

# THE RACE FOR GOOGLE VISIBILITY ELECTION NIGHT



-  **ANALYZE THEN STRATEGIZE:** Begin with a search performance analysis from past elections. Which articles performed best on Google? Where did your news outlet demonstrate topic authority? Note any disappointing search efforts and brainstorm ways to improve execution. Distill insights into your current election SEO strategy.
-  **KEEP IT SIMPLE:** A nimble search strategy is critical for election night. Coverage plans should highlight essential SEO guidance: targeted keywords, headline structure, visual assets, live blog formatting, etc. If your CMS allows, create a search optimized article template pre-populated with cross links to relevant, optimized durable election content.
-  **LIVE BLOG STRATEGY:** Front-load the live blog headline with a static optimized keyword phrase, such as Election Night 2024, then update the second half of the headline with major updates throughout the night. Treat each post like a mini article with a search optimized headline of its own, mobile-friendly formatting, internal links to helpful content, external links to authoritative sources, and visual assets when warranted.
-  **MONITOR TRENDING TOPICS:** Pay attention to Google Trends, especially the breakout and rising search trends. For smaller and niche news sites, being proactive in creating content for rising queries may offer more Google visibility ranking opportunities than the main election key words which will be highly competitive.
-  **DOCUMENT WINS AND CHALLENGES:** Take notes and capture screen grabs of SERP wins and challenges on election night for the post-mortem analysis.
-  **HOW THE TRISOLUTE NEWS DASHBOARD CAN HELP:** Create keyword clusters to track specific keywords, set alerts for lost rankings and missing topics, track live blog performance in real time, and analyze historical data.