DON'T PANIC

Plan your major event coverage better using SEO

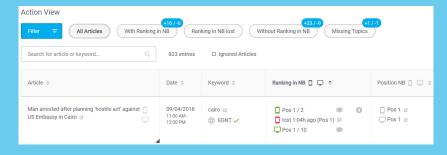


trisolute

NewsDashboard

Prepare for a major news event

- 1 Research your keyword set beforehand. Refer to it often while writing and publishing to make sure you're using the terms people are searching.
- 2 Refresh already-published articles from an SEO perspective. Add missing (or new) keywords to headlines and new developments and internal links to articles.
- Track what keywords are new or trending during the event. You can use free tools like Google Trends, your analytics program, or subscribe to an SEO tool.
- You can use the **News Dashboard's Action View** to monitor what articles are ranking in the mobile and desktop Google SERPs (search engine result page) for your target keyword set updated every 15 minutes.



Don't panic.
Stop guessing.
Start monitoring Google News.

Visit us: newsdashboard.com

