. Ensure all links work. Update internal links to match your current linking strategy. Change any external links that point to outdated pages or information.

- **Statistics and facts**. Try to replace any old statistics or facts with newer, more relevant information. Whenever possible, it's a good idea to avoid sharing statistics that are more than two years old, as this can make you look out of touch with your industry or the information you're sharing.

- **Phrasing or anecdotes that date your content**. Remove content that didn't stand the test of time. For example, a reference to a popular movie or celebrity should be removed if your current average reader wouldn't recognize it. Slang or colloquial writing that doesn't fit your current audience should also be removed, and you might want to update tips that aren't applicable any longer. If you have a post with tips for planning a funeral during the height of social distancing requirements, for instance, you could update it with more current tips.

Always maintain trust with your audience by being clear about content upgrades. Include a note at the beginning or end of a blog post letting people know when the original was published and what date the last upgrade occurred.

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Welton is a leading expert in helping funeral homes convert leads from online directly to the phone line. He's the author of the book **Making Your Phone Ring with Internet Marketing for Funeral Homes**. Learn more at **RingRingMarketing.com**.