

DON'T PANIC

Plan your major event
coverage better using
SEO





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 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.
- 3 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.
- 4** 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.

Action View

Filter  All Articles +16 / -5 With Ranking in NB Ranking in NB lost +23 / -9 Without Ranking in NB +1 / -1 Missing Topics

Search for article or keyword...  823 entries Ignored Articles

Article 	Date 	Keyword 	Ranking in NB   	Position NB   
Man arrested after planning 'hostile act' against US Embassy in Cairo  	09/04/2018 11:00 AM - 12:00 PM	cairo  EGNT 	 Pos 1 / 2    Lost 1:04h ago (Pos 1)   Pos 1 / 10 	 Pos 1   Pos 1 

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

Visit us: newsdashboard.com

