SEO FOR NEWS

What makes for good SEO?

FOR NEWS

What appears in a Google Web Result?

WEB RESULT

- TITLE tag
- URL
- META Description & Body Copy

WEB RESULT

- HEADLINE
- BODY COPY
- IMAGES
- SITE NAME

- HEADLINE
- BODY COPY
- IMAGES
- SITE NAME

- HEADLINE
- BODY COPY
- IMAGES
- SITE NAME

THE FOLLOWING RECOMMENDATIONS ARE PROVIDED TO GIVE A SITE THE BEST CHANCE OF APPEARING IN EITHER GOOGLE WEB OR GOOGLE NEWS

- 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
  - Google will display roughly 150 characters, if available
  - Again, be sure to use the keywords and give them prominence if possible

- META Description
  - If there’s a description, include the appropriate keywords
  - Ensure there’s a separate Video XML Sitemap, and that all applicable fields are optimized
  - 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 “clickworthy”
  - Google will display roughly 55 characters, if available
  - Again, be sure to use the keywords and give them prominence if possible

- VIDEO
  - 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"

- 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
  - It not, it should be related, and include the keywords
  - Can be longer and can provide more detail than the TITLE
  - Google will display roughly 56 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”

THINK

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

THEN

Use that keyword(s) throughout the appropriate fields

Google looks for rich, well-organized content.

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