

DON'T PANIC

How do I keep ranking
in Google on a story's
second day?



trisolute
 **NewsDashboard**

Stay visible in search for an ongoing story

1 Get serious about internal linking. Make sure that no matter what article a reader enters, they can read more. You might want to start topic pages as well.

2 Make your URL structure long-lasting. Consider what proper nouns should be included. Your content management system may not allow changes later.

news/us/trump-deal

BETTER

news/us/nafta-deal-trump

BEST

news/us/nafta-deal-trump-trudeau-canada-mexico

3 Break out different topics. Articles that focus on a single target topic and keyword can do better in search and with readers. Plus, more articles means more possible keyword rankings.

4 Incorporate explainers and evergreen/seasonal articles. These articles are designed for search audiences and can bring in traffic for months or years instead of just a day.

Don't panic.

Stop guessing.

Start monitoring Google News.

Visit us: newsdashboard.com

