# RP Online

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About RP Online: A major German regional daily newspaper headquartered in Dusseldorf and covering the North Rhine-Westphalia region. The group's daily newspapers reach around two million readers, and RP Online is one of Germany's highest-reach portals.

"No, we don't do this for 'any search engines'. We do this for people who use search engines to satisfy their need for information." This is where almost every editorial discussion about SEO lands. Part of journalism is to select, classify and report on relevant topics. But what is relevant in an editorial context?

For decades, what journalists implicitly raised through their coverage was considered relevant. And that is exactly what has changed fundamentally through the Internet. Today, the reader's behavior determines what's relevant and in the context of SEO, through the user's search and reading behavior.

Google, by far the strongest search engine, serves users with the latest news. The best known are the Google News homepage and news results within the organic search. Strong media brands quickly reach visibility in news.google.com. Smaller websites, on the other hand, have a better chance of being displayed in News Boxes. The website that manages to get visibility on both channels most likely gets the highest reach. But this requires a clever strategy based on concrete data and facts.

RP ONLINE was one of the first Trisolute News Dashboard partners to recognize that the tool's data can be used to clear out this previously blind spot. In which News Boxes are your articles currently being displayed? What are the keywords for which prominent placements are regularly achieved, and for which keywords do you not succeed despite high-quality reporting? What keywords are your "own territory," and does your brand live up to its goals? Like how search engines successively change the journalistic gut feeling" in terms of discovering topics, the News Dashboard provides facts for finding a topic and measuring success.

RP ONLINE has defined keywords in which a News Box ranking is expected. As a newspaper based in Dusseldorf, we must appear predominantly in the News Box for the city. While a single keyword like this can still be monitored manually, it gets cluttered after brainstorming for more standard keywords. The SEO team worked out several hundred keywords that were rated as publisher. **By deliberately monitoring these keywords and paying attention to the alerts from the News Dashboard in case of loss of a News Box placement or even completely missing articles on the topic, within a few months, our news visibility was significantly increased, and we doubled the traffic that came via this channel.**

Through analyzing KPI Dashboard data – which is, like the keyword monitoring, not offered by any other providers in this level of detail – we formed whole keyword clusters and can now focus on targeted themes. As a result, within just a few months, this channel became noticeably more reach- and revenue-relevant. Meanwhile, Google News is the main reach provider in our real-time data analysis.

This new visibility on Google News and within the News Boxes did not go unnoticed in the publishing scene. Often, others in the industry asked for our model of success - and with the open exchange, Trisolute Software's News Dashboard spread faster as well. Of course, new competition emerges from this success. But just as in the classic newspaper market, every publisher on the net should be aware of the advantages and potential of their own publication. If this knowledge is combined with well-prepared data, success is a logical consequence. And with this success, discussions about the meaning and nonsense of strategic optimizations for individual channels are silenced. Meanwhile, we naturally publish news for people who use different channels for their news consumption. Search engines are no longer seen as a necessary evil, but as an opportunity to position our content successfully in an additional channel.