

# DON'T PANIC

And learn what these  
news SEO terms mean



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# Search engine optimization (SEO) at a glance

- 1 Google News** - Google homepage for news, with a manual process to get your articles in GN.
- 2 SERP** - Search engine results page, the page with ads, links and more you see on Google.
- 3 Keyword** - The words used to find answers in search engines. You want your headline to contain keywords that match search users' queries.
- 4 AMP** - Accelerated Mobile Pages, an article framework that Google prioritizes on mobile.
- 5 Ranking factors** - How Google's algorithm determines what publishers and articles show up.
- 6 Freshness** - How recently your article was published is a Google News ranking factor.
- 7 Structured data** - Website code that helps your information appear in SERP ranking types, such as answer boxes, snippets and knowledge panels.
- 8 News Boxes** - A special news ranking type on the SERPs for newsy keywords that highlights news articles. Monitor how your articles rank in NBs with the News Dashboard!

**Don't panic.**

**Stop guessing.**

**Start monitoring Google News today.**

At [newsdashboard.com](https://newsdashboard.com)



# DON'T PANIC

And learn how to find the  
best SEO keywords for  
your article



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## Research the best SEO keywords

- 1 Keywords are the words used to find answers in search engines. You want your article headline to contain keywords that match search users' queries.
- 2 Keywords are often proper nouns and phrases, and they generally answer: Who, what, when, where, why.
- 3 What would YOU type in Google to search for the news event or article? Include those in your keywords.
- 4 Start by looking at Google News and Google Trends.
- 5 Consider using a tool that shows keyword search volume. The higher the search volume, the more people are searching for that keyword.
- 6 Consider variations on a keyword. Example: olympics; olympics 2020; summer olympics; tokyo olympics; japan olympics.
- 7 Get automatically imported keywords from Google News and Trends, along with the ability to track your target keywords, in the News Dashboard.

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# DON'T PANIC

And pick a republishing  
strategy



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# Define when to update an article or write a new one

1

Choose a consistent republishing strategy to build authority in Google and deliver the best possible results to your readers, by asking:

- ▶ How and when should the timestamp on an article be adjusted?
- ▶ Should you change URLs with any updates?
- ▶ When should an article continue to be updated, and when should a new one be published?
- ▶ When is a live blog recommended, and in what format should the updates be published?
- ▶ What kind of updates to an article should be pointed out to readers? (i.e. correction of an error, new major breaking news in an updated article)

2

Use the News Dashboard's Action View to track how republishing affects your articles' visibility in search.

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