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

[Unconference] at ONA 2017

NewsDashboard

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SOFTWARE

PRESENTERS
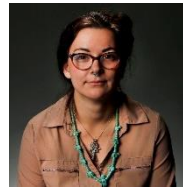
Data background

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Twitter: @Newsdashboard

Newsdashboard.com

Journalism background

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Twitter: @chelseyheath or @Newsdashboard

Newsdashboard.com

WHO SHOULD CARE ABOUT NEWS SEO?

REPORTERS / EDITORS

o What are readers searching for, specifically for news topics or keywords?

o What keywords and stories am I missing?

o What is the search visibility of my stories (so that more people can see them)?

SEOS / AUDIENCE DEVELOPMENT

o How much of our traffic/readers are referred from search? Google News specifically?

o How does our website perform compared with competitors?

o What is our search visibility, and how is that changing over time?

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GOOGLE NEWS / GOOGLE NEWS BOXES CAN BRING MORE TRAFFIC

GOOGLE NEWS BOX

GOOGLE NEWS

NEWS BOXES APPEAR WHEN A KEYWORD IS TRENDING

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 ...

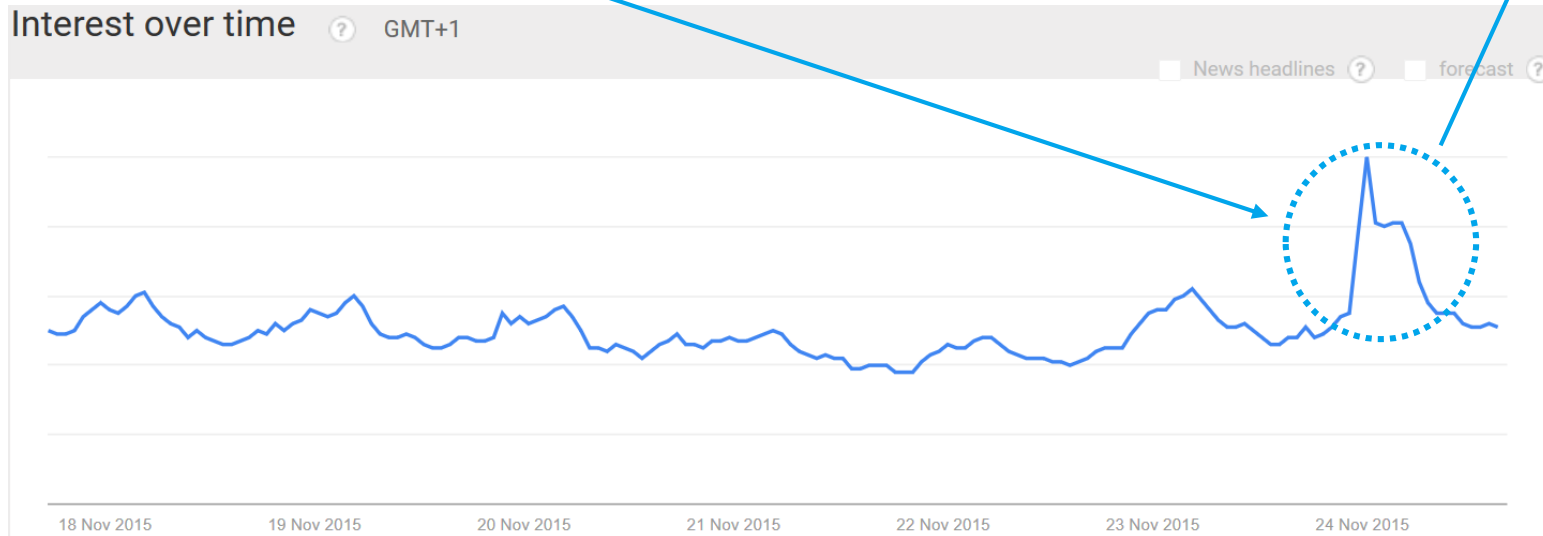Is it safe to travel to Brussels and Belgium?
Telegraph.co.uk - 4 hours ago

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 Trends   🔍 travel

Interest over time ⑦ GMT+1

☐ News headlines ⑦   ☐ forecast ⑦

18 Nov 2015   19 Nov 2015   20 Nov 2015   21 Nov 2015   22 Nov 2015   23 Nov 2015   24 Nov 2015

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GOOGLE NEWS

Google News tab

news.google.com

GOOGLE NEWS CATEGORIES

Google News categories

DESKTOP GOOGLE NEWS BOX

SERP = Search Engine Result Page

MOBILE RANKING TYPES

Mobile Ranking Types

Filter: Imported Keywords, All Categories ▾

— News Carousel   — News Text   — Twitter Tweet   — Publisher Carousel   — Newsticker   — Google Post   — News Headline
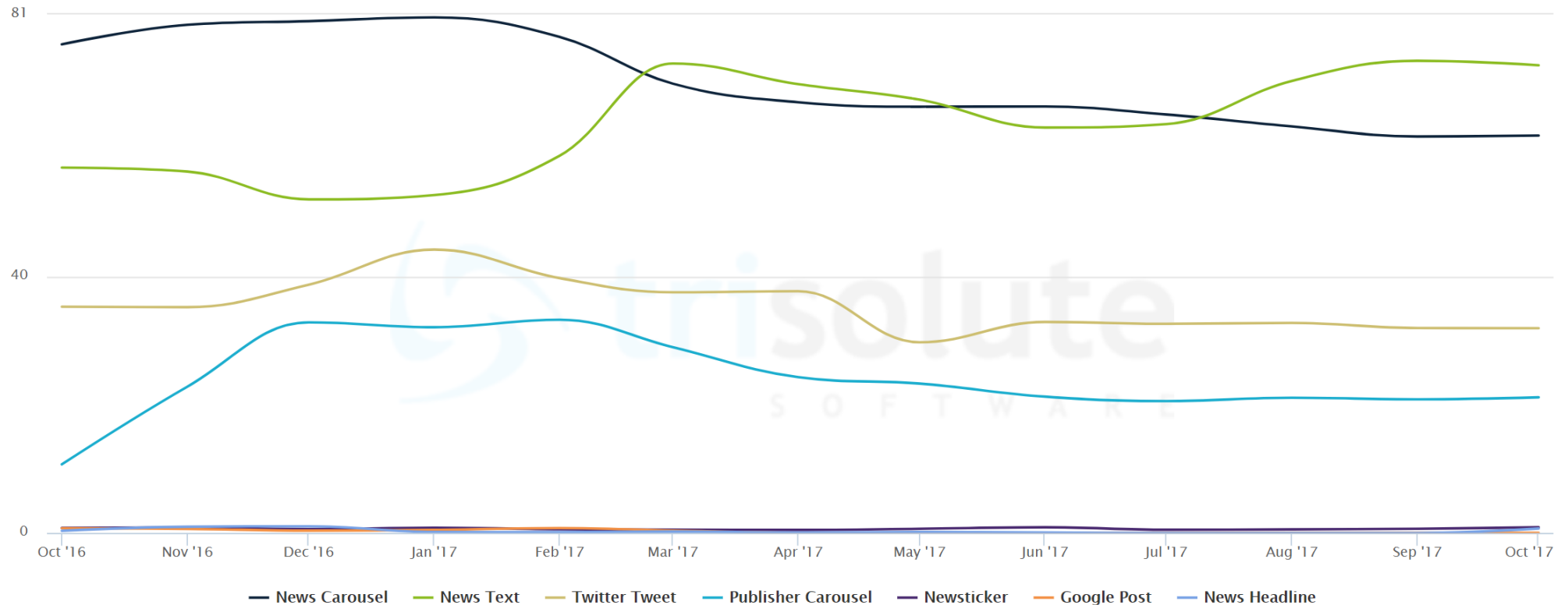
MOBILE NEWS BOX

Carousel (non-AMP)
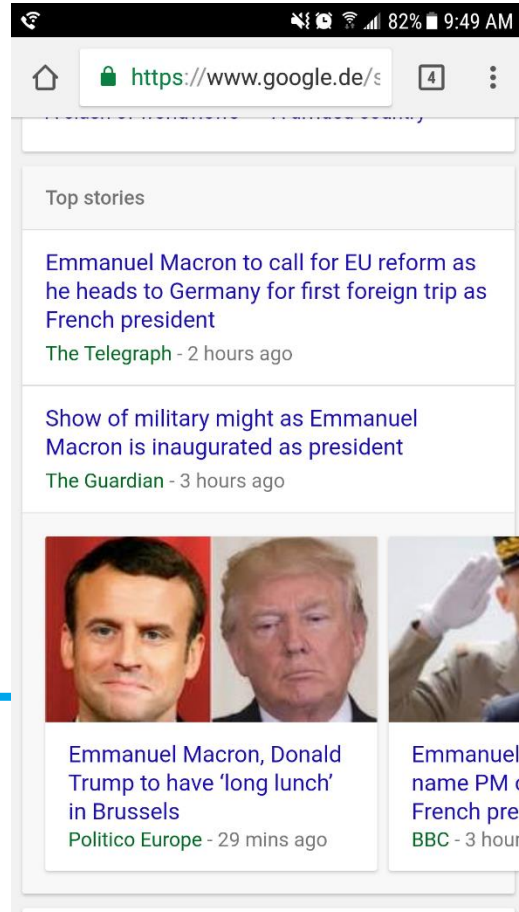
Text links

AMP – ACCELERATED MOBILE PAGES

MOBILE NEWS BOX WITH AMP CAROUSEL
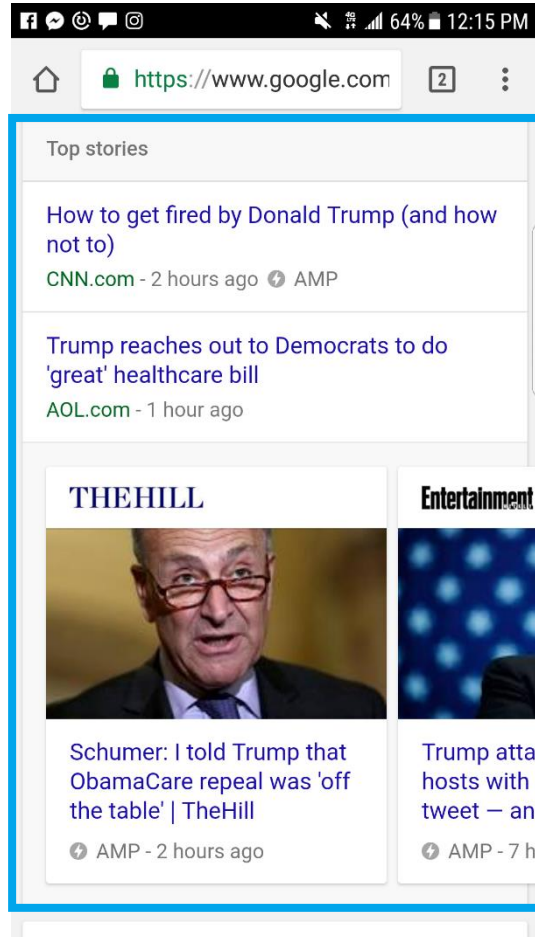
PUBLISHER (SINGLE-SOURCE) CAROUSEL
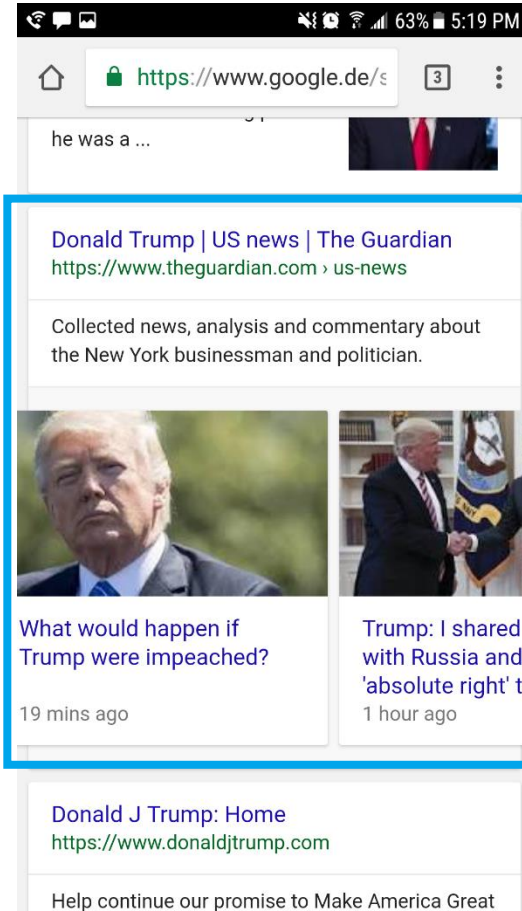
TWITTER TWEET

VISIBILITY IS KEY

Content ▶ Visibility ▶ Traffic
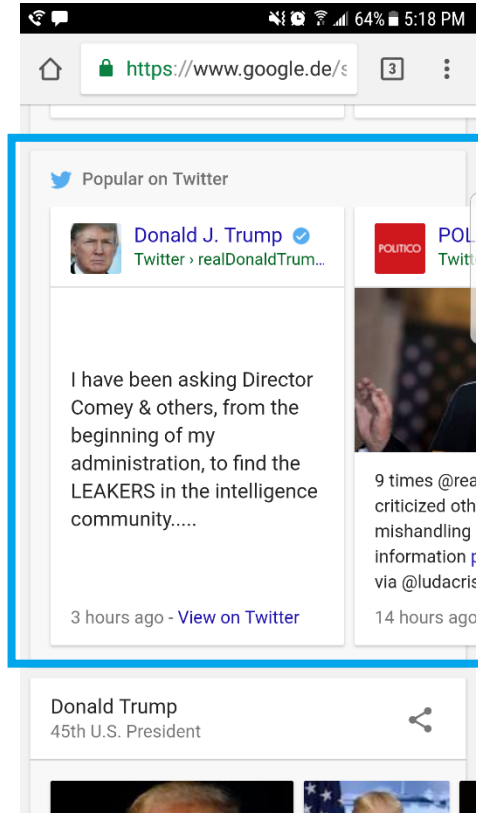
HOW TO OPTIMIZE CONTENT FOR SEARCH

Which topics are trending?

Which articles were recently published?

Optimization of content

Are our actions successful?

Keywords

Content

Optimization

Performance Measurement

Repeat if necessary

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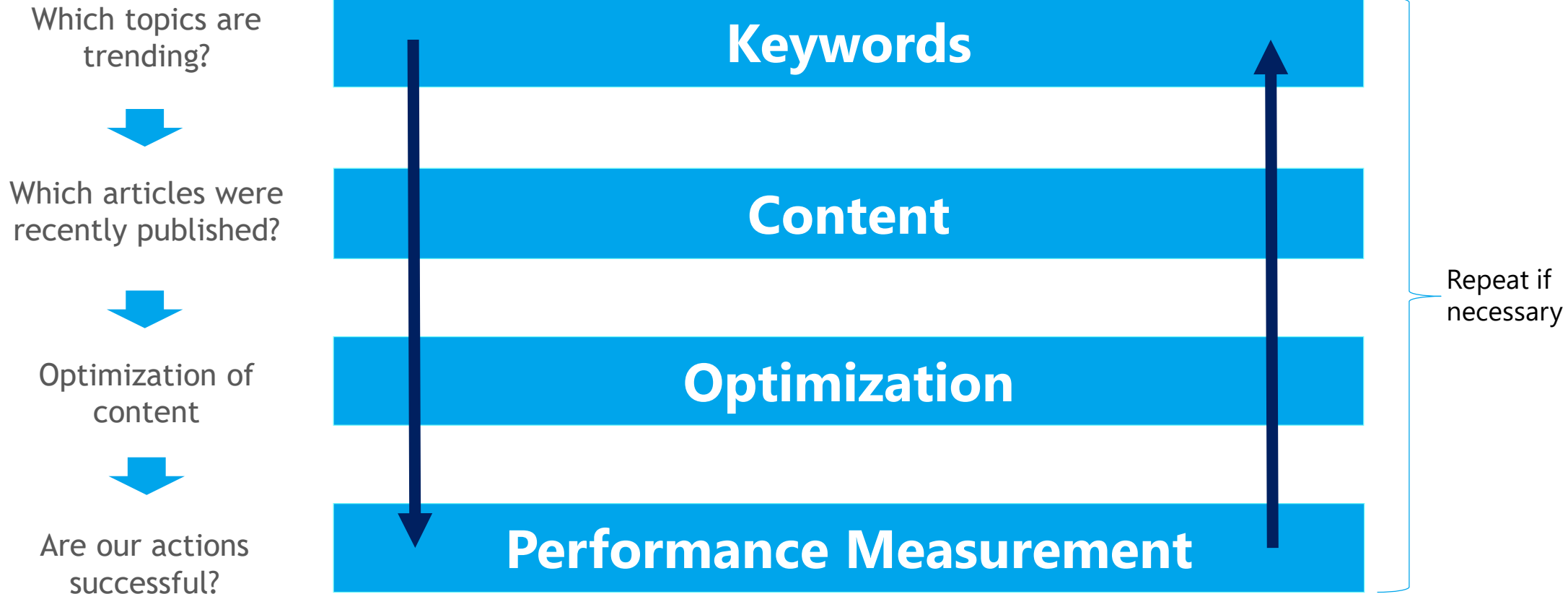
KEYWORD-ARTICLE COMBINATIONS

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	

- o Relatively simple rules for news

- o Continuous analysis of own situation is helpful

- o 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 ▾

Oct '16 · Nov '16 · Dec '16 · Jan '17 · Feb '17 · Mar '17 · Apr '17 · May '17 · Jun '17 · Jul '17 · Aug '17 · Sep '17 · Oct '17

● washingtonpost.com ● cnn.com ● nytimes.com ● usatoday.com ● espn.com ● reuters.com ● bloomberg.com ● latimes.com ● bbc.com ● forbes.com
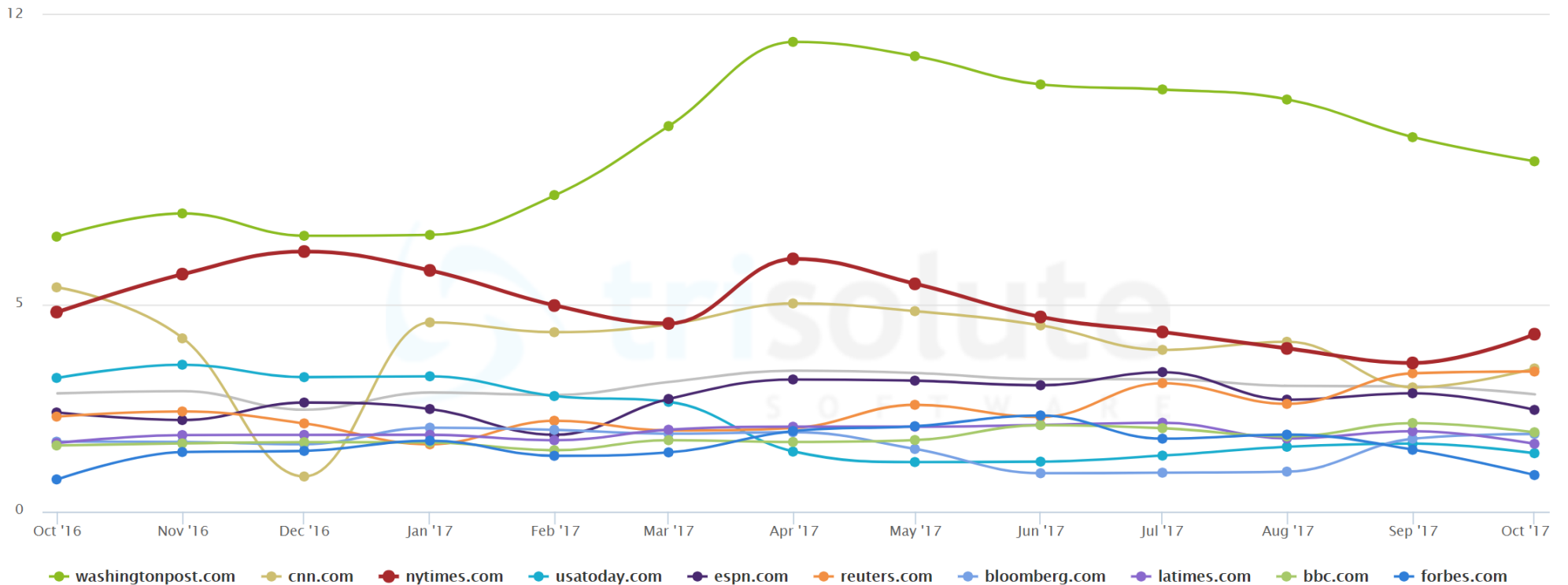
DESKTOP NEWS BOX – LAST 12 MONTHS

News Box

Filter: Imported Keywords, Top 10, All Categories ▾

- cnn.com
- nytimes.com
- usatoday.com
- theguardian.com
- foxnews.com
- reuters.com
- washingtonpost.com
- theverge.com
- yahoo.com
- espn.com
- Rivals (average)
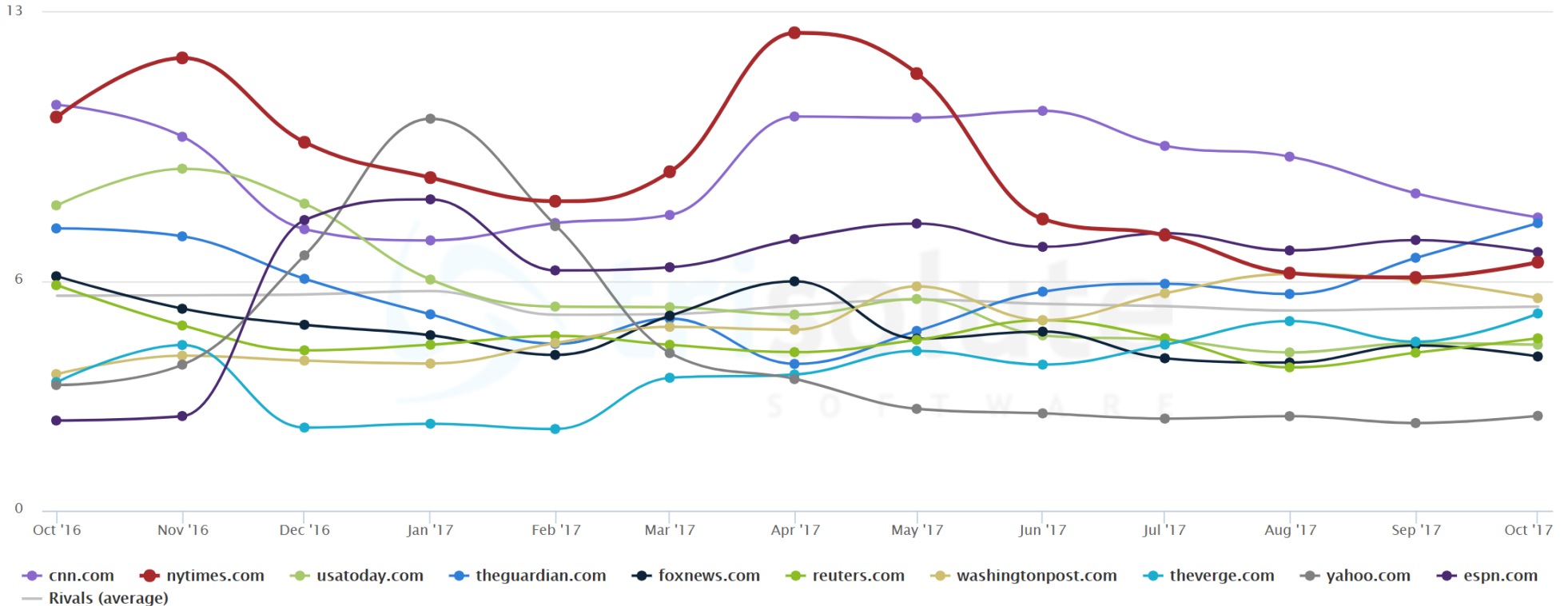
MOBILE VISIBILITY OVERALL— LAST 12 MONTHS

Mobile Visibility Overall

Filter: Imported Keywords, Top 10, All Categories ▾

Legend: yahoo.com, usatoday.com, theguardian.com, cnn.com, bbc.co.uk, foxnews.com, washingtonpost.com, nytimes.com, reuters.com, timeinc.net
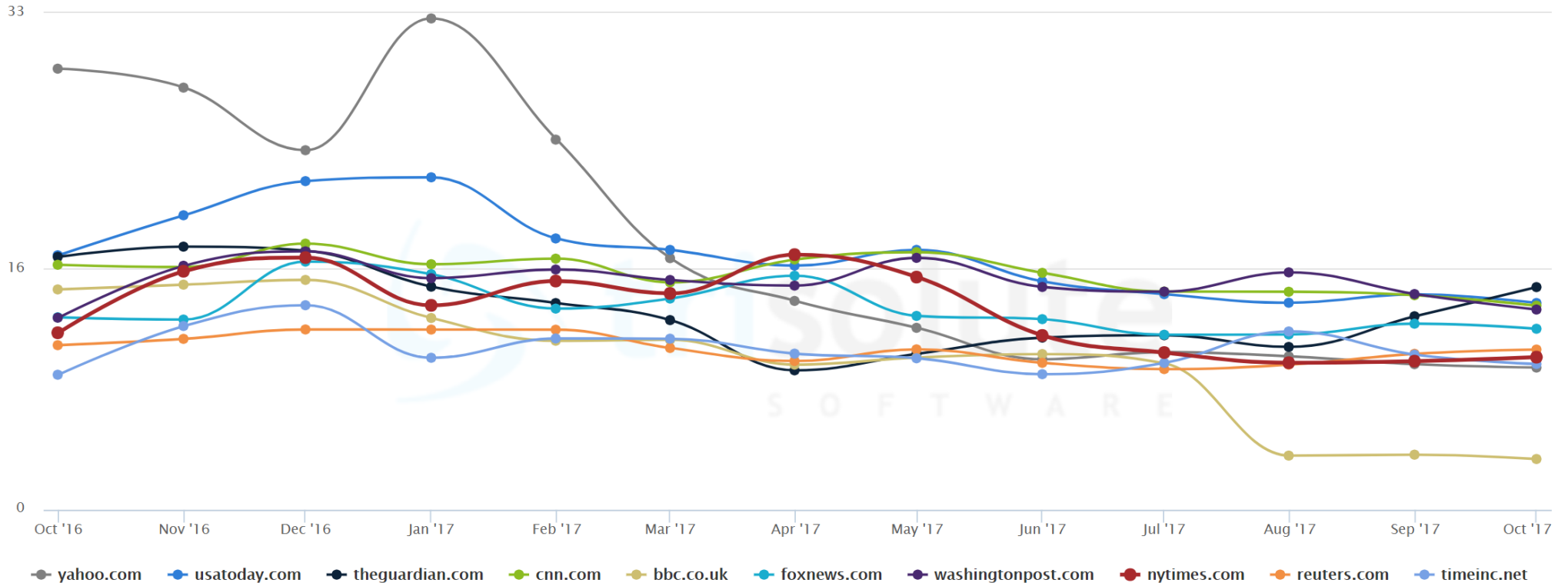
MOBILE AMP CAROUSELS – LAST 12 MONTHS

Mobile AMP Carousels

Filter: Imported Keywords, Top 10, All Categories ▾

Legend: yahoo.com, theguardian.com, cnn.com, usatoday.com, washingtonpost.com, foxnews.com, reuters.com, nytimes.com, timeinc.net, nydailynews.com, Rivals (average)
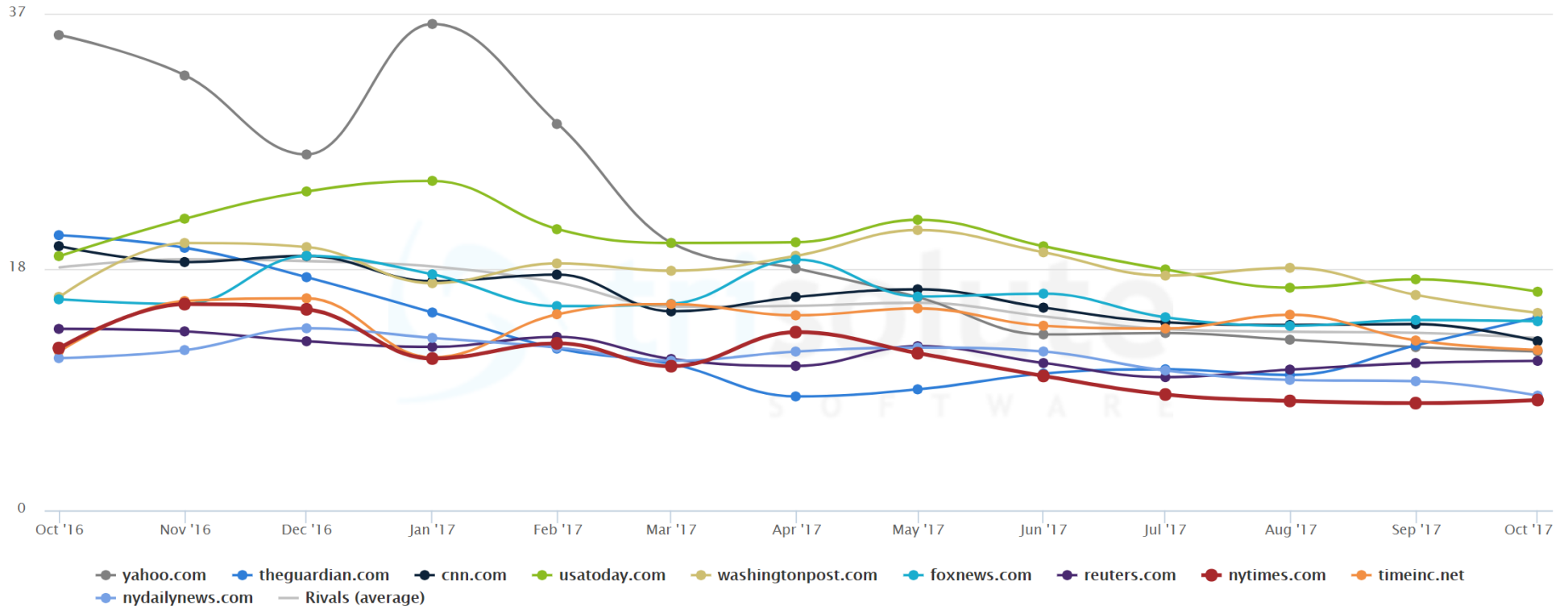
PUBLISHER CAROUSELS – LAST 12 MONTHS

Mobile Publisher Carousels

Filter: Imported Keywords, Top 10, All Categories ▾

47

23

0

Oct '16   Nov '16   Dec '16   Jan '17   Feb '17   Mar '17   Apr '17   May '17   Jun '17   Jul '17   Aug '17   Sep '17   Oct '17

● espn.com   ● nfl.com   ● sbnation.com   ● bleacherreport.com   ● theguardian.com   ● cbssports.com   ● washingtonpost.com   ● nytimes.com   ● cnn.com
● reuters.com   — Rivals (average)
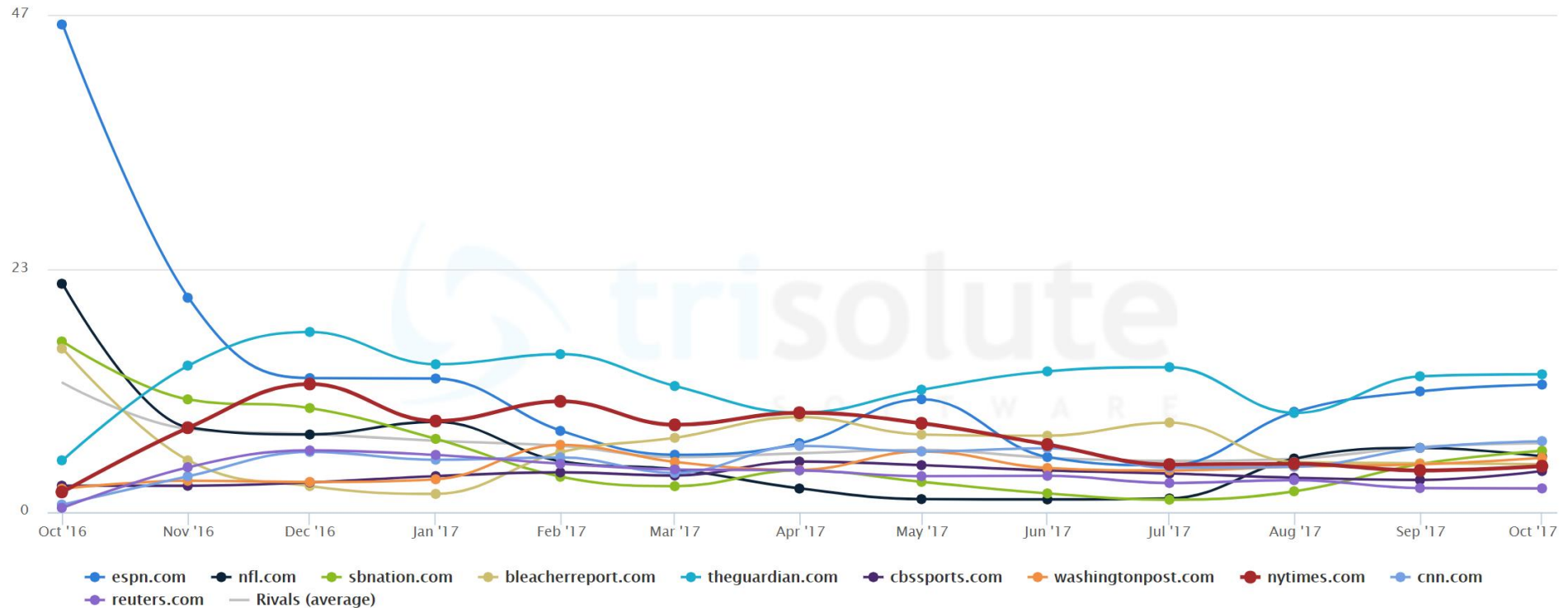
NEWS DASHBOARD SEO TOOL

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

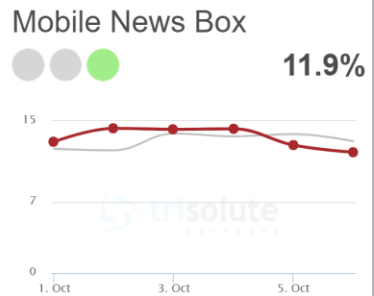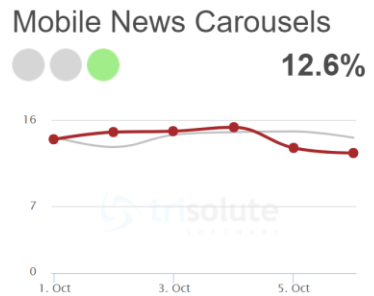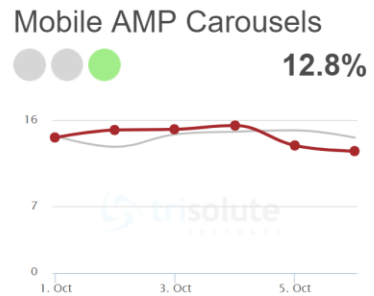| Article		Date		Keyword
Some private citizens complain of health symptoms after visiting Cuba ◎		10/06/2017 2:00 PM		cuba ⬈
Trump tweets support for VA gubernatorial candidate Ed Gillespie by ... ⇥✂ ◎		10/06/2017 12:00 PM		ed gillespie ⬈
European ambassadors go to Capitol Hill to try to save Iran deal ◎		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/rest/logout

Mobile Visibility Overall
⬤⬤🟢 **13.2%**

Mobile AMP Carousels
⬤⬤🟢 **12.8%**

Mobile News Carousels
⬤⬤🟢 **12.6%**

Mobile News Box
⬤⬤🟢 **11.9%**

◀ Mobile Visibility Overall Details ▶

Mobile Publisher Carousels
⬤⬤🟢 **12.4%**

Mobile Ranking Types

● cnn.com ● foxnews.com ● usatoday.com ● washingtonpost.com ● theguardian.com
— Rivals (average)
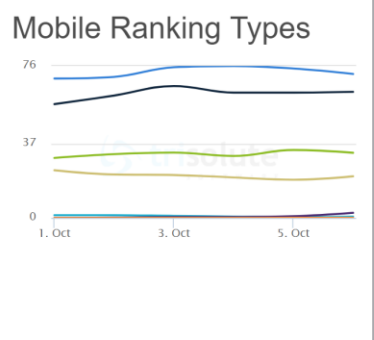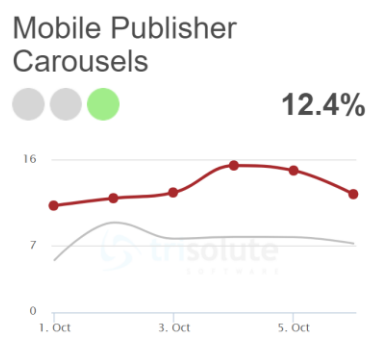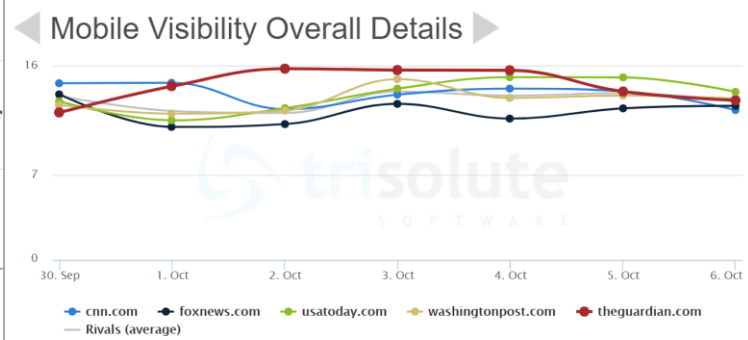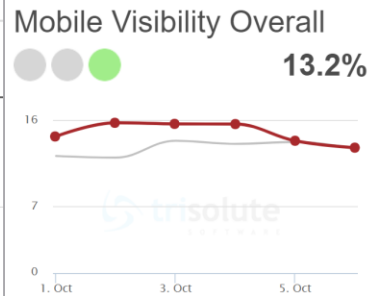
QUESTIONS?

Questions:

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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...

More

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analyses on our blog**

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