

DON'T PANIC

And learn what these
news SEO terms mean



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Search engine optimization (SEO) at a glance

- 1 Zero Click Results** - Increasingly present on Google's search engine results page, these results show all the information a user is searching for on the SERP, such as basketball scores or election results.
- 2 Core Web Vitals (CWV)** - How Google measures your pages' user experience, made up of 3 factors related to how your pages load and respond to user interaction. This allows publishers who don't use the AMP (Accelerated Mobile Pages) framework but perform well in CWV to rank on mobile.
- 3 Topic Authority** - The keywords or topics you rank for most often in Google. As you build authority in a topic, you may find it easier to continue to rank for that topic.
- 4 Indexing** - In order to rank, Google needs to "see" your article. It does this by crawling your pages, usually from your news sitemap but sometimes from your homepage.
- 5 Google Discover, News and SERP rankings** - These are the different Google products where news articles primarily appear.
- 6 Live Coverage** - For live news events, Google is often looking for live blogs or streaming videos, that are updated frequently. Use the correct structured data to get the "Live" badge on your stories.
- 7 YouTube Strategy** - If you have new videos you want to appear on the SERPs, you are more likely to rank with a YouTube video than a native video.
- 8 Structured Data** - Website code that helps your content appear in SERP rankings like answer boxes, knowledge panels, Web Stories and more.

Don't panic.

Stop guessing.

Start monitoring Google News today.

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DON'T PANIC

And learn how to make
your content “findable”
for search



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As Google gets smarter, it doesn't rely just on keywords

- 1** What are people looking for? Keep up with Google News, Google Trends and SEO tools, and think about newsy search (what's happening today) vs. evergreen searches (What if my COVID test is positive?).
- 2** **Keywords:** Make sure to use the keywords that people would search on your page – in headlines, subheds, text, links and more.
- 3** **Topic Authority:** The keywords or topics you rank for most often in Google. As you build authority in a topic, you may find it easier to continue to rank for that topic.
- 4** **Internal Linking:** Show Google (and the reader) how much you know about a topic by linking similar stories to each other; building topic pages; and creating text and video explainers when needed. This also helps build topic authority!
- 5** **Republishing:** For news, Google is looking for updated content. Live coverage, like a blog or video stream, usually ranks better during an event or for breaking news.
- 6** **Technical SEO:** Your content can be search-perfect, but you'll still struggle if you have poor user experience, a slow-loading website, and don't follow Core Web Vitals and other Google guidelines.

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Here's what we know
about Google Discover



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Discover can bring big wins but remains mysterious

- ▶ Discover is one of Google's newest "surfaces" and you can mainly find it on the **Google app and in the browser on Android phones.**
- ▶ **Traffic from Discover tends to ebb and flow.** One article or page may do extremely well for a day or a week, and then you may see a dip in traffic until the next spike.
- ▶ Appearing in Discover **isn't linked to a keyword**, so it can be hard to understand exactly what about one story made it perform well, while other stories don't appear at all.
- ▶ Discover audiences tend to **like evergreen content**, such as explainers, lists, rankings, and reviews.
- ▶ Use **engaging and emotional headlines** over search keywords – you might want to get the social-media team involved.
- ▶ Go beyond Google Search Console and see more about your Discover visibility - **like what stories appear in Discover, the SERPs and Google News** - with Trisolute.

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