



# SEO

FOR NEWS

PUBLISHERS

TRISOLUTE  
NEWS  
DASHBOARD

WHY  
NEWS  
SEO?

TAKEAWAYS  
&  
RESOURCES

AI  
IMPACT  
ON SEO

NEWS  
SEO TIPS

TOPIC  
AUTHORITY

LIVE  
OPTIMIZATION



# About Trisolute News Dashboard



SEO for news publishers since 2012



Trisolute's News Dashboard is a news SEO tool that empowers newsrooms' search strategy by identifying, tracking, and analyzing Google visibility, revealing key intelligence into topic authority, and gaining competitor intelligence.



# WHY

# NEWS

# SEO?

## NEWS ARTICLE LIFECYCLE

Identify topic for coverage

Research, data, sources

Writing, editing process

Publish to web

Monitor performance

## SEO CHALLENGES

Limited time for content discovery

Limited resources for content gathering

Varying reporter SEO skills

CMS not optimized for search

Burden to monitor article performance

## HOW TRISOLUTE NEWS DASHBOARD CAN HELP

Content brainstorming and discovery features

ID trending topics, story angles

Target keyword, headline ranking in Google

Discover indexing issues quickly

Track Google ranking in near real-time

**News publisher reply**

At Trisolute, we build tools to help online news publishers demystify the news SEO universe and increase their visibility.

trisolute  
 NewsDashboard

trisolute  
 NewsDashboard

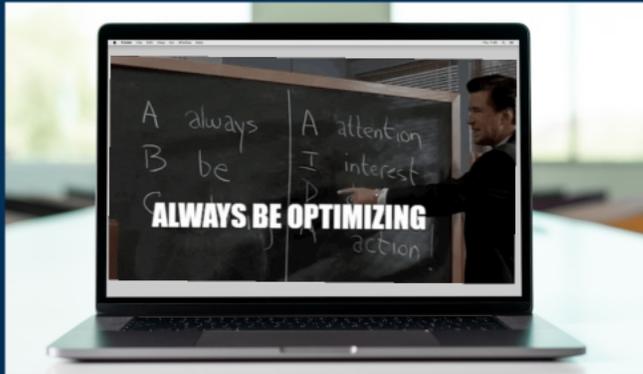


SEO strategy expands the visibility of our content beyond our own audience, increases the articles' engagement and provides a more clear understanding about the concerns and behavior of the public.



-Juan Pablo Sioffi, Chief Editor, lanacion.com

# NEWS SEO TIPS



**HEADLINES**



**ARTICLES**



**IMAGES  
VIDEOS**



**GOOGLE  
DISCOVER**

**YOUR TIPS**



# HEADLINES



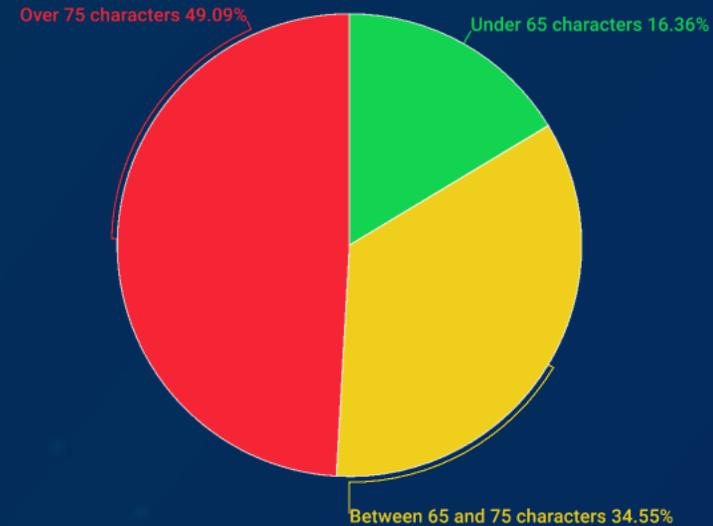
- ✓ 65 characters max for SERP display
- ✓ Front-load keywords
- ✓ Be literal, specific
- ✓ Include geographic location and setting
- ✓ Use modifiers when relevant
- ✗ DO NOT WRITE KEYWORDS in all caps

**Headline  
analysis**

# Headline Character Count Analysis

We used News Dashboard data to analyze 55 top News Box headlines from 10 major publishers in July 2023.

Result: Vast majority (84%) had more than 65 characters.



# ARTICLES

- Focus on topic coverage instead of word count
- Link to relevant, qualified external sources
- Cross-link your evergreen/explainer content
- Use keyword-rich subheads for longer articles
- Identify unique angles to stand out against the competition



**Tip from a  
publisher**



"

Don't forget to be different – publishing an article with the same article image as your competition will make you seem like everyone else. Be different!

"

Chris Wagner, Head of SEO, RP Digital

# IMAGES/VIDEOS

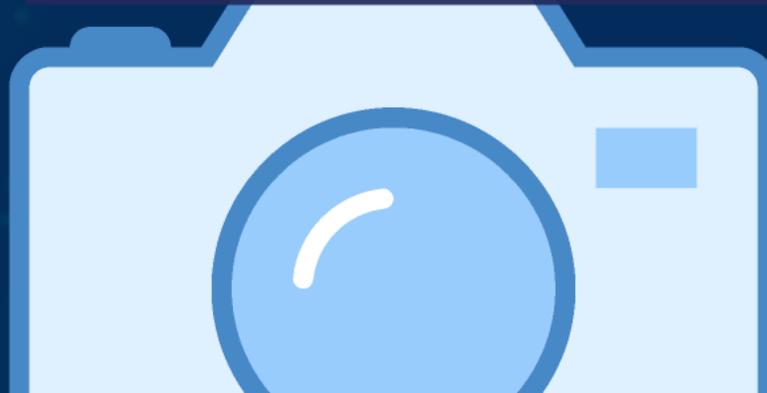


## IMAGES

- ❑ Use descriptive image names
- ❑ Provide clear URL structure
- ❑ Define alt text
- ❑ Optimize for mobile

## VIDEOS

- ▶ Focus on page title, headings, captions
- ▶ Use high-quality thumbnail
- ▶ Make sure Google can find video file





# GOOGLE DISCOVER

-  Mix of trending topics and evergreen/explainers (recipes, travel tips, sports)
-  Users expect tailored information in their feed; optimize content for a good fit.
-  Craft emotionally engaging, CTA headlines
-  Use high-quality images, short videos
-  Discover traffic is unpredictable; consider it supplemental

**What are your news SEO tips?**



# LIVE OPTIMIZATION

*SEO for breaking news*



Focus on speed, clarity, and structure

- ⚡ Optimization begins BEFORE publishing
- ⚡ Google can't rank what hasn't been published
- ⚡ Track performance, conduct live optimization

**YOUR BREAKING  
NEWS SEO TIPS**

Scan for breaking news  
workflow and live  
optimization tips



<http://bit.ly/3OQNGSt>

# What are your top SEO tips for breaking news?



# TOPIC AUTHORITY



**BUILDING  
AUTHORITY**



**EVERGREEN  
CONTENT**



**TRACK  
RESULTS**



**AI SEARCH  
IMPACT**



**YOUR TIPS**



# BUILDING AUTHORITY



- ☆ Conduct content audit
- ☆ Perform keyword gap analysis
- ☆ Organize: Tag content in CMS
- ☆ Optimize and promote
- ☆ Track performance

**News  
Publisher  
Tip**



Frequency and in depth coverage of articles matters ... Be patient and continue to produce articles around a specific topic for several months. After suddenly losing traffic after a Core Update, we decided to continue. With the next update, we got the traffic back.



Chris Wagner, Head of SEO, RP Digital

# EVERGREEN CONTENT



- 🏆 Explainers
- 🏆 Reviews
- 🏆 Travel guides
- 🏆 Archival content
- 🏆 Seasonal

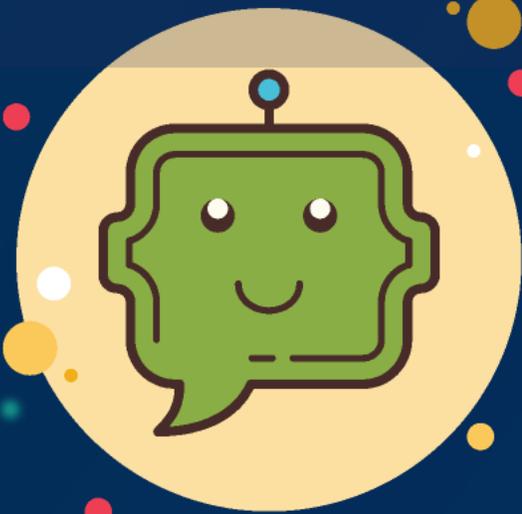
## TRACK RESULTS



Topic authority key metrics:

- ↑ **Visibility:** Monitor ranking status
- ↑ **Engagement:** Track audience interest
- ↑ **Page views:** Document traffic patterns

# AI SEARCH IMPACT



Google's gen AI-powered Search Generative Experience (SGE) results surface "helpful content" in its responses:

-  Reviews
-  First-person accounts
-  Travel tips
-  Explainers

**What are your tips on how to  
grow topic authority?**



# AI IMPACT ON SEO



OPPORTUNITIES



THREATS



CIVIC MEDIA MODEL

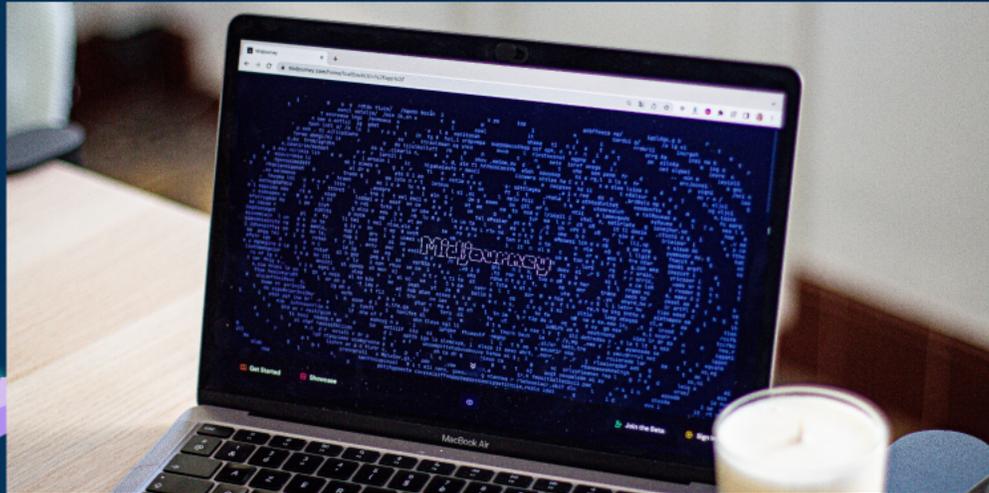
ACTION STEPS



Tip: Read our [new blog post on AI in the newsroom](#) for an in-depth analysis.



# OPPORTUNITIES



The Associated Press divides AI uses into three main categories:

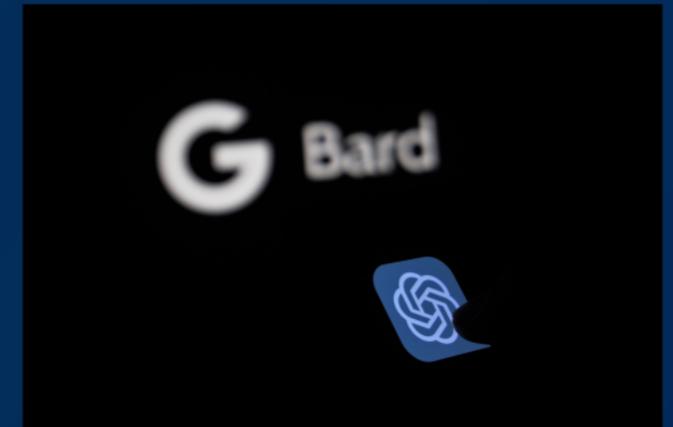
-  News gathering
-  News production
-  News distribution

# THREATS



Biggest threats AI poses to journalism:

- ⚠ Replacing newsroom jobs
- ⚠ Plagiarism
- ⚠ Misinformation
- ⚠ Losing search ranking opportunities
- ⚠ Decreased visibility



# CIVIC MEDIA MODEL

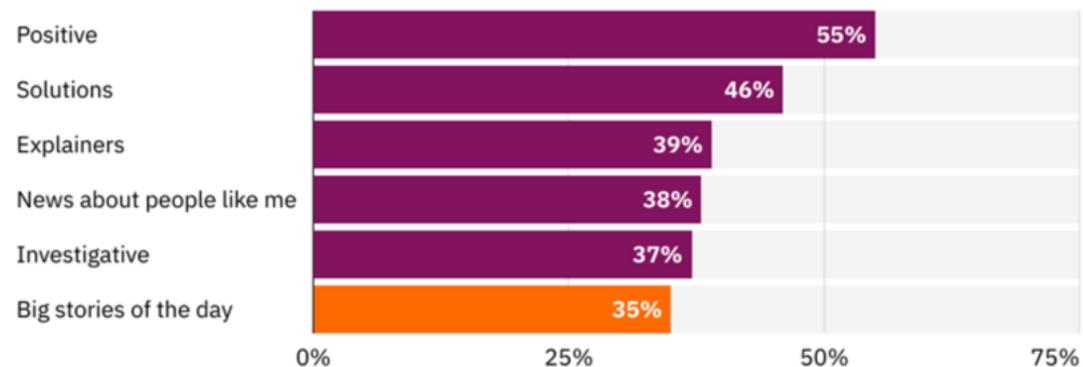
"CIVIC JOURNALISM IS NEWS AND INFORMATION ON HOW PEOPLE CAN LIVE BETTER IN THEIR COMMUNITIES. IT INCLUDES A FOCUS ON AE (ACTUAL EXPERIENCE) INSTEAD OF AI."

- JENNIFER BRANDEL,  
HEARKEN

## Proportion of news avoiders that say they are interested in each type of news

Average of selected markets

62% of non-avoiders are interested in **Big stories of the day**



**News\_interest\_2023.** How interested are you, if at all, in the following types of news? Base: Those who sometimes or often avoid the news in all markets except Turkey, Malaysia, Argentina, Chile, Mexico, South Africa, Kenya, Philippines, Colombia, Indonesia, Nigeria, Peru, and Thailand = 22467.

# ACTION STEPS



- ➔ Form a cross-functional AI team
- ➔ Develop AI guidelines
- ➔ Experiment with AI tools
- ➔ Track results of AI experiments
- ➔ Analyze your site's topic authority
- ➔ Be prepared for search traffic disruption

# TAKEAWAYS & RESOURCES

✓ [News SEO resources](#)

✓ [Breaking news SEO tip sheets](#)





THANK YOU!



Get a free 3-month trial of Trisolute News Dashboard!

Enter ONA23 on the registration form.



Presentation by Trisolute News Dashboard  
<https://newsdashboard.com/>

