

# What we learned from looking at 1.2 billion Google Top Stories Boxes

*[Unconference] at ONA 2019*



# Thank you!

A huge thank you to Vox Chorus, Lindsay Hood at ONA, all the ONA volunteers and of course the voters for getting us this Unconference spot!



# Presenters

## Data Background



**Tobias Fellner-Jost**

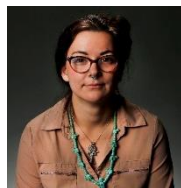
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Newsdashboard.com

## Journalism Background



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Newsdashboard.com

I have a heckin' concern ... about news SEO



# In this talk ...

- New Google push around “original reporting” in news articles
- Accelerated Mobile Pages (AMP) trends and how they affect how news articles appear in the mobile SERPs (search engine results pages)
- Most visible news publishers in Google News and the Top Stories (News Boxes) per country, so you can examine their tactics and best practices
- The variety of publishers who appear in Google News and Top Stories (News Boxes)
- Where your target search keywords should be placed in headlines
- Busting news SEO myths!

# Google will now emphasize 'original reporting'

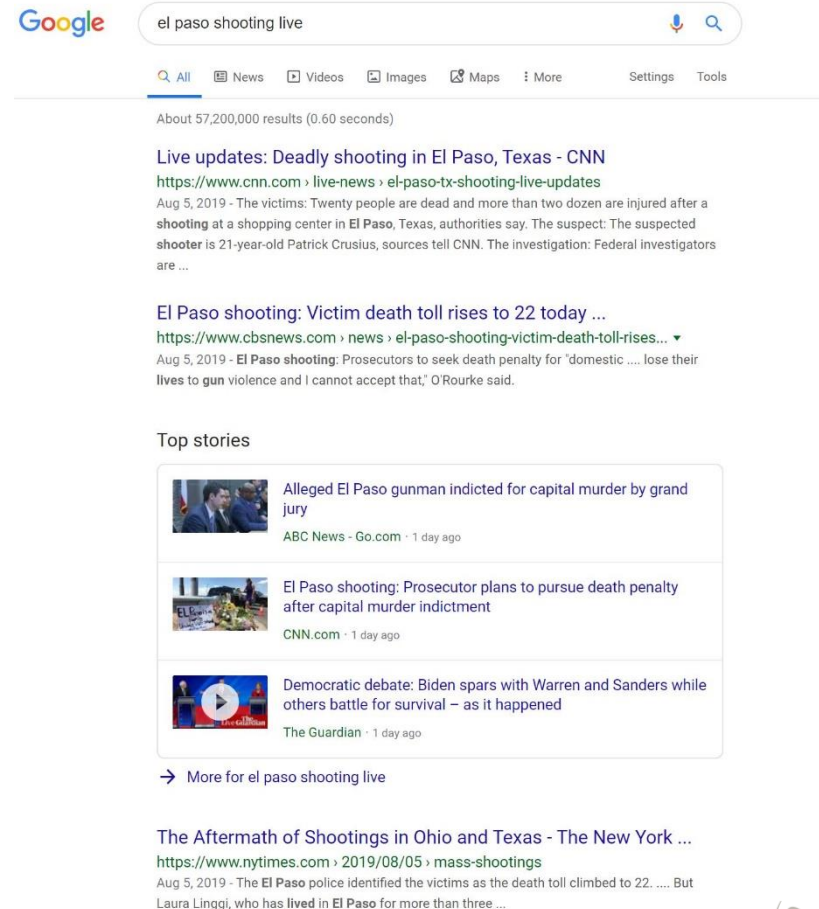
"While we typically show the latest and most comprehensive version of a story in news results, we've made changes to our products globally to highlight articles that we identify as significant original reporting. Such articles may stay in a highly visible position longer. This prominence allows users to view the original reporting while also looking at more recent articles alongside it.

There is no absolute definition of original reporting, nor is there an absolute standard for establishing how original a given article is. It can mean different things to different newsrooms and publishers at different times, so our efforts will constantly evolve as we work to understand the life cycle of a story."

<https://blog.google/products/search/original-reporting/>

# What is the 'original reporting' change trying to do?

When a publisher breaks news, their story can be “pushed out” of the top rankings in Google for the relevant keywords by larger publishers, who have more overall search visibility and domain authority.






Google el paso shooting live

About 57,200,000 results (0.60 seconds)

**Live updates: Deadly shooting in El Paso, Texas - CNN**  
<https://www.cnn.com/live-news/el-paso-tx-shooting-live-updates>  
Aug 5, 2019 - The victims: Twenty people are dead and more than two dozen are injured after a shooting at a shopping center in El Paso, Texas, authorities say. The suspect: The suspected shooter is 21-year-old Patrick Crusius, sources tell CNN. The investigation: Federal investigators are ...

**El Paso shooting: Victim death toll rises to 22 today ...**  
<https://www.cbsnews.com/news/el-paso-shooting-victim-death-toll-rises...> ▼  
Aug 5, 2019 - El Paso shooting: Prosecutors to seek death penalty for "domestic .... lose their lives to gun violence and I cannot accept that," O'Rourke said.

**Top stories**

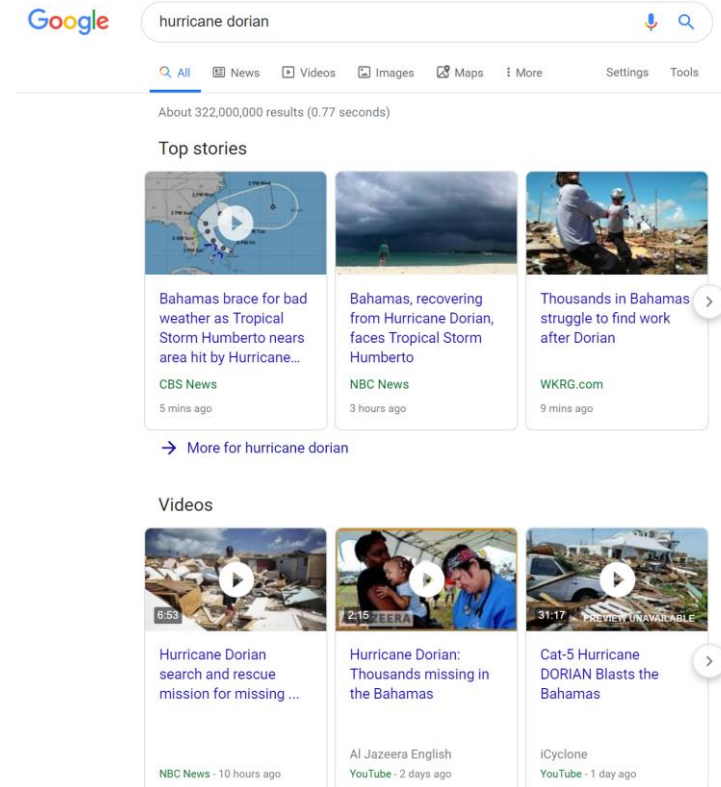
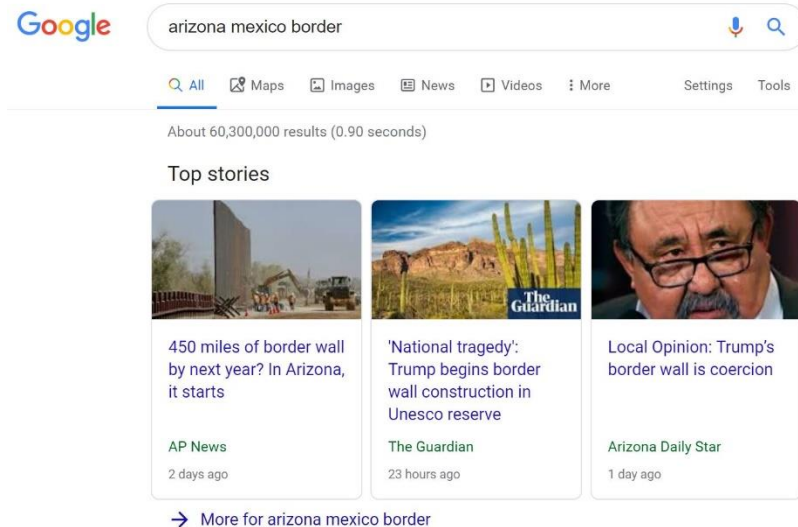
-  **Alleged El Paso gunman indicted for capital murder by grand jury**  
ABC News - Go.com · 1 day ago
-  **El Paso shooting: Prosecutor plans to pursue death penalty after capital murder indictment**  
CNN.com · 1 day ago
-  **Democratic debate: Biden spars with Warren and Sanders while others battle for survival – as it happened**  
The Guardian · 1 day ago

→ More for el paso shooting live

**The Aftermath of Shootings in Ohio and Texas - The New York ...**  
<https://www.nytimes.com/2019/08/05/mass-shootings>  
Aug 5, 2019 - The El Paso police identified the victims as the death toll climbed to 22. .... But Laura Linggi, who has lived in El Paso for more than three ...

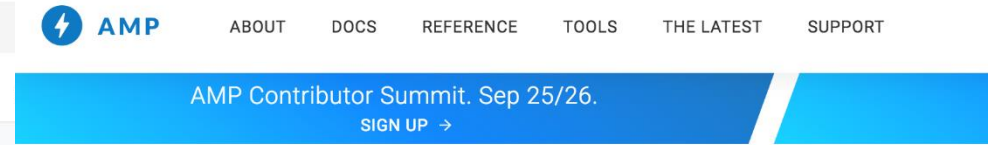
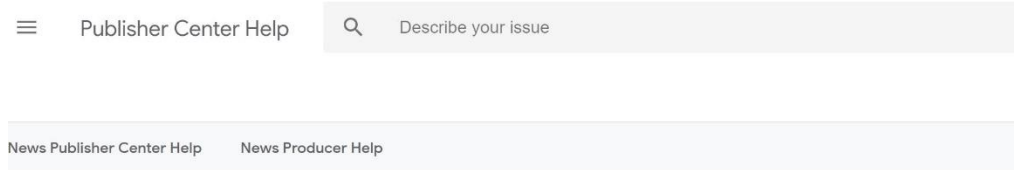
# What is the 'original reporting' change trying to do?

- Stories from local publishers that become national or even international in scope get picked up by larger publishers – who generally win out in Google visibility.





# AMP and how it affects mobile rankings



## Submit your website for inclusion

If your site follows our content policies and technical news index and webmaster guidelines, follow the steps below to submit your site for inclusion in the [Google News Publisher Center](#).

### How to submit your site

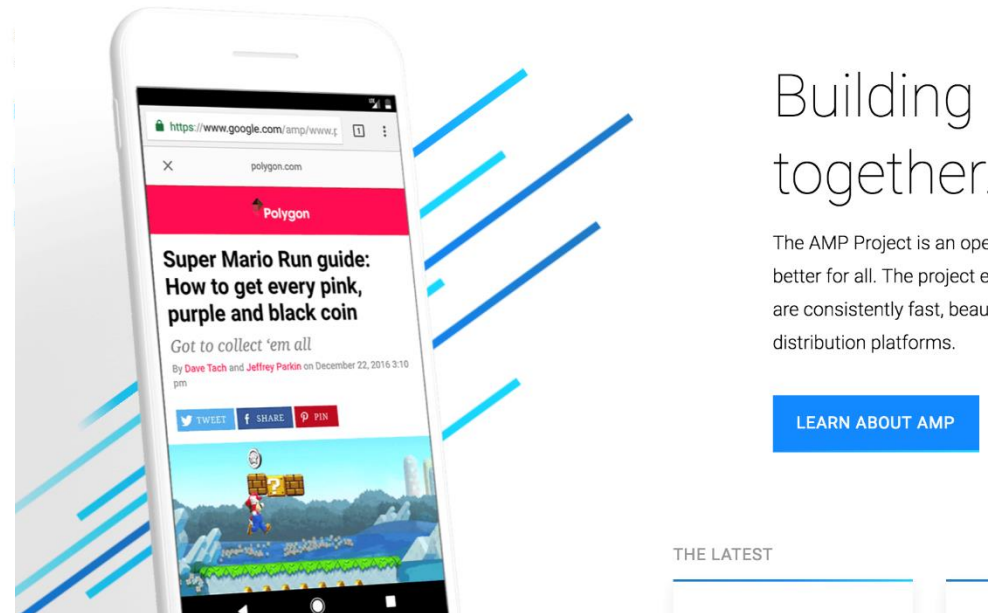
To submit your site, follow the steps below:

1. Open [Google News Publisher Center](#).
2. Use [Search Console](#) to verify ownership of your news site.
3. Click **Request inclusion in news index**.
4. Enter your website details, including news section URLs and labels.
5. Click **Submit**.

After your inclusion request is submitted, "Inclusion request submitted" displays and your site is reviewed by the Google News team within the next 1-3 weeks. Website owners can check the Publisher Center for updates on their inclusion requests.

If your website is accepted, you'll see "Included" under News. If your site submission is rejected, you'll see "Review complete: Site rejected."

We cannot share specific feedback for your site regarding Google News inclusion. However, you can use the [Publisher help forum](#) to seek guidance from other publishers and you may re-apply for inclusion after 60 days.



# Why should you consider AMP?

**Using News Dashboard data, we've consistently found that implementing AMP on a news website can help increase visibility in the mobile news rankings. For 2018:**

In the U.S., there was only one non-AMP publisher in the Top 20: [espn.com](https://www.espn.com);

In the UK, there were no publishers with less than 50 percent AMP rankings;

In Australia, there was only one non-AMP publisher, [sbs.com.au](https://www.sbs.com.au);

In Germany, only one Top 20 publisher had under 50 percent AMP;

In Switzerland, seven of the Top 20 publishers were under the 50 percent mark, and two of those have no AMP rankings;

In France, three were under 50 percent, with two publishers including [lemonde.fr](https://www.lemonde.fr) at zero percent AMP.


# Google News


Google




zuckerberg

All **News** Videos Images Books More Settings Tools

About 8,200,000 results (0.33 seconds)

 **Mark Zuckerberg: Fixing Facebook is going to take until 2019**  
CNET · Sep 7, 2018  
Zuckerberg and Facebook have been going through a tough time, confronting everything from the Cambridge Analytica scandal, to Facebook's ...  
Mark Zuckerberg will publish a series of notes wrestling with ...  
Mashable · Sep 7, 2018  
Mark Zuckerberg blames all of Facebook's problem on all those pesky ...  
BGR · Sep 7, 2018  
[View all](#)

 **Zuckerberg will fix Facebook through 2019 by protecting network from ...**  
Economic Times · 14 hours ago  
In a post on Friday, Zuckerberg said that Facebook started on the platform sanitising project in 2017 and "even this work will extend through ...  
Mark Zuckerberg Says He Will Highlight Steps Taken to 'Fix Facebook'  
NDTV · 14 hours ago  
Zuckerberg: Fixing Facebook's Content Filters Will Take at Least 3 Years  
Yahoo News · 19 hours ago

NDTV Yahoo News India TV

[View all](#)

Google News tab

Google News

Search for topics, locations & sources

**Top stories**

- For you
- Favorites
- Saved searches

U.S.  
World  
Local  
Business  
Technology  
Entertainment  
Sports  
Science

**Headlines**

**Obama rallies California Dems as GOP licks its chops**  
POLITICO · 4 hours ago

- Tweeters Stir Over Donald Trump's Claim He 'Fell Asleep' To Barack Obama's Speech**  
HuffPost · today
- Obama: This is a government for everybody**  
CNN · today
- Failed Obama attacks successful Trump in bitter swan song**  
Fox News · today
- Barack Obama is back on the campaign trail, and this time it's personal**  
Los Angeles Times · 5 hours ago

[View full coverage](#)

**Kavanaugh's abortion views under new scrutiny | TheHill**  
The Hill · 4 hours ago

**Tempe**

Sunny  
100° F

Today	Sun	Mon	Tue	Wed
109°F 81°F	105°F 82°F	105°F 82°F	106°F 81°F	105°F 79°F

C | F | K [More on weather.com](#)

**Fact check**

Russian Humor or Honest Confession?  
RT Admits it is Kremlin's Propaganda  
Bullhorn  
Polygraph.info

news.google.com

# Google News categories

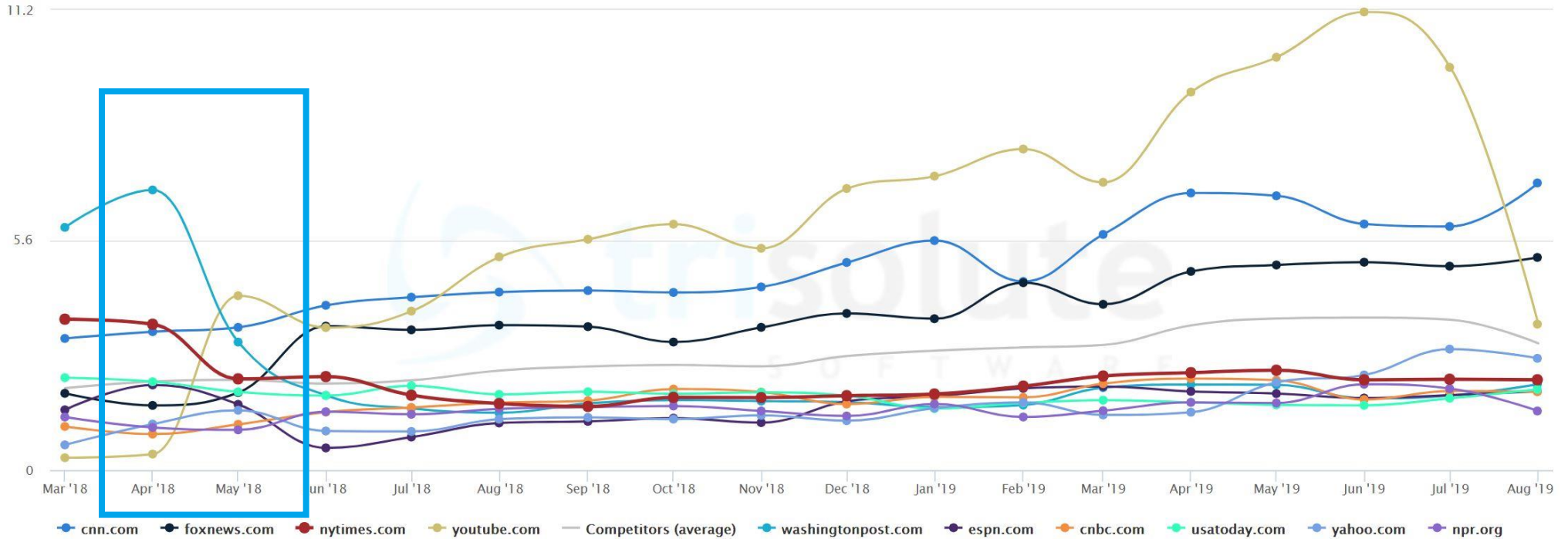
The screenshot displays the Google News interface. At the top, there's a search bar with the text "Search for topics, locations & sources". Below the search bar, the "Google News" logo is visible. On the left side, there's a navigation menu with the following categories: "Top stories", "For you", "Favorites", "Saved searches", "U.S.", "World", "Local", "Business", "Technology", "Entertainment", "Sports", "Science", and "Health". The "U.S." category is highlighted with a blue border. The main content area is titled "Headlines" and features two news stories. The first story is "Obama rallies California Dems as GOP licks its chops" by POLITICO, published 4 hours ago. It includes a list of related tweets and a "View full coverage" link. The second story is "Kavanaugh's abortion views under new scrutiny" by TheHill, published 5 hours ago, with a "View more" link. On the right side, there's a weather widget for Tempe, showing "Sunny 99°F" and a 5-day forecast. Below the weather widget is a "Fact check" section with two items: "Russian Humor or Honest Confession? RT Admits it is Kremlin's Propaganda Bullhorn" by Polygraph.info and "Did Beto O'Rourke's Campaign Try to Get a VFW Hall to Take Down Their American Flags?".

Google News categories

# Google News redesign – more publisher variety

## Google News

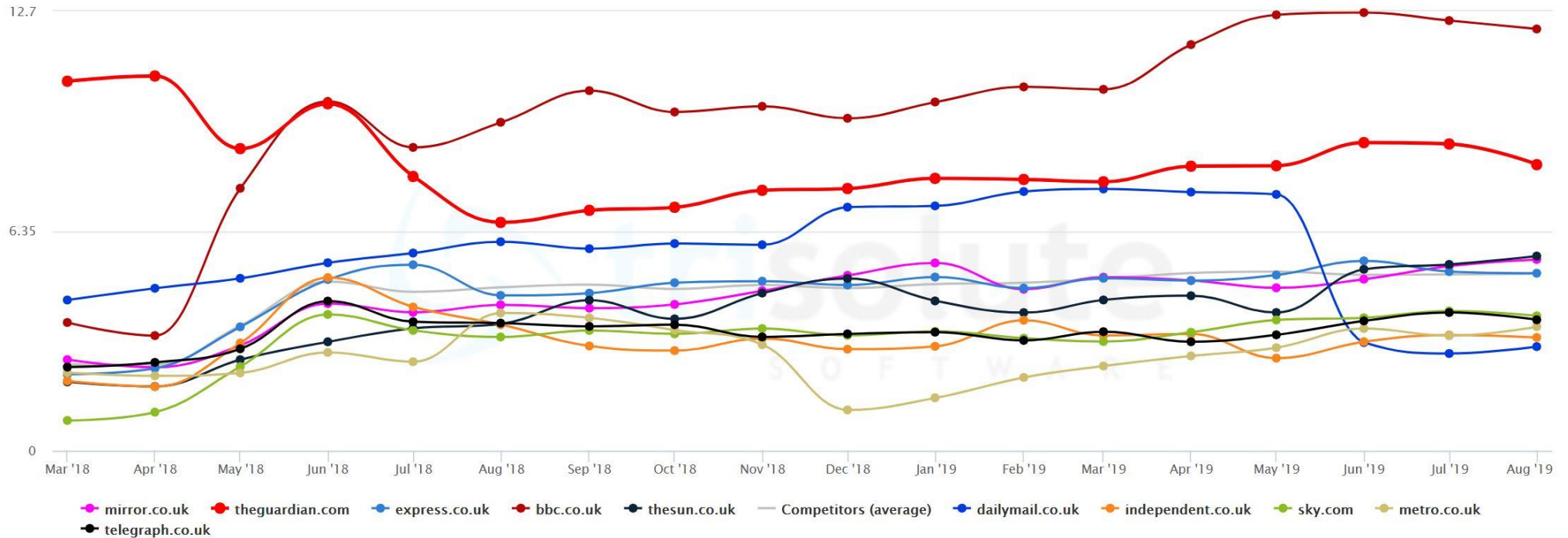
Filter: Top 10, All Categories ▾



# Google News search visibility - UK

## Google News

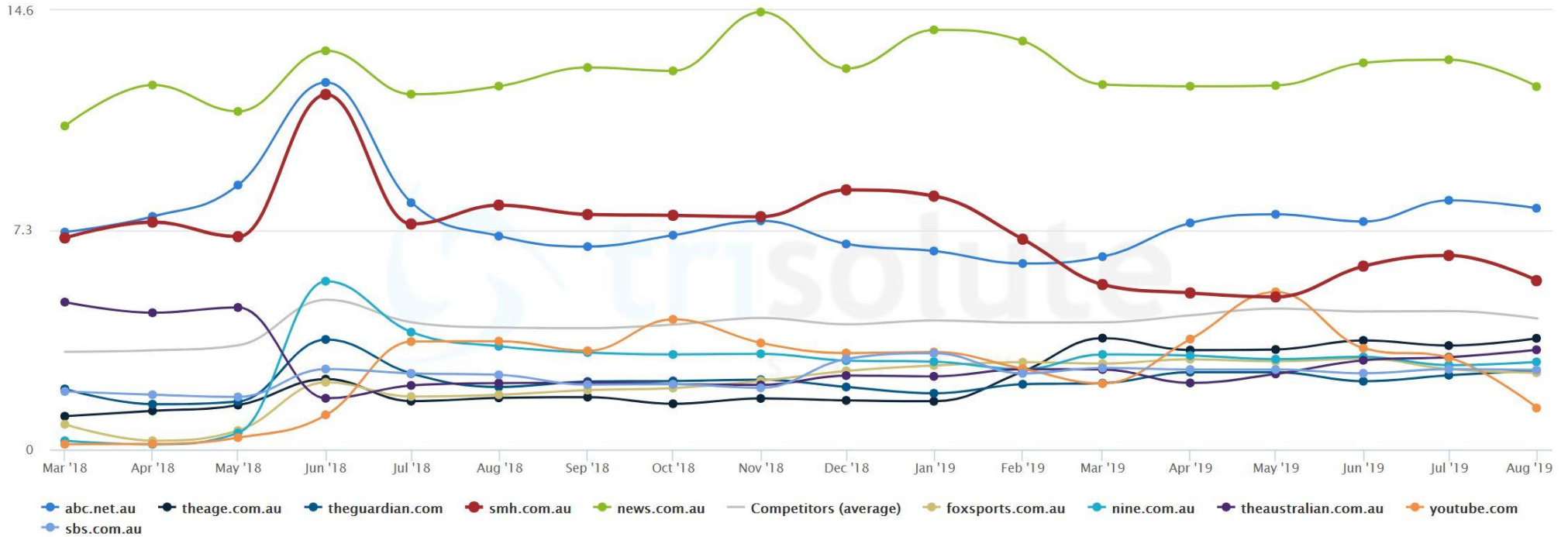
Filter: Top 10, All Categories ▾



# Google News search visibility - Australia

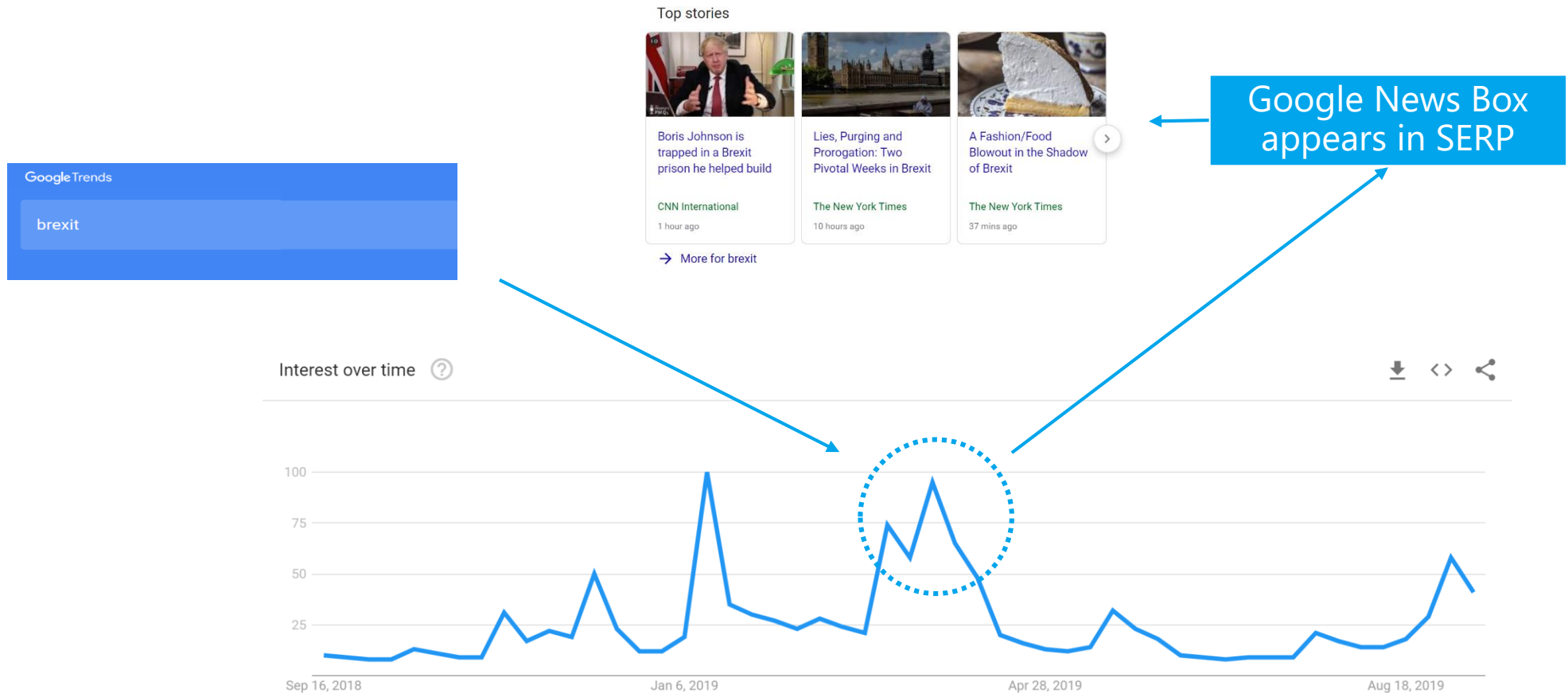
## Google News

Filter: Top 10, All Categories ▾





# News Boxes appear when a keyword is trending





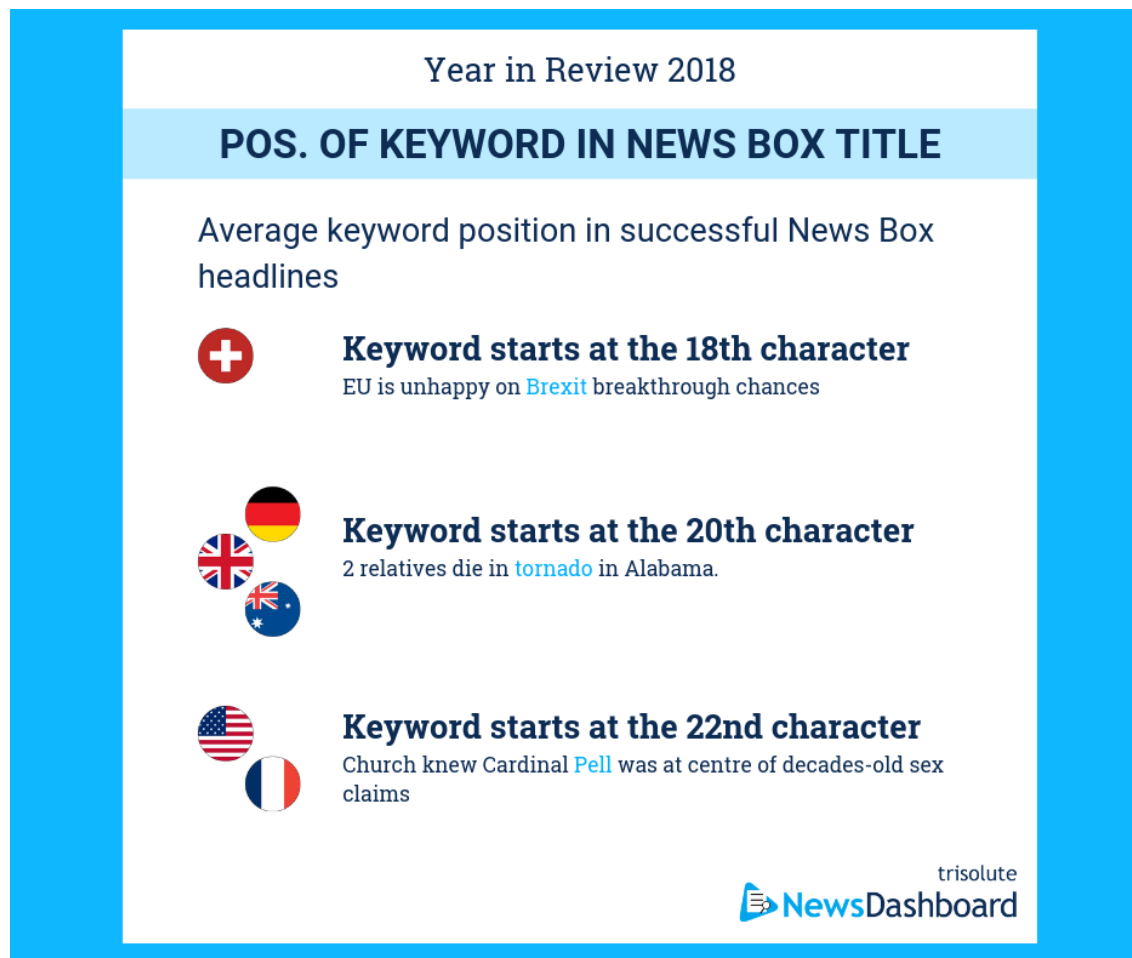
# What keywords have a News Box?



# Why do you need your target keyword in the headline?



# Best keyword position per country



# Best keyword position: U.S.

Year in Review 2018

## POS. OF KEYWORD IN NEWS BOX TITLE



Average keyword position in successful  
News Box headlines

Entertainment, Technology	<b>18th</b> character keyword starts at The style of the <a href="#">singer</a> constantly changes.
Business	<b>19th</b>
Top Stories, Sports	<b>22nd</b> The new coach greets <a href="#">college football champions</a> with a fine dinner.
Science	<b>23rd</b>
U.S., World	<b>24th</b> Quick agreement on new <a href="#">deal</a> is the main goal.
Health	<b>26th</b>

# Best keyword position: UK

Year in Review 2018

## POS. OF KEYWORD IN NEWS BOX TITLE



Average keyword position in successful  
News Box headlines

Entertainment	<b>16th</b> character keyword starts at
Technology	<b>17th</b> Are we bored of <a href="#">iPhone</a> ? Apple sales trends going 'from bad to worse'
Business	<b>19th</b>
Top Stories	<b>21st</b> What is going on in <a href="#">Theresa May</a> 's head? Who knows - she's got no way of articulating it
Sports, Science	<b>22nd</b>
UK, World	<b>23rd</b> USA refuses to ground <a href="#">Boeing 737 Max</a> crash aircraft
Health	<b>25th</b>

# Best keyword position: Australia

Year in Review 2018

## POS. OF KEYWORD IN NEWS BOX TITLE



Average keyword position in successful News Box headlines

Entertainment,  
Technology

**16th** character keyword starts at  
Exclusive: did [Liam Hemsworth](#)'s family  
attend the wedding?

Business

**20th**

Top Stories,  
Science

**21st**  
Scientists discover [dinosaur](#) in Victoria

Sports

**22nd**

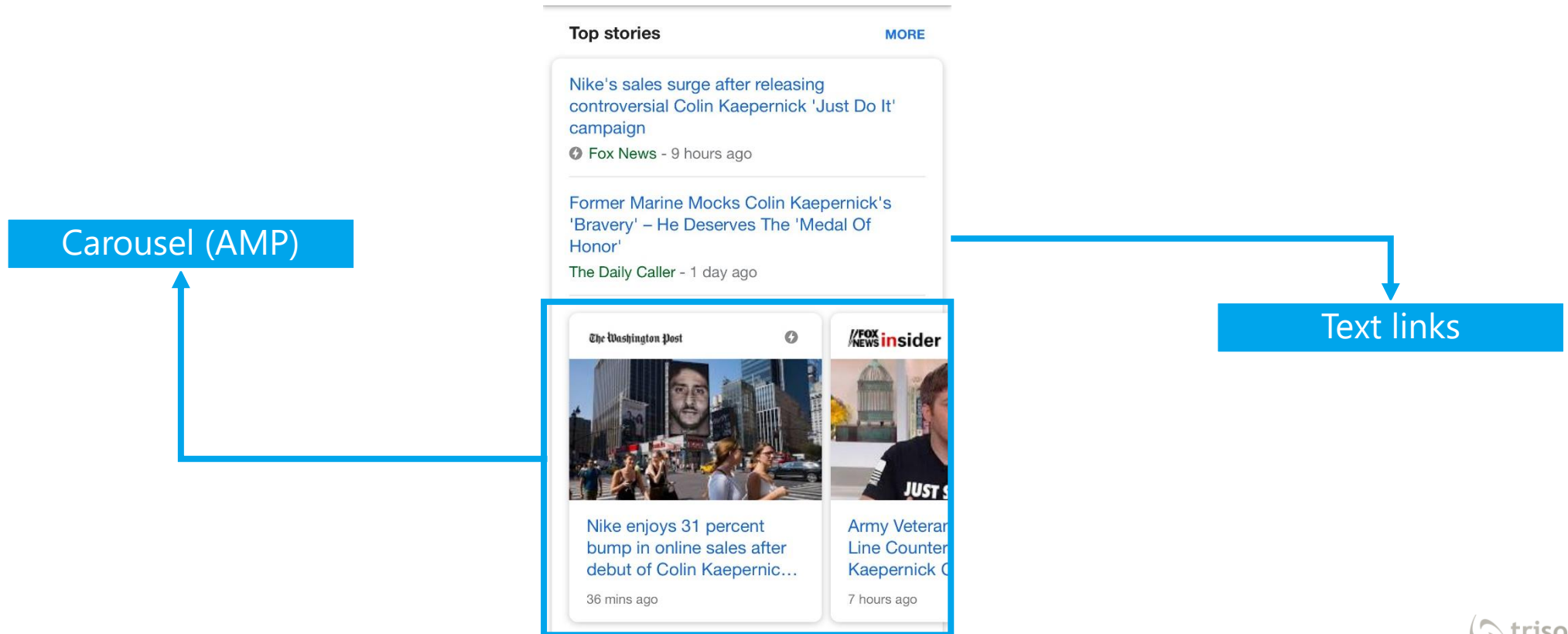
Australia,  
World

**23rd**  
Emergency warning for [bushfires](#) across  
NSW

Health

**26th**

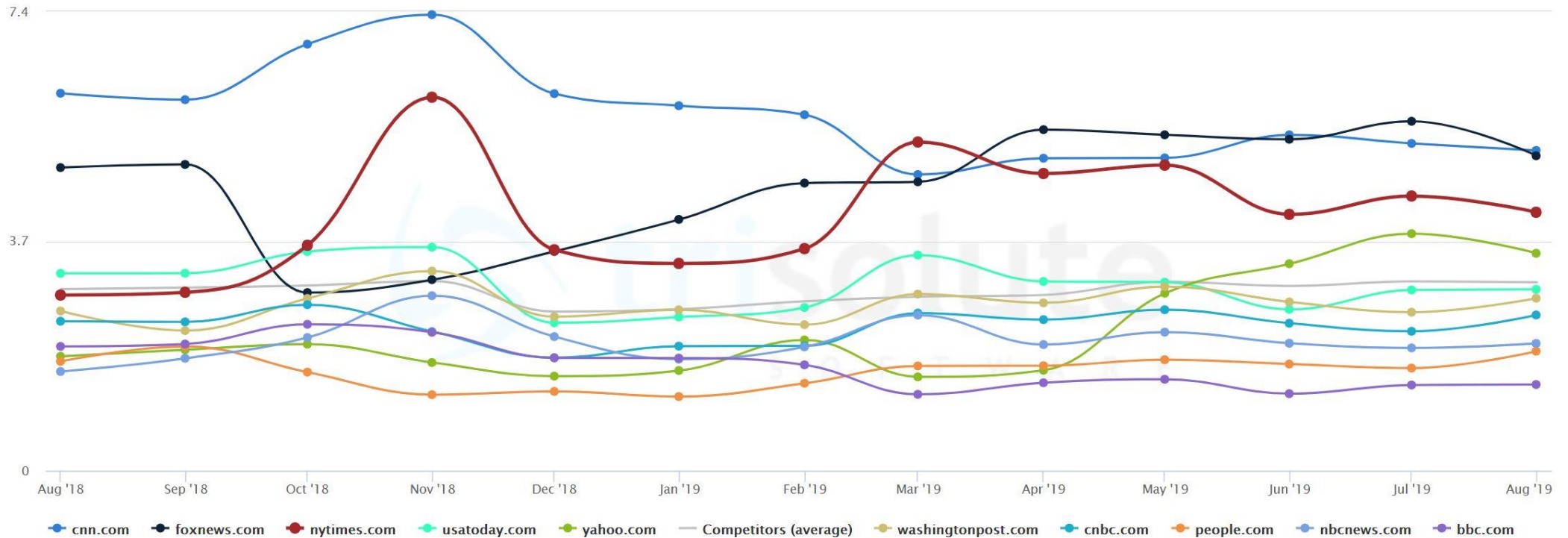
# Mobile News Box



# Mobile News Boxes – U.S.

## Mobile News Box

Filter: Individual Keywordset, Top 10, All Categories, , ▾

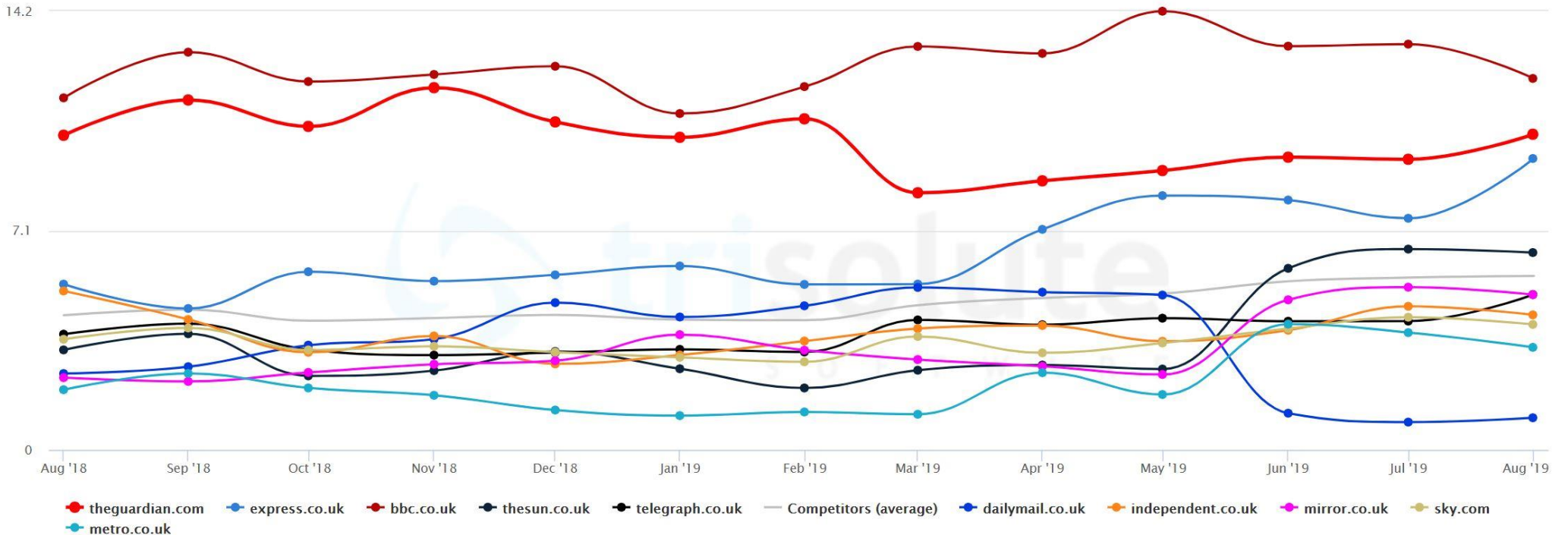




# Mobile News Boxes – UK

## Mobile News Box

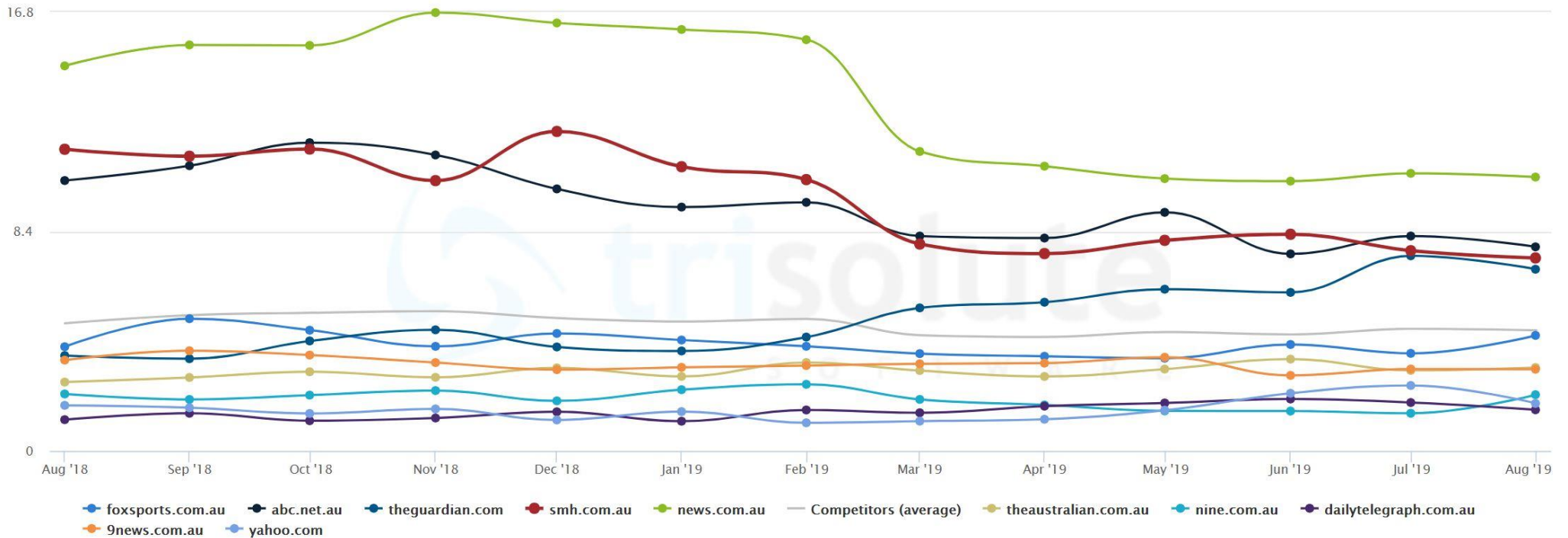
Filter: Individual Keywordset, Top 10, All Categories, , ▾






# Mobile News Boxes – Australia

## Mobile News Box

Filter: Individual Keywordset, Top 10, All Categories, , ▾




# Desktop Google News Box

 obama  

All News Images Videos Books More Settings Tools


About 448,000,000 results (0.52 seconds)

### Top stories




Obama rallies California Dems as GOP licks its chops

Politico  
4 hours ago



Trump Aides Are Worried That Obama Will Rile the President, as he Obsesses Over...

Newsweek  
10 hours ago






Trump better take advantage of Obama's underwhelming return

New York Post  
25 mins ago



[More for obama](#)


### Videos



## Barack Obama

44th U.S. President



 [barackobama.com](http://barackobama.com)

Barack Hussein Obama II is an American politician who served as the 44th President of the United States from January 20, 2009, to January 20, 2017. [Wikipedia](#)

**Born:** August 4, 1961 (age 57 years), Kapi'olani Medical Center for Women and Children, Honolulu, HI






**Height:** 6'1"

**Presidential term:** January 20, 2009 – January 20, 2017

**Education:** Harvard Law School (1988–1991), [MORE](#)

**Parents:** Ann Dunham, Barack Obama Sr.

### Books

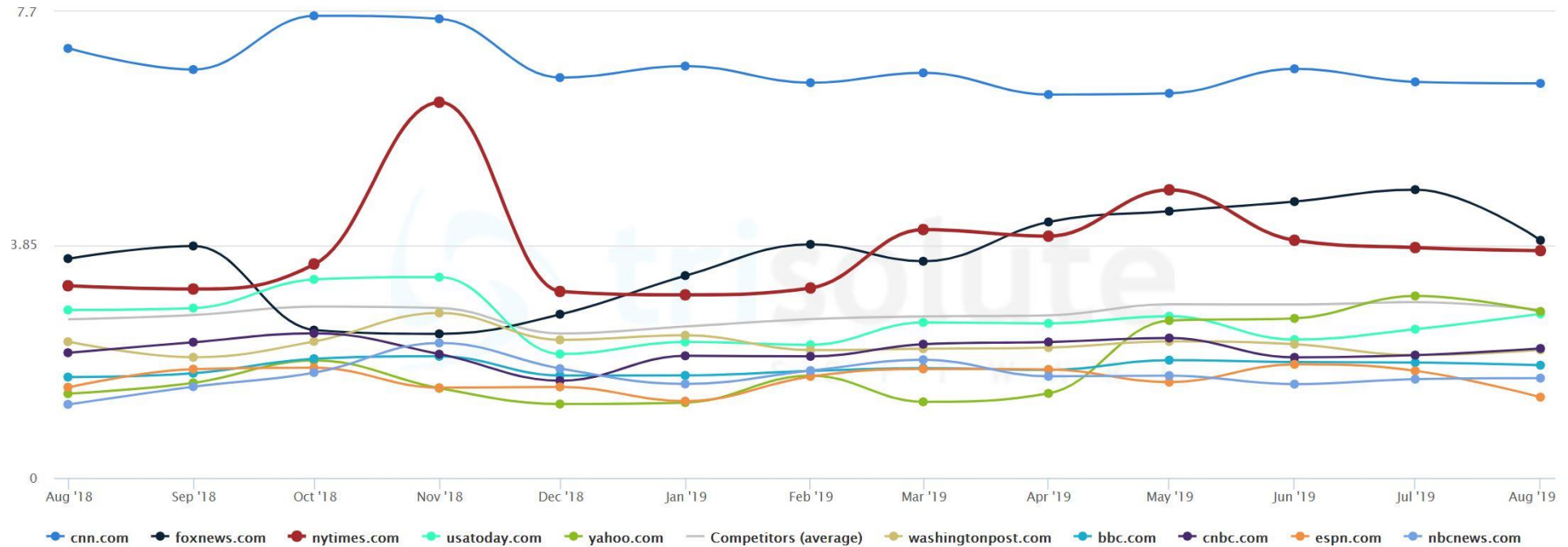


[View 35+ more](#)

# Desktop News Box – U.S.

## Desktop News Box

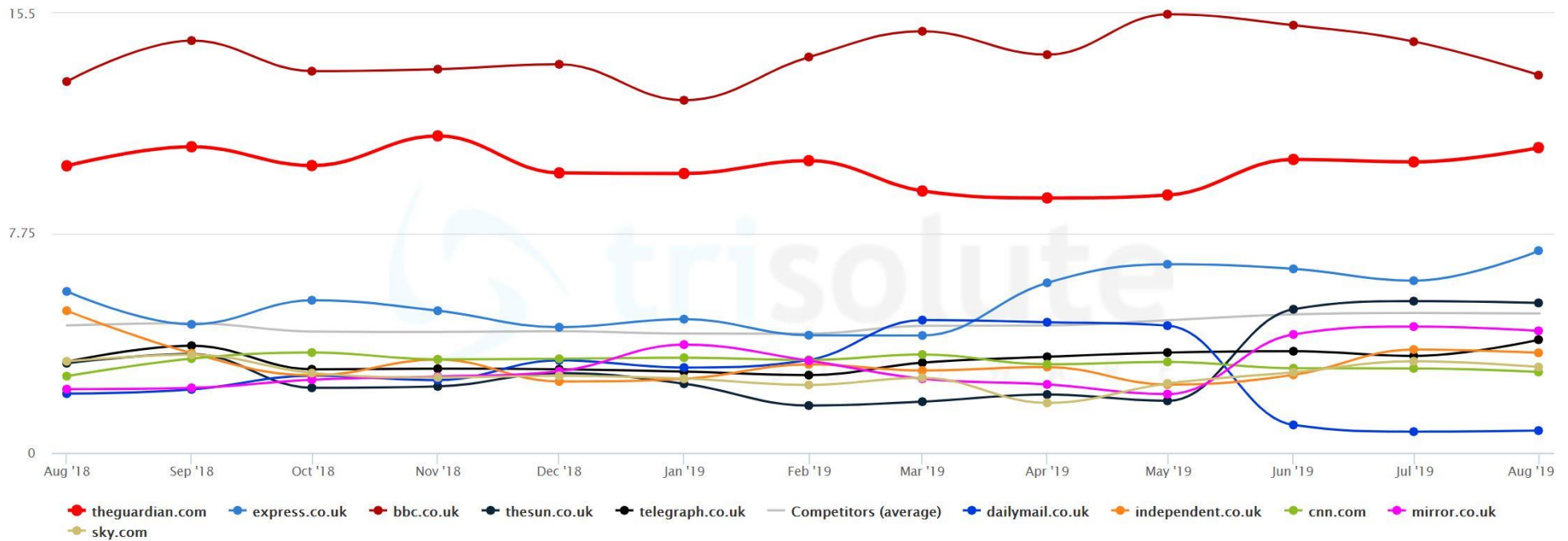
Filter: Individual Keywordset, Top 10, All Categories, , ▾



# Desktop News Box – UK

## Desktop News Box

Filter: Individual Keywordset, Top 10, All Categories, , ▾

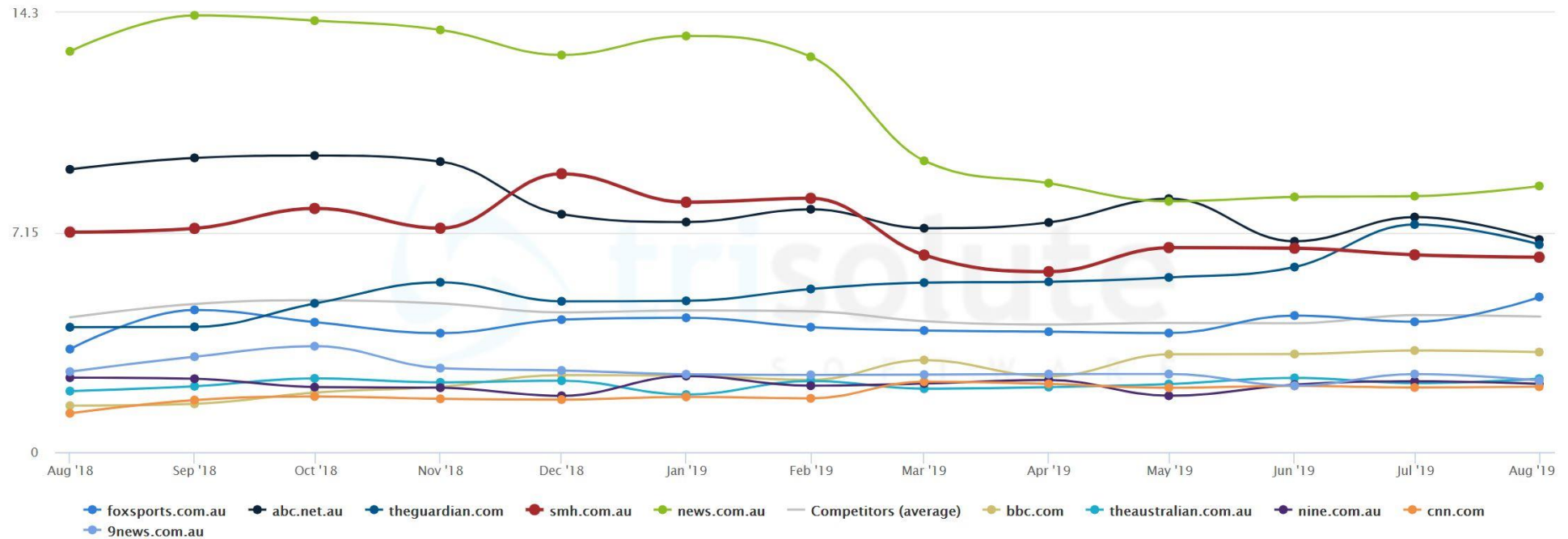




# Desktop News Box – Australia

## Desktop News Box

Filter: Individual Keywordset, Top 10, All Categories, , ▾



# Video Carousels

## Videos



Jeff Bezos defends the press against Trump

CNN.com - 1 day ago



Jeff Bezos: Media is an essential component of our democracy

CNBC.com - 5 hours ago



Jeff Bezos defends the press against Trump

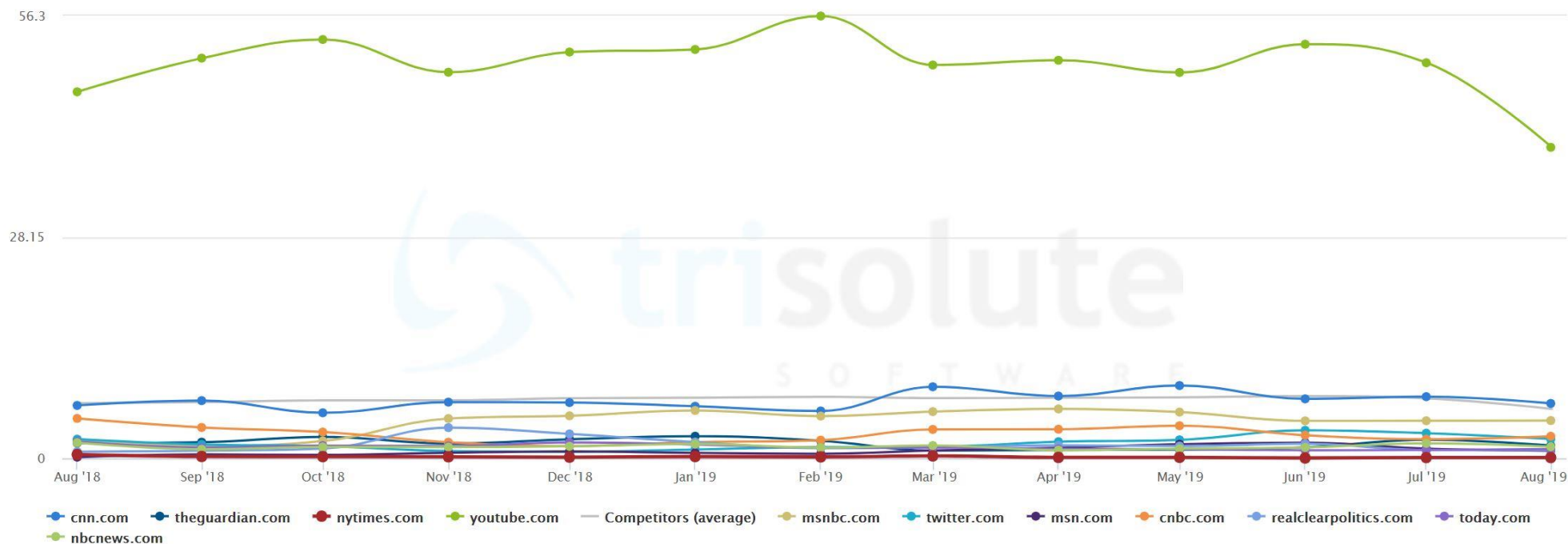
CNN Money - 1 day ago



# Mobile SERP: Video Carousels – U.S. (YouTube)

## Mobile Visibility Overall

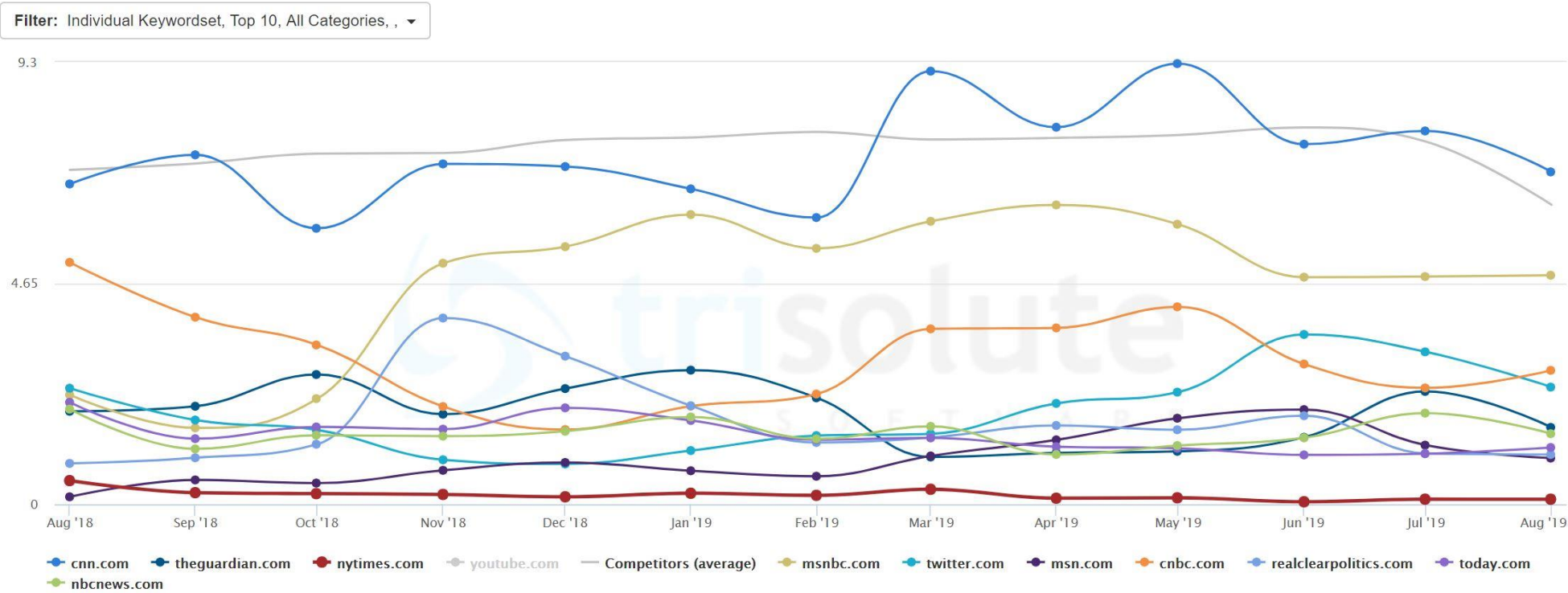
Filter: Individual Keywordset, Top 10, All Categories, ▾





# Mobile SERP: Video Carousels – U.S. (No YouTube)

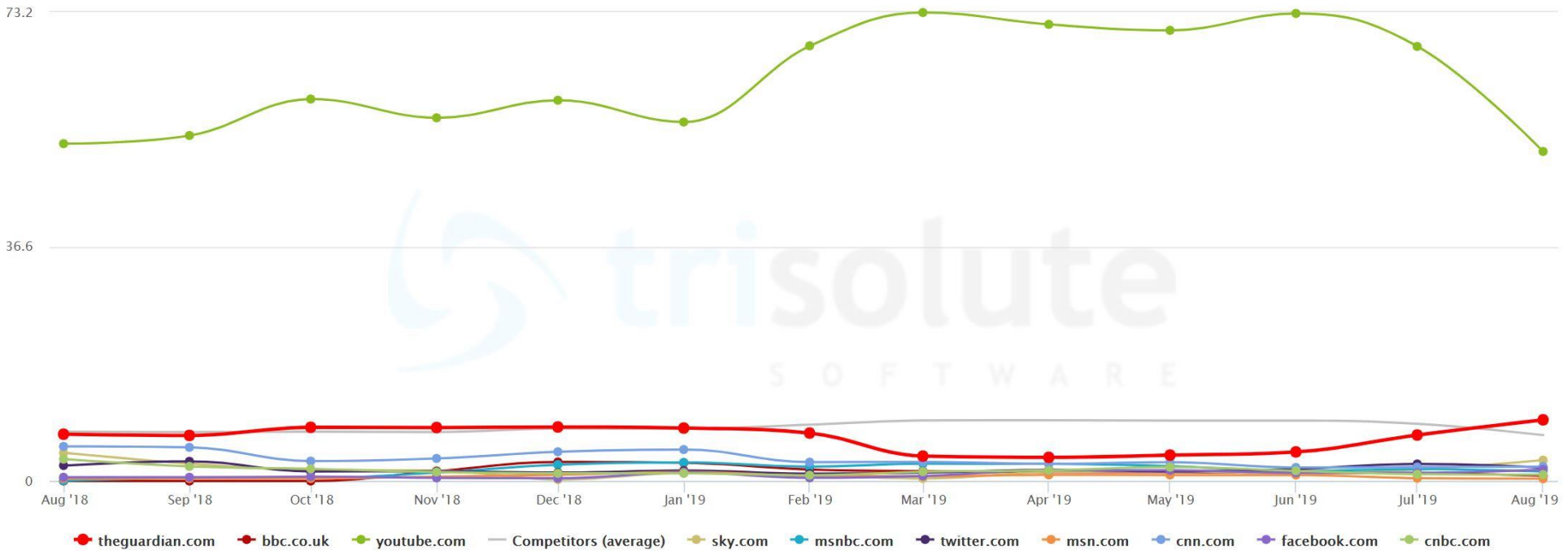
## Mobile Visibility Overall



# Mobile SERP: Video Carousels – UK (YouTube)

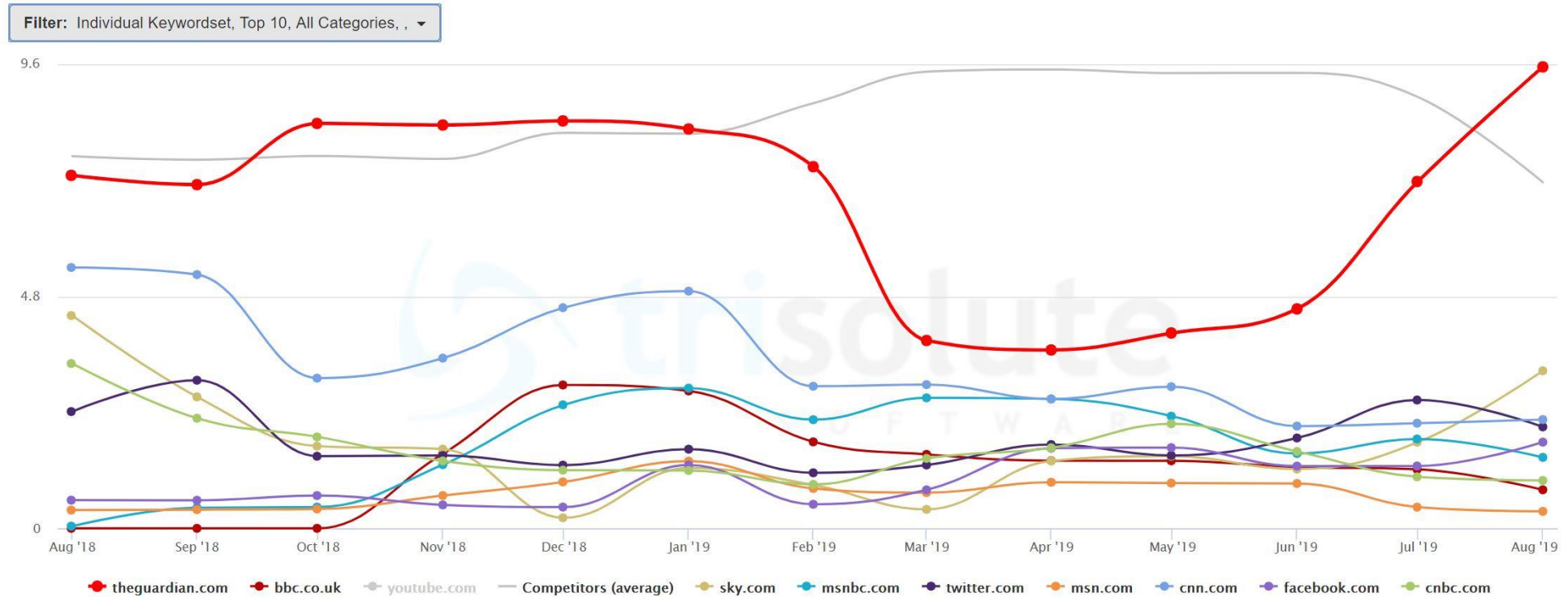
## Mobile Visibility Overall

**Filter:** Individual Keywordset, Top 10, All Categories, , ▼



# Mobile SERP: Video Carousels – UK (No YouTube)

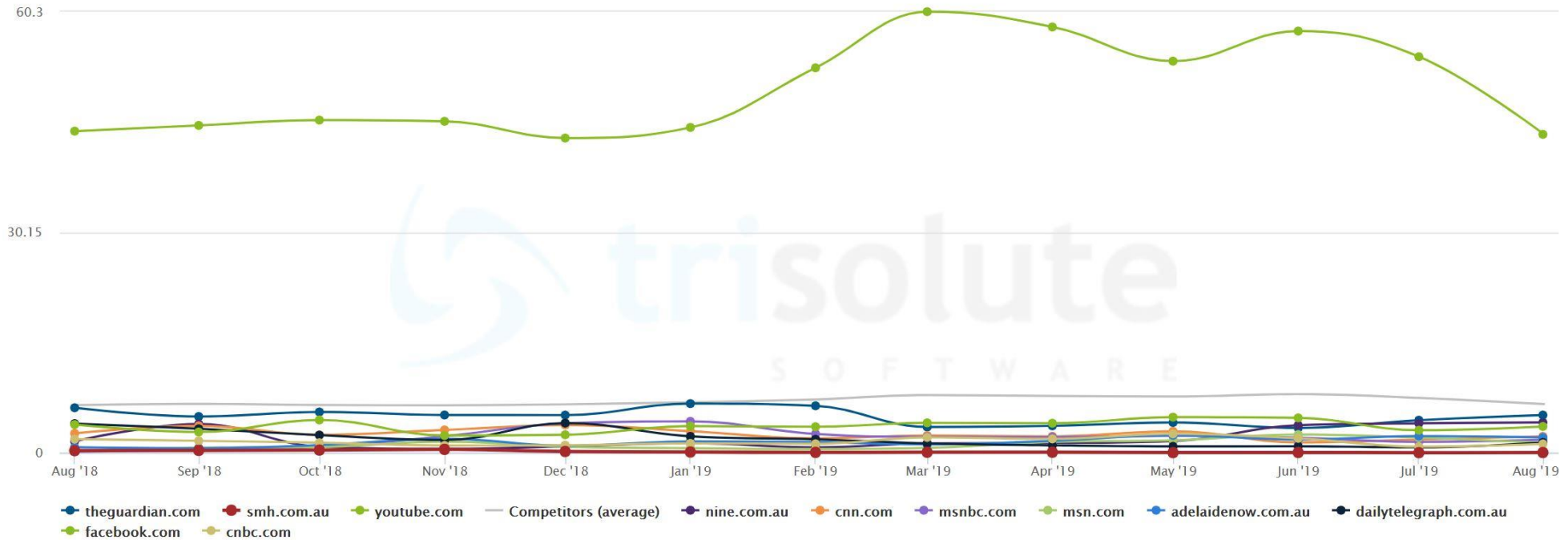
## Mobile Visibility Overall



# Mobile SERP: Video Carousels – Australia (YouTube)

## Mobile Visibility Overall

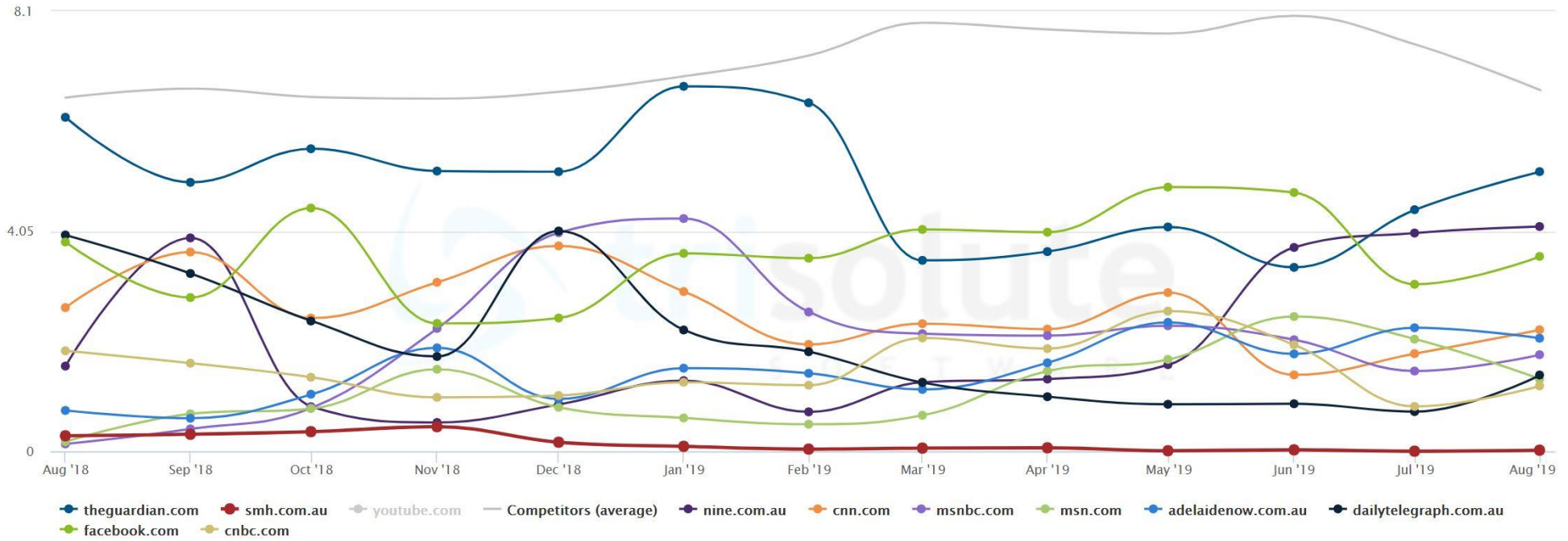
Filter: Individual Keywordset, Top 10, All Categories, , ▾



# Mobile SERP: Video Carousels – Australia (No YouTube)

## Mobile Visibility Overall

Filter: Individual Keywordset, Top 10, All Categories, ▾



# Check how your articles appear in Google

## News Flashboard

Helping news publishers navigate through the search universe since 2015

Need somewhere to start with news SEO and understanding how visible your articles are in Google? News Flashboard is your answer.

This peek into your visibility data comes from the folks behind the [Trisolute News Dashboard](#), the best-in-class Google News visibility tool for news publishers.

Get a first glance at how you are doing here:

FREE | NO STRINGS ATTACHED | NO INTERNAL DATA ACCESS REQUIRED

### The data you'll find:

- 1 Are you in Google News?
- 2 Do you rank as AMP?
- 3 How visible are your articles in the news related ranking types on the search engine result page (SERP) - "Top Stories" or News Boxes, Video Carousels, Publisher Carousels, etc.?
- 4 How visible are you in Google News (news.google.com)?
- 5 Which of your articles are **ranking right now**?
- 6 What are your most visible (successful) articles in the SERPs in the last 24 hours?
- 7 What category are your articles most visible in?
- 8 What keywords do you not cover right now, from Google's perspective?

[Newsflashboard.com](https://newsflashboard.com)

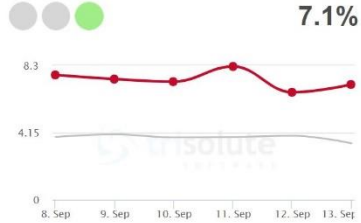
# Future News Dashboard analyses

- Do words like “live” and “breaking” help your articles rank in search?
- How old on average are the articles that rank on the SERP?
- Deep dive into most visible publishers for keywords around the 2020 election

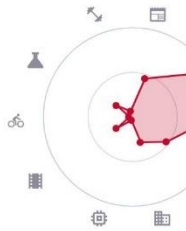


# News Dashboard SEO tool

## Google News



## Category Distribution



## Indexation Rate

345 Articles

## Topic Coverage

64.3%

## Mobile Visibility Overall



## Mobile News Box



## Mobile Publisher Carousels

10.4%

## Mobile Ranking Type

32.5

### Action View

Filter

All Articles

With Ranking in NB

Ranking in NB lost

Without Ranking in NB

Missing Topics

Search for article or keyword...

489 entries

☐ Ignored Articles

	Article	Date	Keyword	Ranking in NB	Position NB	Other ranking
	High interest rate loans could soon be capped in California	09/13/2019 11:00 PM - 12:00 AM	california GNT	Pos 1 / 2 no	Pos 2 Pos 1  NB	no no
	Best of Toronto Film Festival: 'Parasite' and more movies you need to know	09/13/2019 3:00 PM - 4:00 PM	toronto film festival EGNT	no Pos 1 / 3	Pos 1 Pos 1  NB	Pos 9 Pos 10
	California Senate disrupted by vaccine bill protester who threw red liquid onto lawmakers	09/13/2019 10:00 PM - 11:00 PM	red liquid EGNT	Pos 2 / 2 no	Pos 1 Pos 1  NB	Pos 9 Pos 8
	Debate analysis: Democrats head toward a three-person race	09/13/2019 8:16 AM	elizabeth warren GNT	lost 0:23h ago (Pos 2) no	Pos 1 Pos 1  NB	no no
	How 'Hustlers' landed Usher, Cardi B and a killer soundtrack	09/13/2019 9:12 PM	hustlers EGNT	lost 2:10h ago (Pos 1) lost 0:24h ago (Pos 3)	Pos 1 Pos 1  NB	lost 0:38h ago (Pos 9) lost 0:24h ago (Pos 10)



# Questions



[fellner@trisolute.de](mailto:fellner@trisolute.de) or [chelsey.heath@newsdashboard.com](mailto:chelsey.heath@newsdashboard.com)



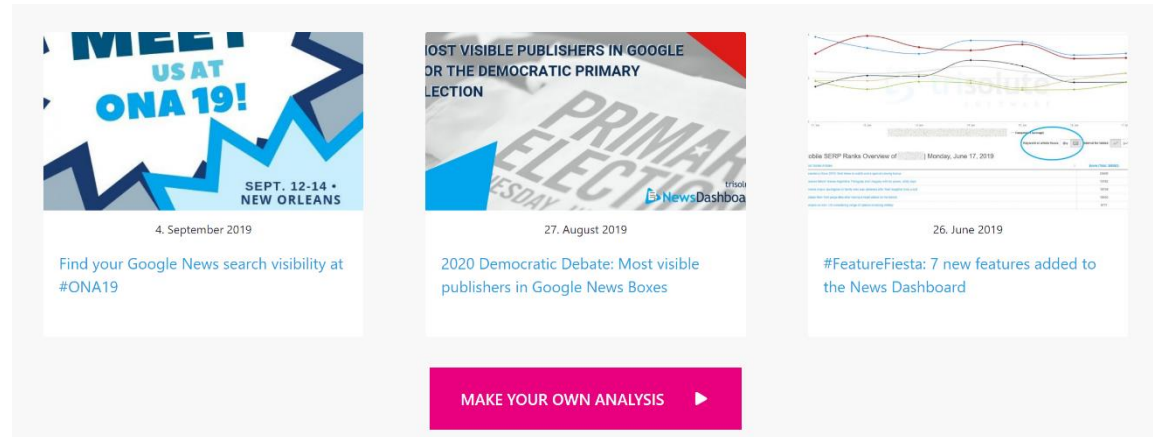
Trisolute News Dashboard



@newsdashboard



Newsdashboard.com



Get news SEO tips, tricks and analyses  
on our blog