GOOGLE LOOKS FOR RICH, WELL-ORGANIZED CONTENT

SEO
FOR NEWS
What makes for good SEO?

3 MAIN BUILDING BLOCKS

1 TECHNICAL
2 LINKS & SOCIAL
3 CONTENT

THINK — What would someone search for, in order to find this article?

THEN — Use that keyword(s) throughout the appropriate fields

Google — SCOTLAND VOTE

The following recommendations are provided to give a site the best chance of appearing in either Google Web or Google News

Web Result
What appears in a Google Web Result?

Cameron urges **Scotland** not to **vote** for independence...
www.cnn.com/2014/09/10/world/europe/uk-scottish-independence/   CNN
7 days ago - UK Prime Minister David Cameron campaigns in **Scotland**... The Queen "is above politics" and doesn't want to influence outcome of **vote**...

→ TITLE tag
→ URL
→ META Description & Body Copy

News Result
What appears in a Google News Result?

→ IMAGE (sometimes, if provided in News XML Sitemap)
Cameron begs **Scotland**: Don't rip our family of nations a...
CNN - Sep 10, 2014
Almost anyone living in **Scotland** age 16 or over on the day of the referendum will be able to **vote**. But voters in the rest of the United Kingdom...
→ HEADLINE
→ SITE NAME
→ BODY COPY

TITLE
- Appears in Google Web results as the "clickable" blue link
- Needs to satisfy two requirements
  – Must be keyword-rich (to rank in Google News & Google Web results)
  – Must be something someone wants to click on, or "clickworthy"
- Google will display roughly 50-55 characters; longer is OK but will be truncated
- Ensure keywords are at or near the beginning (give keywords prominence)

URL / SLUG
- Appears in Google Web results underneath the TITLE
- Ensure keywords are included in the slug

BONUS VIDEO
- If there's a description, include the appropriate keywords
- Ensure there's a separate Video XML Sitemap, and that all applicable fields are optimized

META Description
- Usually (but not always) appears in Google as the sentence or two underneath the URL (Google Web) or under the Site name (Google News)
- Should be readable, and "clickworthy"
- Google will display roughly 150 characters, if available
- Again, be sure to use the keywords and give them prominence if possible

IMAGES
- Filename should include a relevant keyword; name the image
- ALT tag (stands for Alternate tag) should include keywords
- If there's a caption, include the appropriate keywords

HEADLINE
- Appears in Google News results as the "clickable" link
- Can match the TITLE but it's not required
- If not, it
  – should be related, and include the keywords
  – can be longer and can provide more detail than the TITLE
- Google will display roughly 55 characters max; longer is OK but will be truncated

BODY COPY
- Be sure to use the appropriate keywords throughout the body copy
- Don't go overboard. The article shouldn't read as "spammy"

Google OPTIMIZATION

SEO / URL/SLUG / META DESCRIPTION / HEADLINE / BODY COPY / IMAGES / VIDEO / TITLE