

# 13 WAYS TO DRIVE TRAFFIC TO OLD BLOG POSTS

- + Pump up that SEO.
- + Create a roundup of old posts, centered on a specific theme.
- + Make images more Pinterest-friendly (hint: vertical).
- + Create a second post that riffs off the first and link back.
- + Use a plugin like nRelate or Linkwithin.
- + Use AddThis.
- + Check out Tweetily.
- + Use "p.s." at the end of posts.
- + Deep link that shiz.
- + Schedule social media promotions of old posts.
- + Link to old posts in guest posts on bigger blogs in your niche.
- + Add a popular posts section in your sidebar.
- + Familiarize YOURSELF with your archives.