

SEO Meets Journalism: Google News Terms; Fundamentals You Need to Know

[Unconference] at ONA 2017



PRESENTERS

Data background



Tobias Fellner-Jost

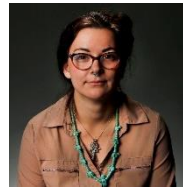
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Journalism background



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Newsdashboard.com

WHO SHOULD CARE ABOUT NEWS SEO?

REPORTERS / EDITORS

- What are readers searching for, specifically for news topics or keywords?
- What keywords and stories am I missing?
- What is the search visibility of my stories (so that more people can see them)?

SEOS / AUDIENCE DEVELOPMENT

- How much of our traffic/readers are referred from search? Google News specifically?
- How does our website perform compared with competitors?
- What is our search visibility, and how is that changing over time?

GOOGLE NEWS / GOOGLE NEWS BOXES CAN BRING MORE TRAFFIC

GOOGLE NEWS BOX

Google search for "trump saudi arabia". The search results show "About 36,100,000 results (0.76 seconds)". A pink box labeled "GOOGLE NEWS BOX" highlights the "Top stories" section. The top stories include:

- The ugly truth behind Saudi Arabia's love for Melania Trump** (CNN.com - 4 hours ago)
- Iran's President Mocks Trump's Saudi Arabia Trip as 'Just a Show'** (The New York Times - 1 hour ago)
- Blunder or brilliance? Trump's \$110 billion deal with Saudis** (WND - 45 mins ago)

Below the top stories, a link is shown: "What kind of deal is Trump making with Saudi Arabia? - The ... https://www.washingtonpost.com/.../what-kind-of-deal-is-trump-making-with-saudi-arab..."

A screenshot of a Google News box for "The New York Times". The box features a header with the newspaper's logo and a promotional banner: "Invite a new subject into your life. Save 30% on one year of The Times." Below the banner, there are several news snippets, including "19 Dead in Concert Blast; Terrorism Seen" and "At least 50 Injured at Ariana Grande Show in Manchester". The box also displays a Rolex advertisement and a snippet from USA Today: "Police: At least 19 dead in fatal blasts at Ariana Grande's U.K. concert".

GOOGLE NEWS

A screenshot of a Google News page for "iPhone SE". The page shows a list of top stories, including:

- iPhone SE takes top spot in large US customer satisfaction survey, indicating demand for compact phones** (Phone Arena - 1 hour ago)
- Need Mood Lighting to Go With Your Music? Ask Alexa. No App Required.** (New York Times - 3 hours ago)
- North Korea Hackers 'Highly Likely' to Be Behind Ransomware Attacks** (Newsweek - 31 minutes ago)
- Apple and Nokia bury patent hatchet** (TechCrunch - 1 hour ago)

The page also features a sidebar with "Top Stories" and "News near you" categories, and a "U.S. edition" dropdown menu.

NEWS BOXES APPEAR WHEN A KEYWORD IS TRENDING

☰ Google Trends

In the news



US issues worldwide travel alert over terror threats

BBC News - 16 hours ago

The US has issued a worldwide travel alert for its citizens in response to "increased terrorist ..."

Is it safe to travel to Brussels and Belgium?

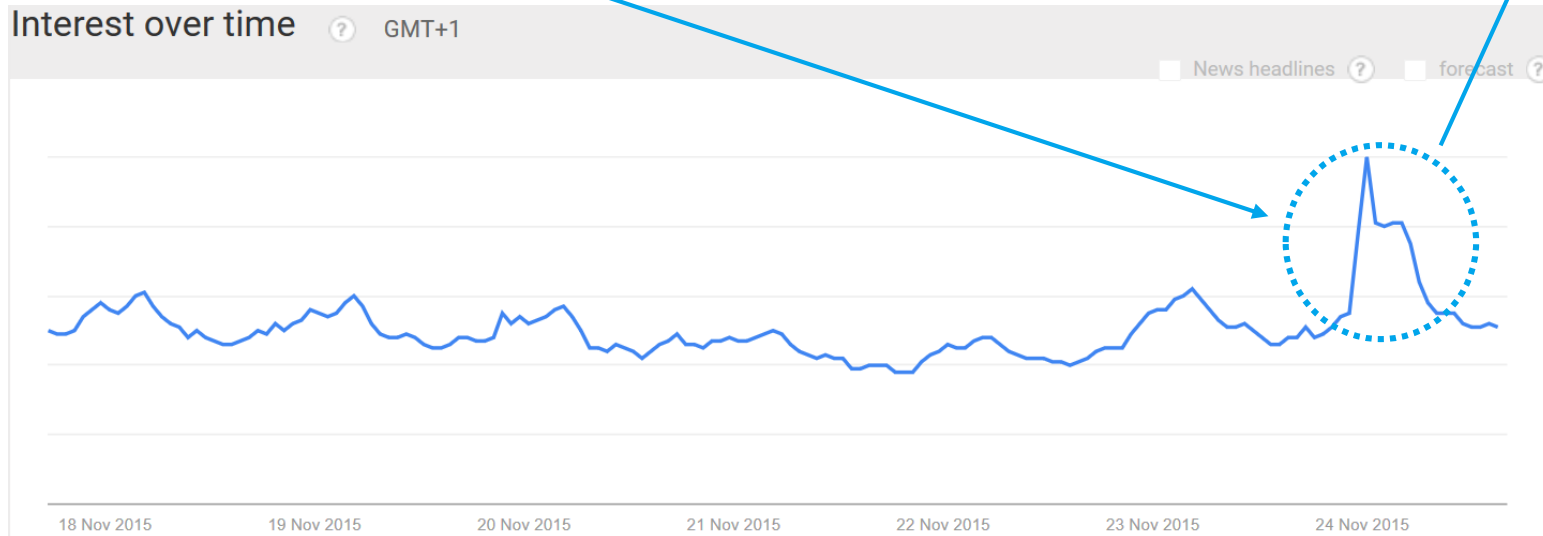
Telegraph.co.uk - 4 hours ago

US issues global travel warning amid increased terror threats worldwide

The Guardian - 15 hours ago

More news for travel

Google News Box appears in SERP




GOOGLE NEWS







Google harvey weinstein

All **News** Images Videos Books More Settings Tools

About 671,000 results (0.29 seconds)


 **Harvey Weinstein** on Indefinite Leave as Harassment Allegations ...
New York Times · 1 hour ago
The Hollywood producer **Harvey Weinstein** in Zurich last year. In response to accusations of sexual harassment, he began an indefinite leave ...
Harvey Weinstein Taking an 'Indefinite Leave of Absence' From His ...
PEOPLE.com · 1 hour ago
Harvey Weinstein gives first interview after shocking sex harassment ...
Highly Cited - Page Six · Oct 5, 2017


Harvey Weinstein allegations: It's all about power, not sex
Opinion - CNN · 9 hours ago
TV Reporter Says **Harvey Weinstein** Masturbated In Front Of Her
In-Depth - HuffPost · 1 hour ago
Harvey Weinstein Lawyers Battling NY Times, New Yorker Over ...
Highly Cited - Hollywood Reporter · Oct 4, 2017

PEOPLE.com HuffPost Los Angeles T... Deadline Variety Fox News

View all

 **Who was 'YOUR Harvey Weinstein' thread goes viral because there ...**
USA TODAY · 7 hours ago
"When did you meet **YOUR Harvey Weinstein**? I'll go first ..." a writer tweeted after reading about the Oscar-winning producer's ...

 **Las Vegas, Harvey Weinstein, Hurricane Nate: Your Friday Evening ...**
New York Times · 4 hours ago
1. The cleanup at the scene of the deadliest mass shooting in modern American history is nearly complete, and all of the dead have now been ...

Google News tab

Google News


Search

Headlines Local For You U.S. ▾

SECTIONS

- Top Stories
- World
- U.S.
- Business
- Technology
- Entertainment
- Sports
- Science
- Health
- Manage sections

Top Stories

 **New GE Chief Shakes Up Management Team**
New York Times · 3h ago


RELATED COVERAGE

General Electric announces slew of executive changes, including new CFO
Highly Cited · CNBC · 5h ago

GE's Startling C-Suite Shakeup Sparks Concern About New CEO's 'Reset'
TheStreet.com · 1h ago


GE's Shakeup Is Better Sooner Rather Than Later
Opinion · Bloomberg · 3h ago

View full coverage →

 **Las Vegas police: Security responded to door alarm, drew fire from killer**
CNN · 4h ago

RELATED COVERAGE

Did a Second Gunman Shoot From the Fourth Floor of the Mandalay Bay Hotel?
Fact Check · snopes.com · Oct 3, 2017

 **'What storm, Mr. President?' Trump puts world on edge with cryptic cliffhanger**
Washington Post · 3h ago

RELATED COVERAGE

Trump plans to declare that Iran nuclear deal is not in the national interest

In the News

- Las Vegas
- Rex W. Tillerson
- Gun control
- Hurricane Nate
- Harvey Weinstein
- Donald Trump
- National Rifle Association
- National Hurricane Center
- Iran
- Ralphie May

Recent

Google to use balloons to provi
Puerto Rico cell service
Reuters · 38m ago

District of Columbia

Today Sat Sun

news.google.com

GOOGLE NEWS CATEGORIES

The screenshot displays the Google News interface. At the top left is the Google News logo. A search bar is located at the top center. Navigation tabs for 'Headlines', 'Local', 'For You', and 'U.S.' are visible. On the left, a 'SECTIONS' sidebar lists categories: Top Stories, World, U.S., Business, Technology, Entertainment, Sports, Science, and Health. The main content area features 'Top Stories' with three articles: 'New GE Chief Shakes Up Management Team', 'Las Vegas police: Security responded to door alarm, drew fire from killer', and 'What storm, Mr. President? Trump puts world on edge with cryptic cliffhanger'. On the right, 'In the News' lists trending topics like Las Vegas, Rex W. Tillerson, Gun control, Hurricane Nate, Harvey Weinstein, Donald Trump, National Rifle Association, National Hurricane Center, Iran, and Ralphie May. Below that is a 'Recent' section with an article about Google using balloons for Puerto Rico cell service. At the bottom right, a 'District of Columbia' section shows the current day as 'Today'.

Google News categories

DESKTOP GOOGLE NEWS BOX

SERP = Search Engine Result Page

The screenshot shows a Google search for "shark week". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are tabs for "All", "Videos", "News", "Images", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 3,920,000 results (0.39 seconds)".

The first search result is "Shark Week | Watch Full Episodes & More! - Discovery" with the URL <https://www.discovery.com/tv-shows/shark-week/>. Below the title is a short description: "Shark Week Official Site. Watch Full Episodes, Get Behind the Scenes, Meet the Cast, and much more. Stream Shark Week FREE with Your TV Subscription!" and "Shark Week shows · Phelps Vs. Shark: The Battle ... · Sharktacular 2017".

A "Top stories" box is highlighted with a blue border. It contains three story cards:

- Card 1: "Phelps Vs Shark' Bre..." with a thumbnail of a shark and a person. Source: Deadline · 3 days ago.
- Card 2: "Shark Week 2017: Yo..." with a thumbnail of a shark. Source: SiLive.com · 3 days ago.
- Card 3: "A Shark Week-House..." with a thumbnail of two men on a stage. Source: CNET · 5 hours ago.

Below the top stories box is a link: "→ More for shark week".

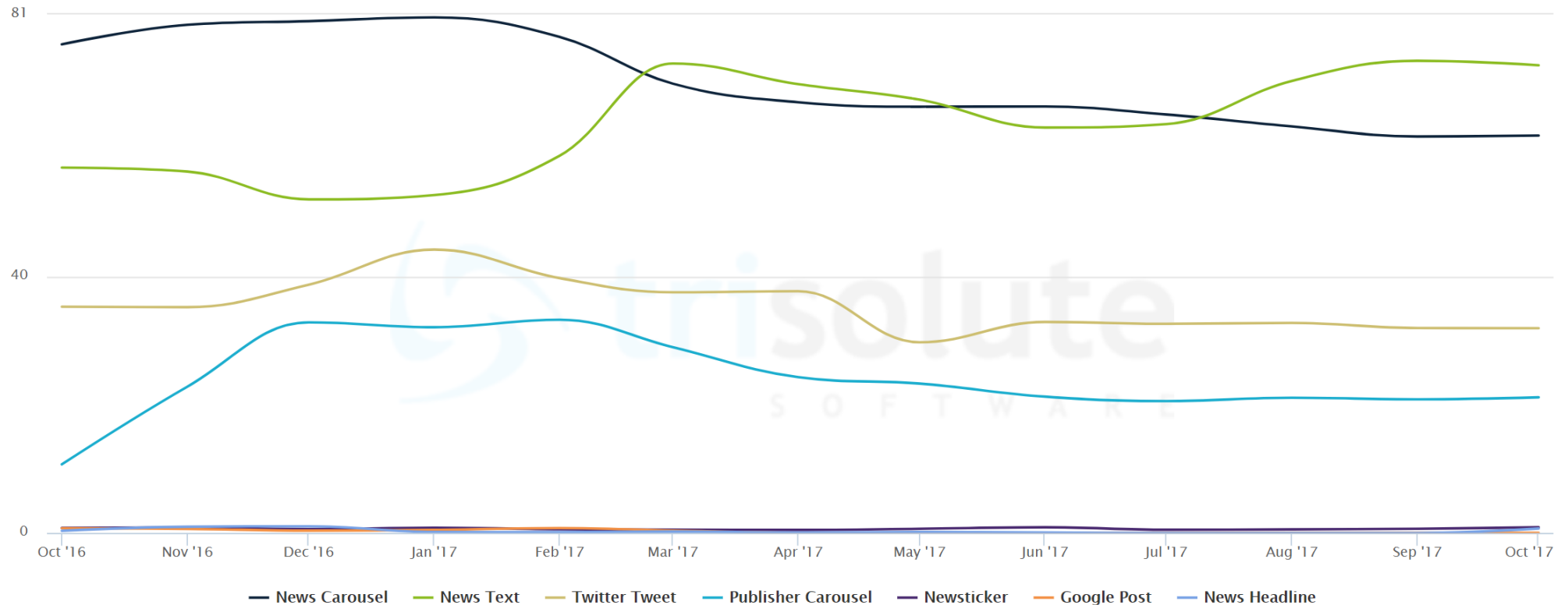
At the bottom of the search results is a link for "Shark Week (@SharkWeek) · Twitter" with the URL <https://twitter.com/SharkWeek>.

On the right side of the page is a knowledge panel for "Shark Week". It is labeled "TV program". It has a rating of "8.4/10 IMDb". Below the rating, it says "87% liked this TV show" and "Google users". The panel also contains a short description: "Shark Week is an annual, week-long TV Tom Golden at the Discovery Channel, programming. Shark Week originally pre Wikipedia". It lists: "First episode date: July 17, 1988", "Network: Discovery Channel", "Format: Shark-based programming", "Owner: Discovery Communications", and "Writers: Rob Burk, Lorraine DiRienzo, J Anderson, Paul Haddad, Adam Meyer". At the bottom of the panel is a "Profiles" section with three profile icons.

MOBILE RANKING TYPES

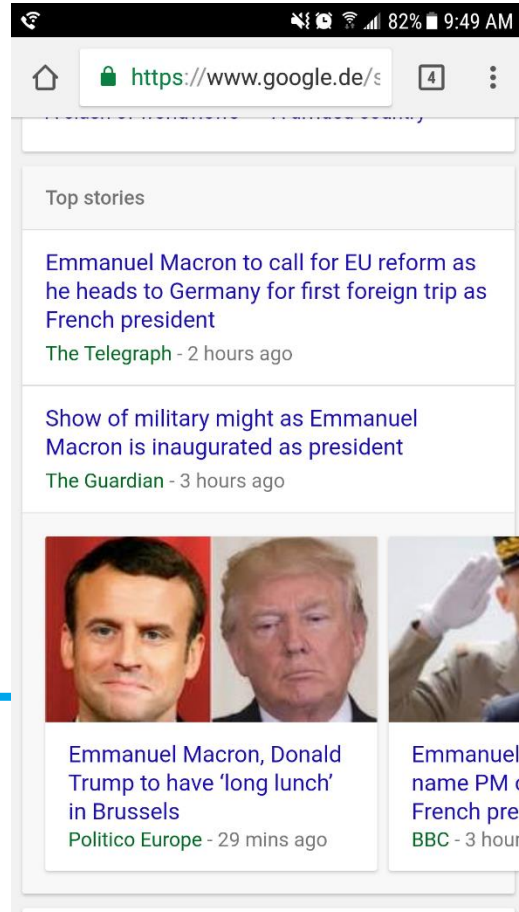
Mobile Ranking Types

Filter: Imported Keywords, All Categories ▾



MOBILE NEWS BOX

Carousel (non-AMP)

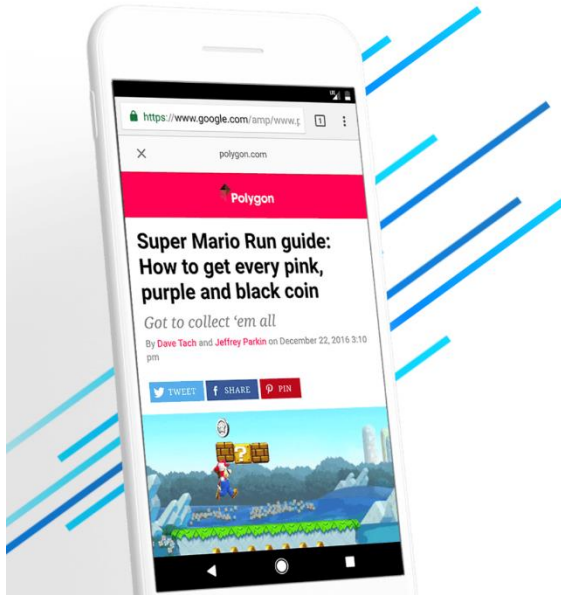


Text links

AMP – ACCELERATED MOBILE PAGES

[ABOUT](#)[DOCS](#)[THE LATEST](#)[SUPPORT](#)[ENGLISH](#)

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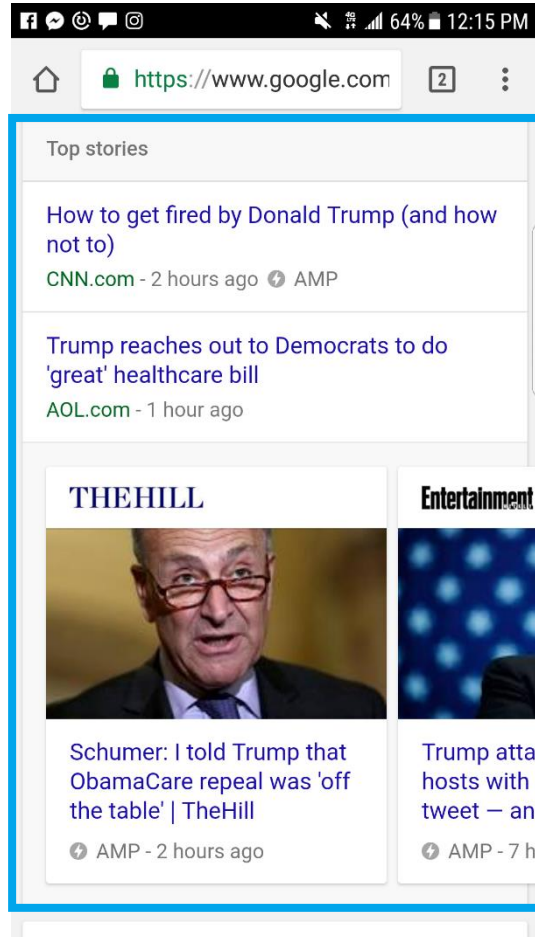
OR

[START BUILDING](#)

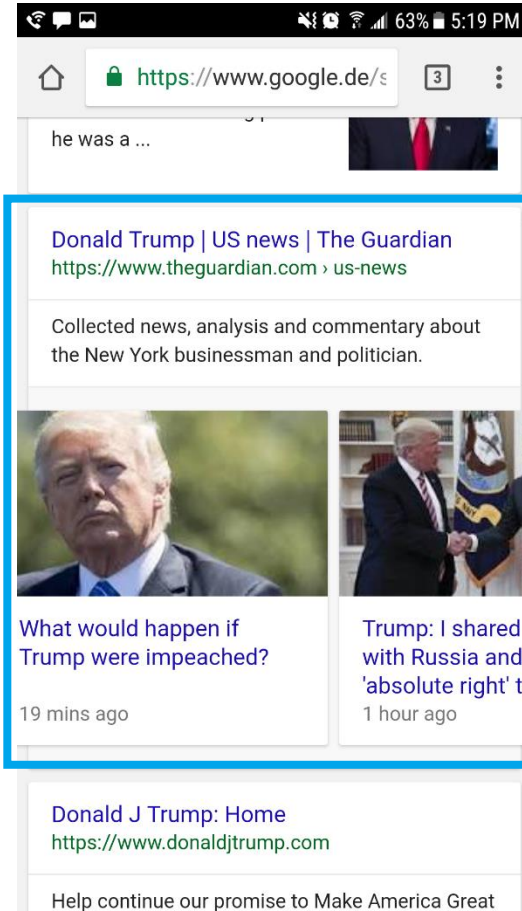
THE LATEST

[NEW VIDEO](#)[Use AMP HTML with](#)[NEWS](#)[New in AMP: Position](#)[NEWS](#)[Introducing the AMP](#)

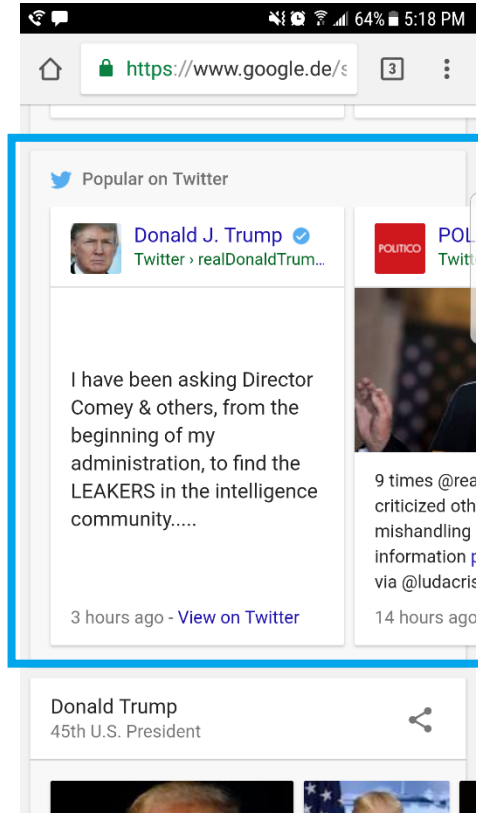
MOBILE NEWS BOX WITH AMP CAROUSEL



PUBLISHER (SINGLE-SOURCE) CAROUSEL



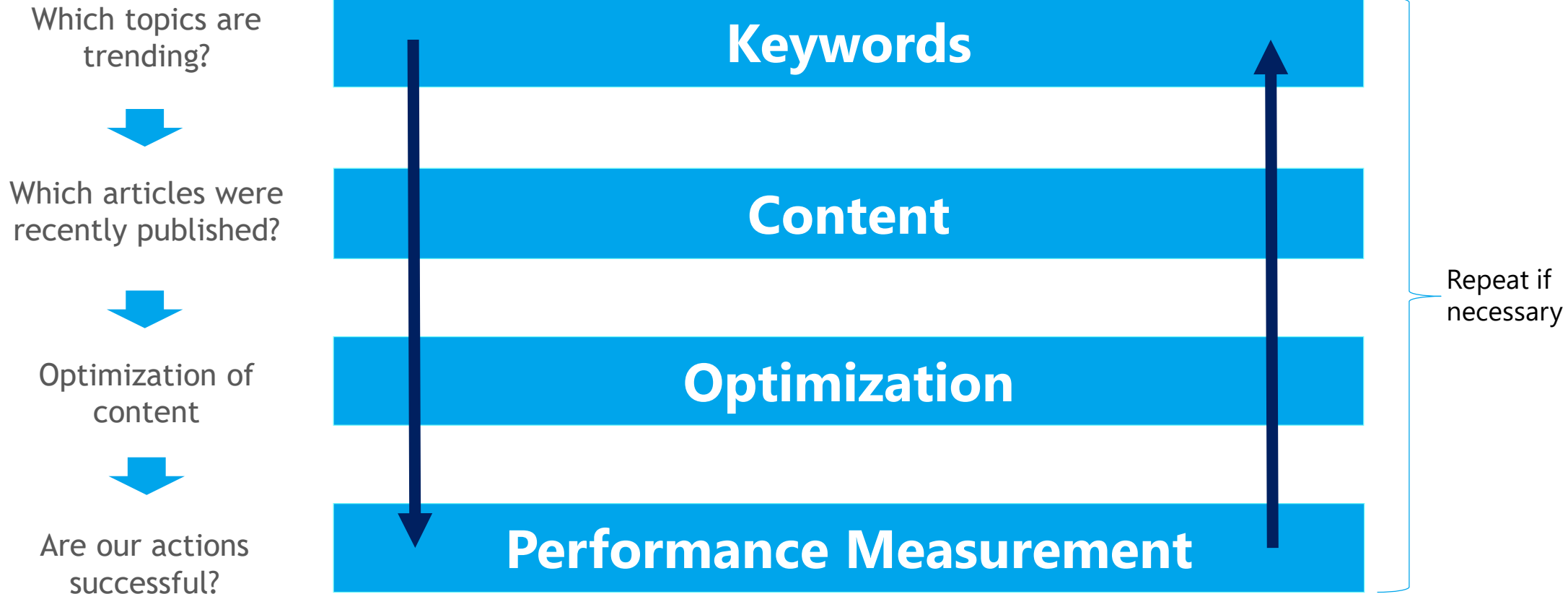
TWITTER TWEET



VISIBILITY IS KEY



HOW TO OPTIMIZE CONTENT FOR SEARCH



KEYWORD-ARTICLE COMBINATIONS

A Star Veterinarian and a 'Hero Pilot': The Colorful Candidates for ... ->✂️ 📄	05/16/2017 5:00 AM	italy 📄	Science GNR 05/16/2017 – 11:21 AM
A Star Veterinarian and a 'Hero Pilot': The Colorful Candidates for ... ->✂️ 📄	05/16/2017 5:00 AM	women's march 📄	Not given M 02/15/2017 – 9:53 PM
A Strong Case Against a Pesticide Does Not Faze EPA Under Trump 📄	05/15/2017 4:00 PM	north carolina results 📄 ★	U.S. M 11/07/2016 – 5:54 PM

Sometimes, Google indexes a story to a keyword that you aren't aiming for.

IMPORTANT RANKING FACTORS

Google News

Google

News Index

Organic Index

Trust of News Source

Length, Keywords,
Title

Link Profile

Topicality

Relevance regarding
Keyword/Topic

Link text of incoming
Links

CTR in Newsbox

User Behaviour

„200 Ranking Factors“

Meta Keywords

Sitemaps

- Relatively simple rules for news
- Continuous analysis of own situation is helpful
- Measures with positive impact can be found

EASY TO INFLUENCE RANKING FACTORS

Google News

Google

News Index

Organic Index

Trust of News Source

Length, **Keywords,**
Title

Link Profile

Topicality

Relevance regarding
Keyword/Topic

Link text of incoming
Links

CTR in Newsbox

User Behaviour

„200 Ranking Factors“

Meta Keywords

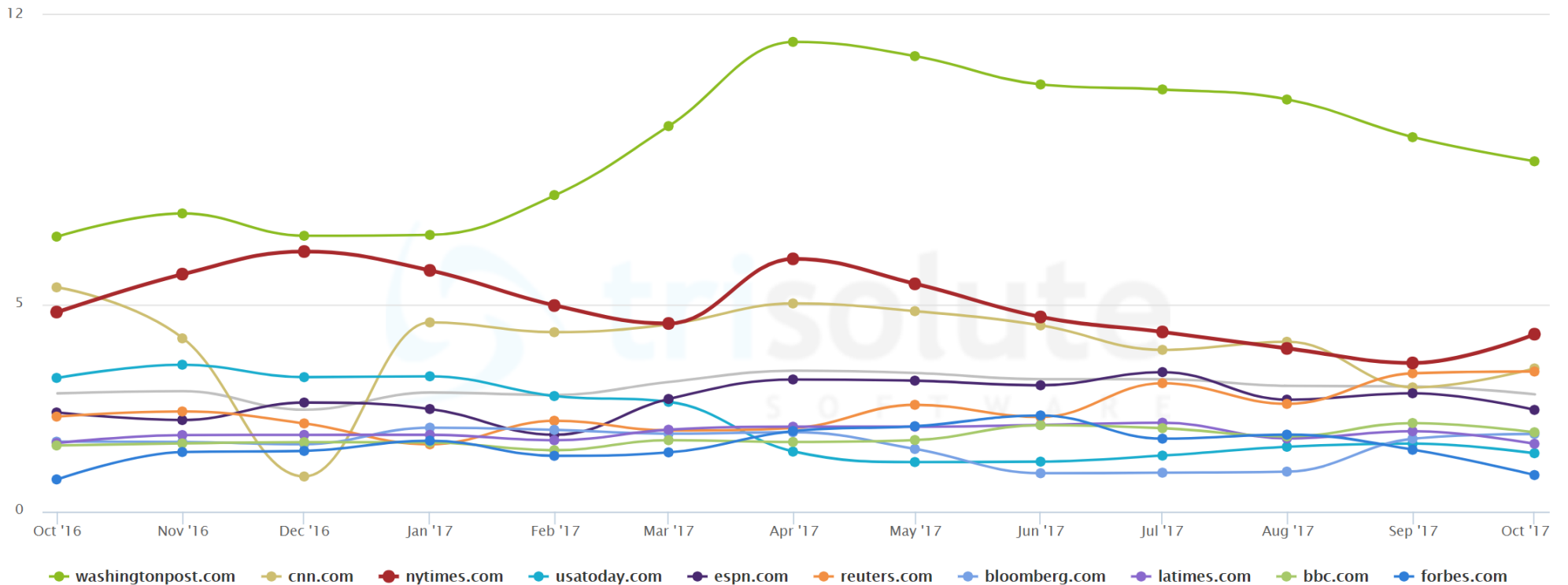
Sitemaps

**You can make a
difference**

GOOGLE NEWS SEARCH VISIBILITY – LAST 12 MONTHS

Google News

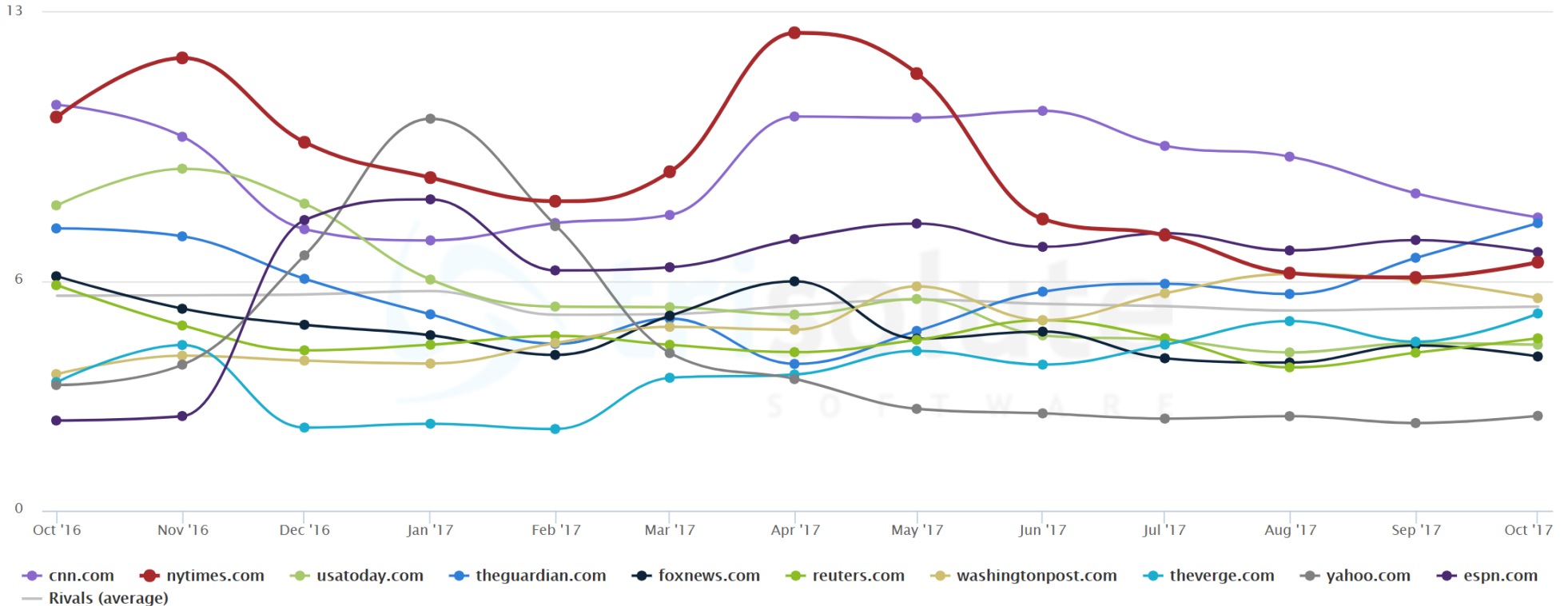
Filter: Top 10, Headline, All Categories ▾



DESKTOP NEWS BOX – LAST 12 MONTHS

News Box

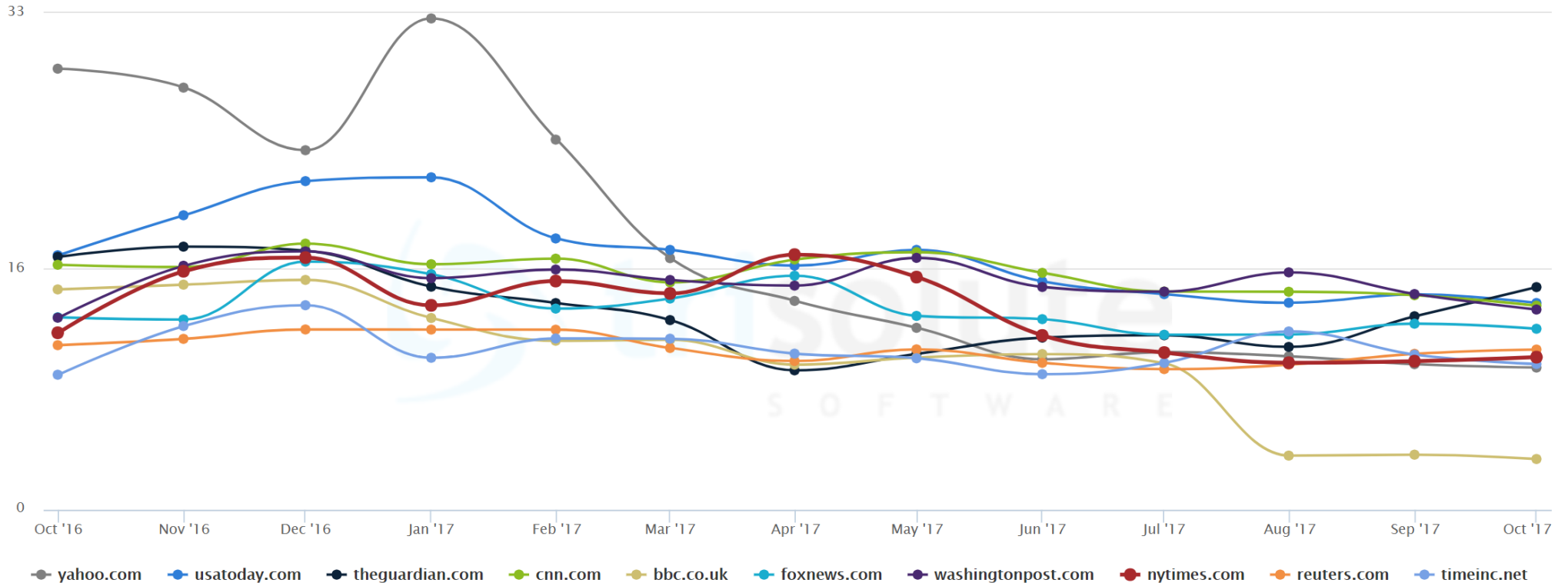
Filter: Imported Keywords, Top 10, All Categories ▾



MOBILE VISIBILITY OVERALL – LAST 12 MONTHS

Mobile Visibility Overall

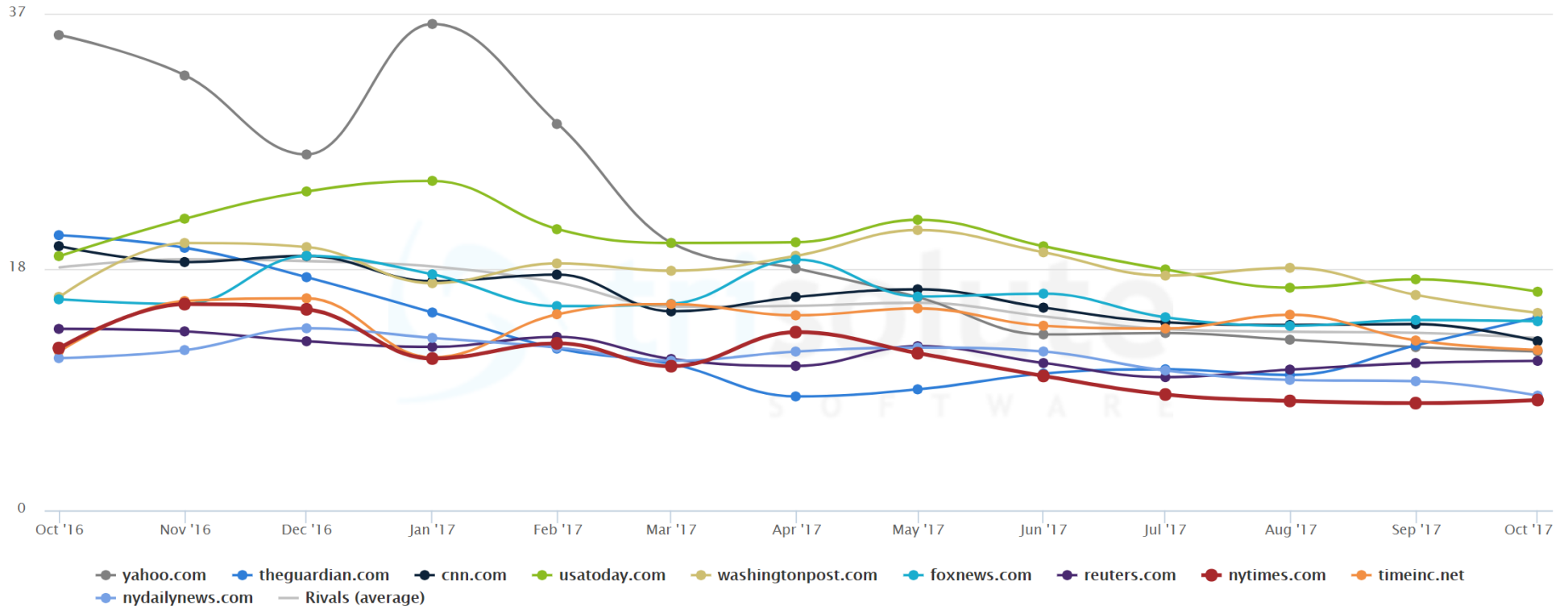
Filter: Imported Keywords, Top 10, All Categories ▾



MOBILE AMP CAROUSELS – LAST 12 MONTHS

Mobile AMP Carousels

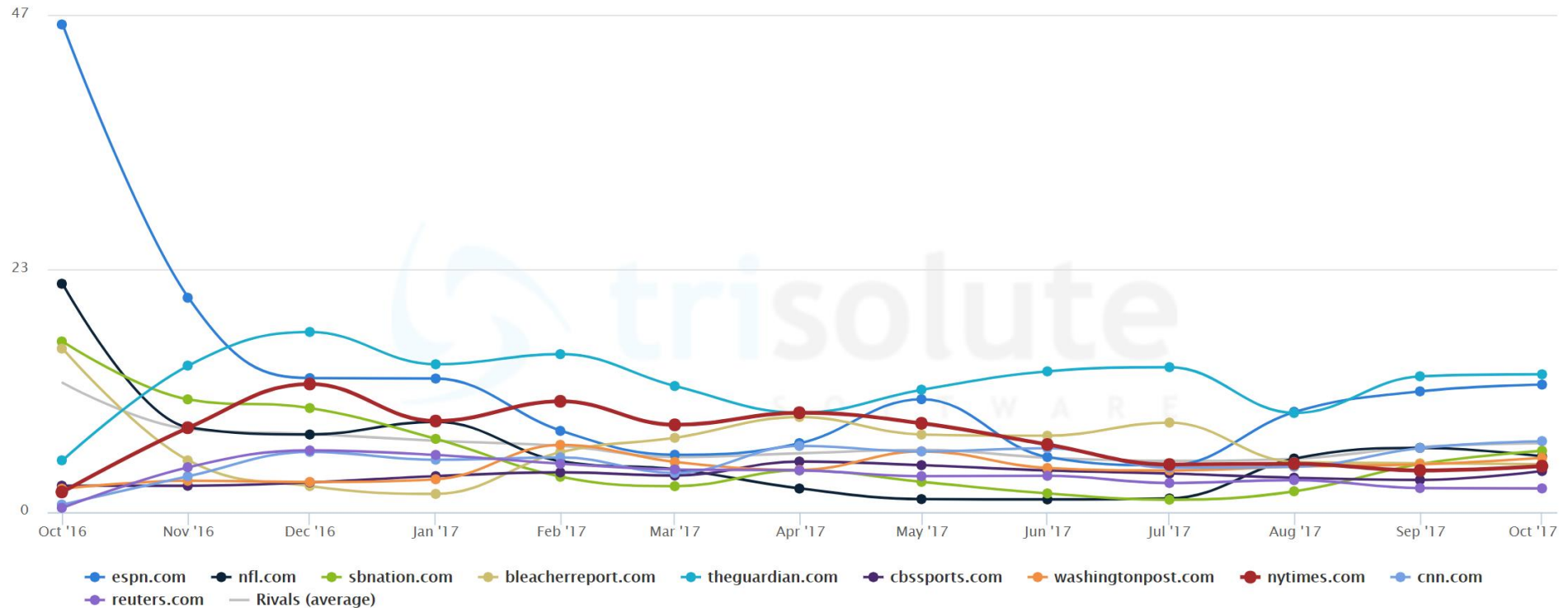
Filter: Imported Keywords, Top 10, All Categories ▾



PUBLISHER CAROUSELS – LAST 12 MONTHS

Mobile Publisher Carousels

Filter: Imported Keywords, Top 10, All Categories ▾



NEWS DASHBOARD SEO TOOL

Action Dashboard (Desktop) Switch to mobile results

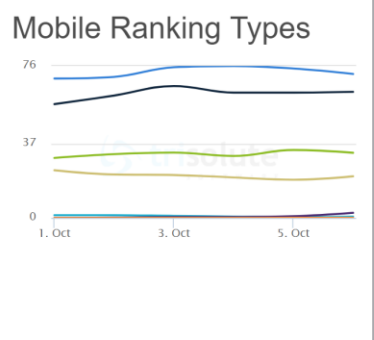
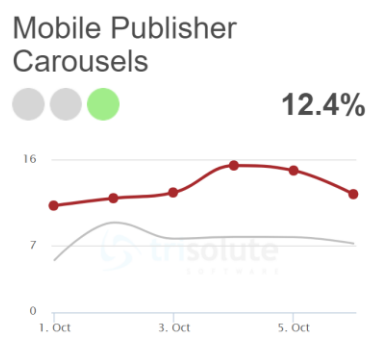
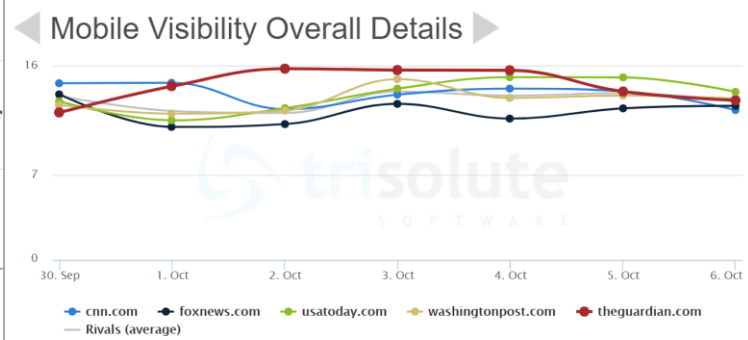
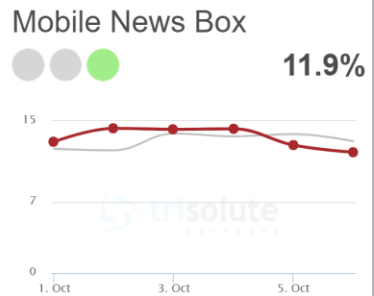
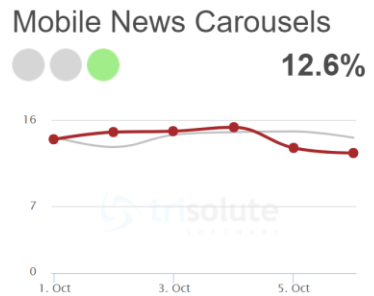
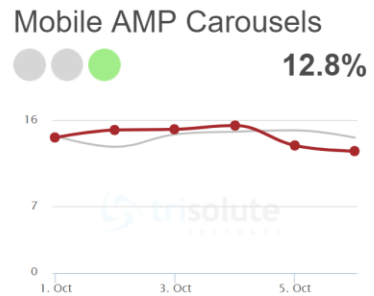
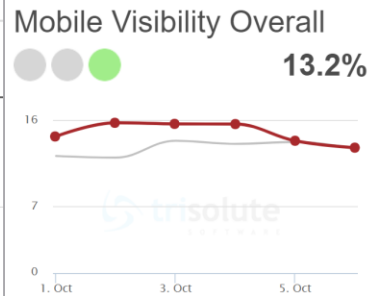
Filter: All Articles ▾ All Articles With Ranking in NB Ranking in NB lost Without Ranking in NB Missing Topics Ignored Articles

Export articles with current filter setting (XLSX)

257 entries

Article	Date	Keyword
Some private citizens complain of health symptoms after visiting Cuba	10/06/2017 2:00 PM	cuba
Trump tweets support for VA gubernatorial candidate Ed Gillespie by ...	10/06/2017 12:00 PM	ed gillespie
European ambassadors go to Capitol Hill to try to save Iran deal	10/06/2017 7:00 PM	iran
Lin-Manuel Miranda talks Puerto Rico song, "Almost Like Praying"	10/06/2017 9:00 AM	lin-manuel miranda
Trump administration rolls back birth control mandate	10/06/2017 11:00 AM	trump news today

<https://us.news-dashboard.com/next/layout>



QUESTIONS?

Questions:



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Trisolute News Dashboard



@newsdashboard



Newsdashboard.com



By Chelsey Heath | service@newsdashboard.com 25. September 2017

July 2017 U.S. search index: Top publishers for Google News, News Boxes and more

We made it through July 2017 without a Google News redesign, but that doesn't mean...

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