

Zeit Online

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What was our challenge before using the News Dashboard?

Before the News Dashboard, ZEIT ONLINE didn't use a Rank Tracker for real-time monitoring. Relevant news positions in Google Search and on Google News were difficult or even impossible to evaluate. This is a special requirement for news publishers, as there are hardly any SEO tools that allow near-real-time rank checking.

Our SEO work was oriented primarily to real-time traffic and manual monitoring of the targeted rankings. The workflow performed well, but achieving consistent success for individual measures was much more difficult.

The challenge: have a clear overview of all news-related rankings for a targeted keyword cluster, especially in breaking news situations, and be able to track and optimize the actions we take in detail.

Way to the solution: How could we solve this challenge with the News Dashboard's help?

Thanks to the News Dashboard, the individual rankings are not only available throughout a news event, but the value of SEO measures can be better assessed afterward. Our work with the News Dashboard focuses on the KPI Dashboard.

By creating our own keywords, we can fully analyze the optimization strategy for our articles. Did we have a ranking in the News Box for each articles' focus keywords? Did we achieve AMP rankings? How did live blog updates affect rankings? Which competitors also ranked for the targeted keywords, and how successful were we in comparison? These questions can be answered using the KPI Dashboard.

Benefits of the tool: Why is the News Dashboard the solution to the problem?

The News Dashboard allows you to monitor the performance of your own SEO tactics in news-relevant positions through the KPI Dashboard. No other tool so clearly combines the real-time monitoring with such detailed information on the various search results that are important in news (such as Google News, the News Box, AMP carousels, etc.).

Results: What measurable successes have we achieved with the News Dashboard?

Based on the KPI Dashboard, we were able to significantly improve our SEO strategy in the news area, achieving 110% growth through this channel.