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

[Unconference] at ONA 2017
PRESENTERS

Data background
Tobias Fellner-Jost
Founder / Managing Partner
Email: fellner@trisolute.de
Twitter: @Newsdashboard
Newsdashboard.com

Journalism background
Chelsey Heath
U.S. news SEO strategist
Email: chelsey.heath@newsdashboard.com
Twitter: @chelseyheath or @Newsdashboard
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 News
NEWS BOXES APPEAR WHEN A KEYWORD IS TRENDING

Google News Box appears in SERP
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
Building the future web, together.

The AMP Project is an open-source initiative aiming to make the web better for all. The project enables the creation of websites and ads that are consistently fast, beautiful and high-performing across devices and distribution platforms.

LEARN ABOUT AMP OR START BUILDING
How to get fired by Donald Trump (and how not to)
CNN.com - 2 hours ago

Trump reaches out to Democrats to do 'great' healthcare bill
AOL.com - 1 hour ago

Schumer: I told Trump that ObamaCare repeal was 'off the table' | TheHill
AMP - 2 hours ago

Trump attacks hosts with tweet | abc7news.com
AMP - 7 hours ago
Donald Trump | US news | The Guardian
https://www.theguardian.com/us-news
Collected news, analysis and commentary about the New York businessman and politician.

What would happen if Trump were impeached?
19 mins ago

Trump: I shared I with Russia and I ‘absolute right’ to
1 hour ago

Donald J Trump: Home
https://www.donaldtrump.com
Help continue our promise to Make America Great
I have been asking Director Comey & others, from the beginning of my administration, to find the LEAKERS in the intelligence community.....
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
Sometimes, Google indexes a story to a keyword that you aren’t aiming for.
Relatively simple rules for news

Continuous analysis of own situation is helpful

Measures with positive impact can be found
EASY TO INFLUENCE RANKING FACTORS

**News Index**
- Trust of News Source
- Topicality
- CTR in Newsbox
- Meta Keywords

**Organic Index**
- Length, **Keywords**, **Title**
- Relevance regarding **Keyword/Topic**
- User Behaviour
- Sitemaps
- Link Profile
- Link text of incoming Links
- "200 Ranking Factors"

You can make a difference
DESKTOP NEWS BOX – LAST 12 MONTHS

News Box

Filter: Imported Keywords, Top 10, 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


- Rivals (average)
MOBILE VISIBILITY OVERALL—LAST 12 MONTHS

Mobile Visibility Overall

Filter: Imported Keywords, Top 10, All Categories

- 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

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

PUBLISHER CAROUSELS – LAST 12 MONTHS

Mobile Publisher Carousels

Filter: Imported Keywords, Top 10, All Categories

- espn.com
- nfl.com
- sbnation.com
- bleacherreport.com
- theguardian.com
- cbssports.com
- washingtonpost.com
- nytimes.com
- cnn.com
- reuters.com
- Rivals (average)
Questions:

fellner@trisolute.de or chelsey.heath@newsdashboard.com

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@newsdashboard

Newsdashboard.com

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