

Hello!

We'll get started at 2 p.m. ET

Use the Q&A box on the left to submit questions or for technical support

Technical considerations:

- If you're experiencing choppiness, try changing your "My Connection Speed" settings, located under the "Meeting" menu.

A recording of today's webinar will be available shortly

Improve Search Optimization

Digital Experiences that Drive Results, Part 2

August 29, 2018

Thank You

Harnisch Foundation

- **For funding our Webinar equipment**

Knight Foundation

- **For its support of News University**

Today's Presenter

Crystal L. Lauderdale

- Multimedia journalist turned digital marketing, communications and business leader
- Director of Content Strategy at Alvarez & Marsal
- Spent most of career in entrepreneurial tech environments, including the New York Times Regional Group and AOL's Patch.com
- BA in journalism from the USC and an MBA from Florida



 [/crystallauderdale](https://www.linkedin.com/company/crystallauderdale)

 [@CLLauderdale](https://twitter.com/CLLauderdale)

Poll – Getting to Know You

How do you describe your current focus?

- **Reporting (including photography and multimedia)**
- **Editing/production**
- **Marketing/communications**
- **Web development/programming**
- **Other**

Poll – Getting to Know You

Did you participate in Part 1 of our series on Aug. 1?

- **Yes.**
- **No, this is my first webinar in the series.**
- **No, I didn't know there were other parts.**


Remember the Important Stuff

Regardless of format, **to be successful, content must be:**

- **Original**
- **High quality**
- **Useful and/or entertaining**
- **Easy to find**
- **Easy to consume**

The Important Stuff

Regardless of format, **to be successful, content must be:**

- Original
 - High quality
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 - Easy to consume
- 
- Part 1**

The Important Stuff

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- Part 1
- Parts 2-4

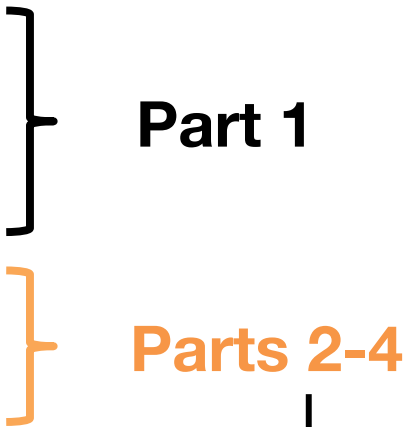
The Important Stuff

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- Part 1
- Parts 2-4
- SEO

The Important Stuff

Regardless of format, **to be successful, content must be:**

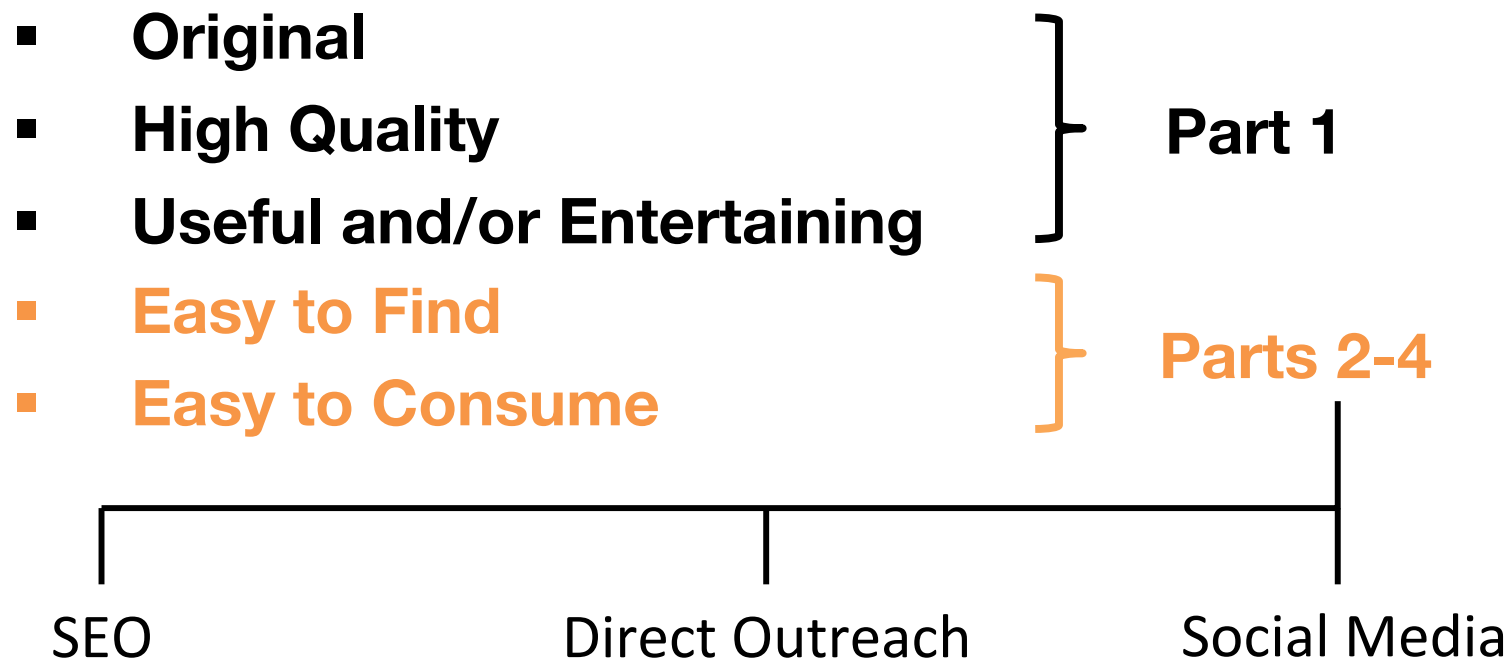
- **Original**
 - **High Quality**
 - **Useful and/or Entertaining**
 - **Easy to Find**
 - **Easy to Consume**
- 
- The list of requirements is grouped into two categories. A black bracket on the right side groups the first three items (Original, High Quality, Useful and/or Entertaining) under the label 'Part 1'. An orange bracket on the right side groups the last two items (Easy to Find, Easy to Consume) under the label 'Parts 2-4'.

SEO

Direct Outreach

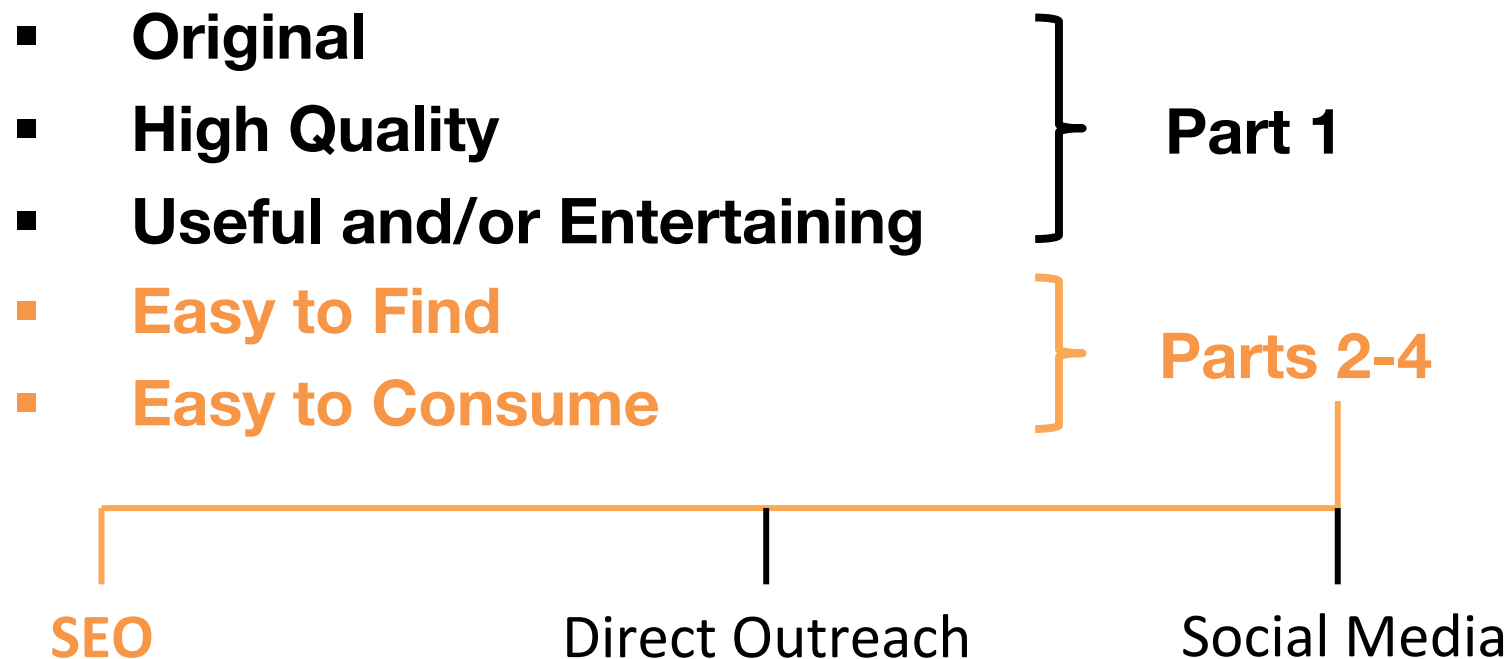
The Important Stuff

Regardless of format, **to be successful, content must be:**



The Important Stuff

Regardless of format, **to be successful, content must be:**



Poll – SEO Influencers

What do you think is the biggest search optimization influencer?

- **Keywords and phrases**
- **Inbound links**
- **Site speed**
- **Content quality/relevance**
- **Site architecture**
- **Social media**
- **Mobile-friendliness**
- **Other**

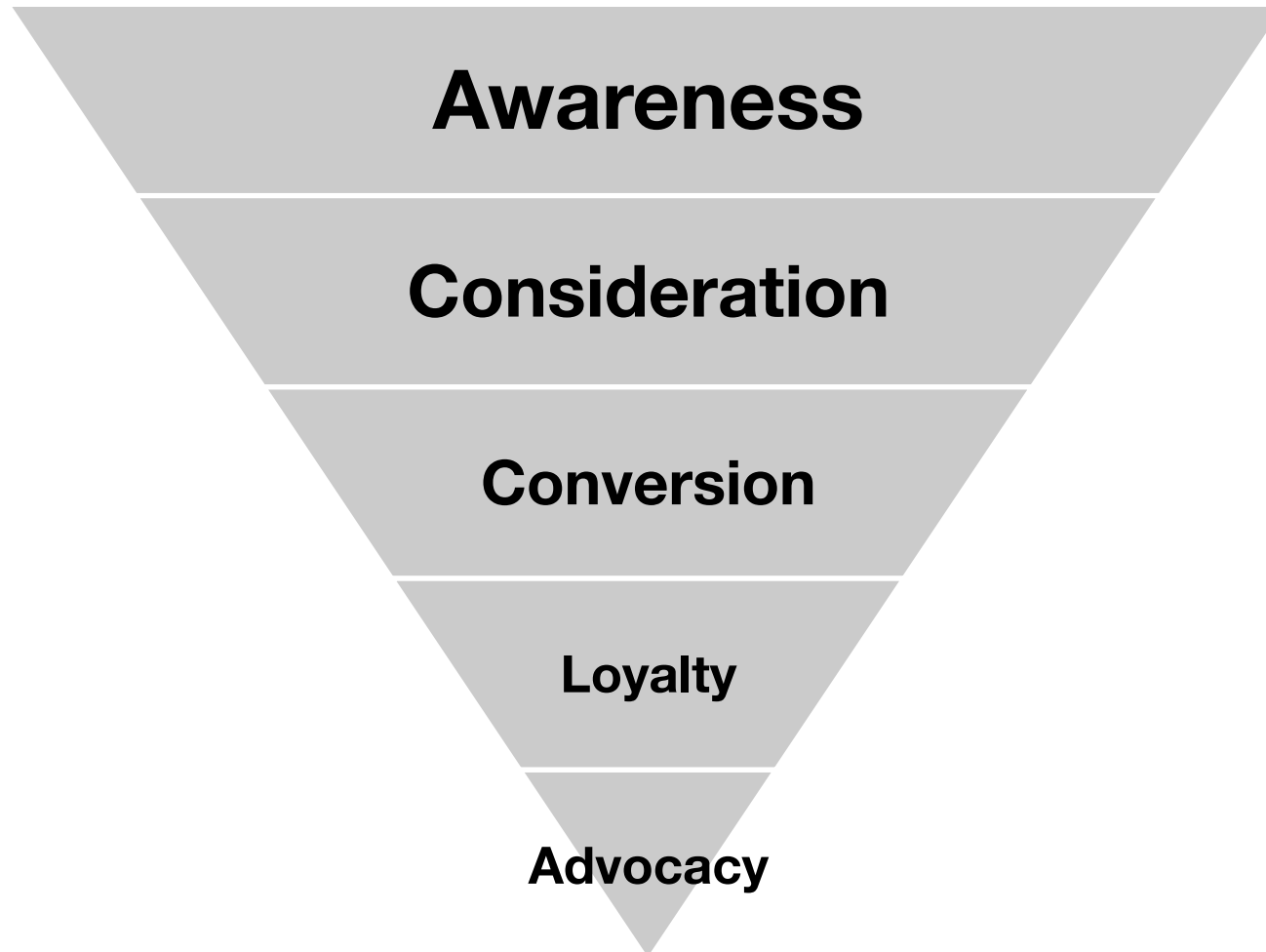
Disclaimer



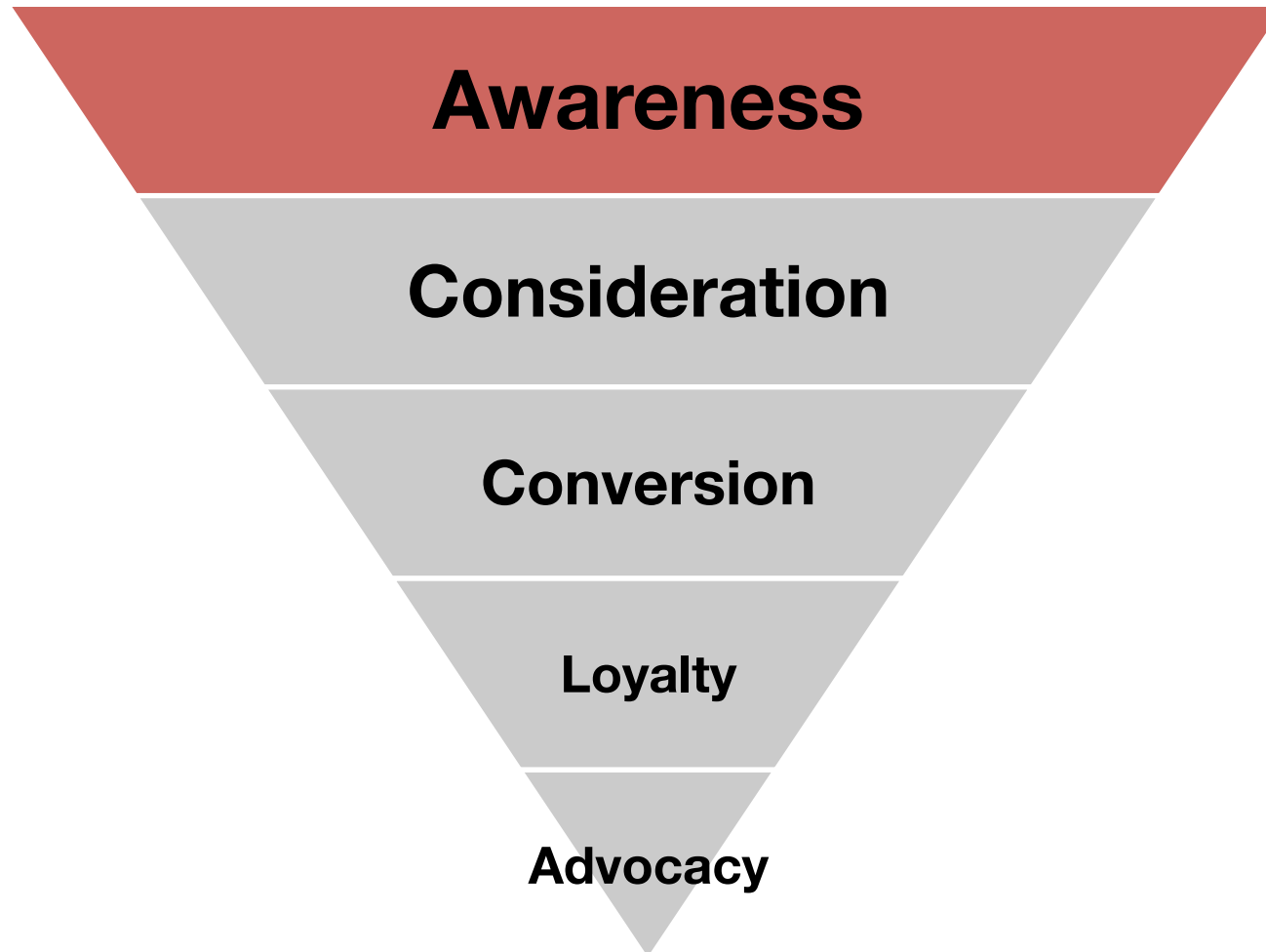
Today's Agenda

- Define **the role of SEO** in attracting and engaging an audience
- Understand, at a high level, **how search engines operate** and deliver results
- Distinguish **site-level SEO** requirements
- Define the **role of content in SEO** and discuss effective strategies
- Know **key performance indicators (KPIs)** associated with search-generated engagement
- Discover **tools and resources** to optimize content and learn more

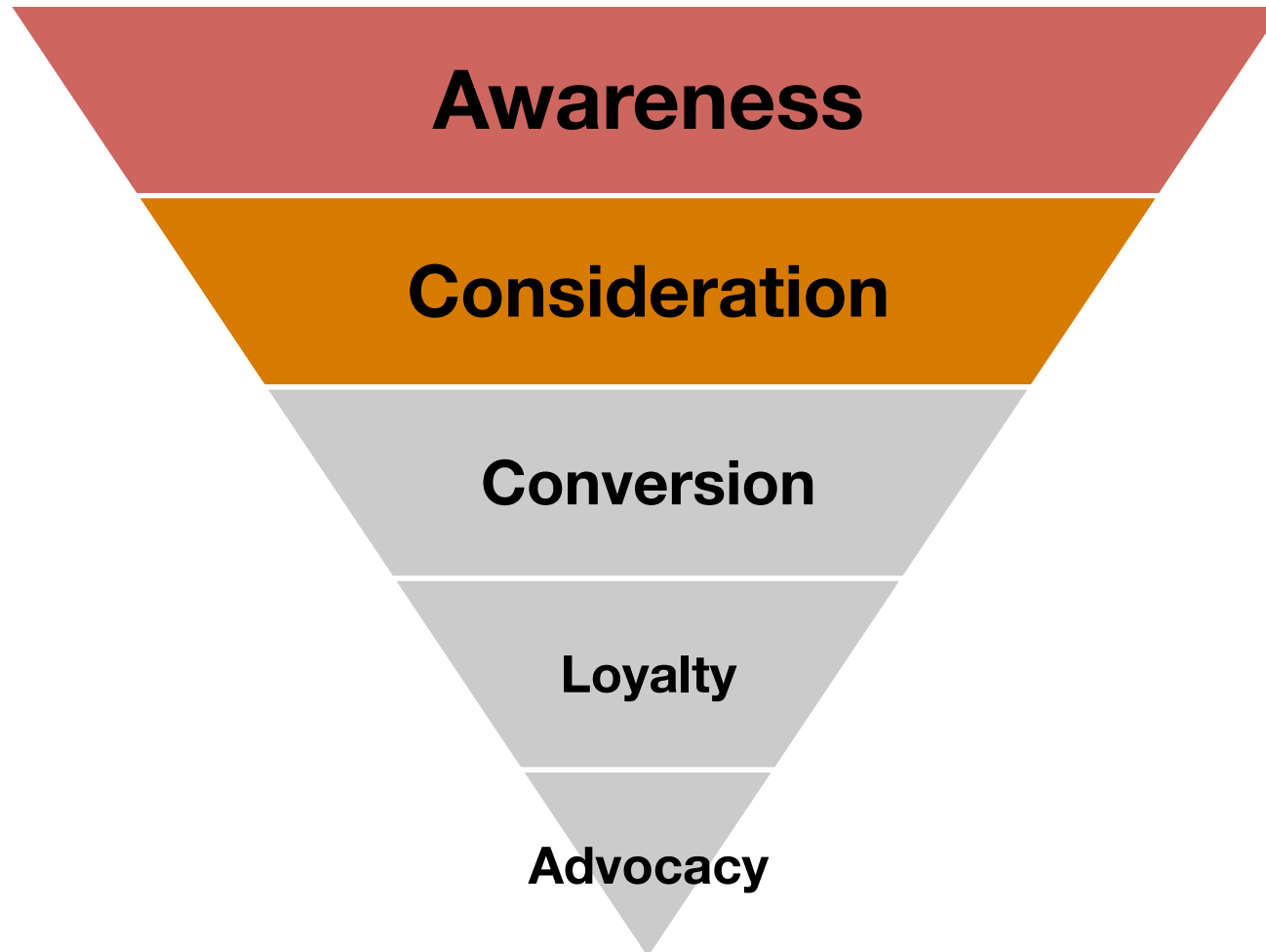
The Audience Journey



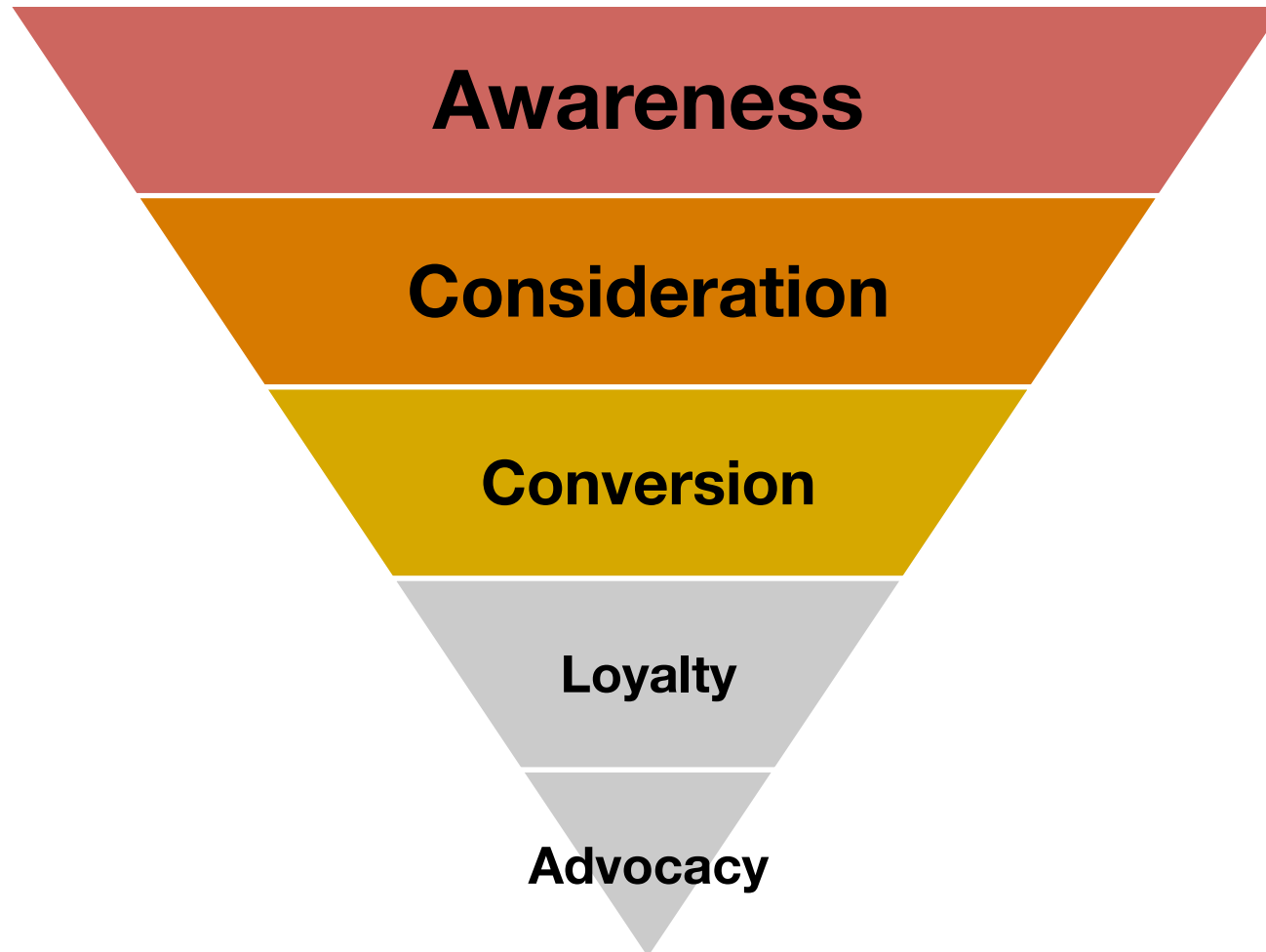
The Audience Journey



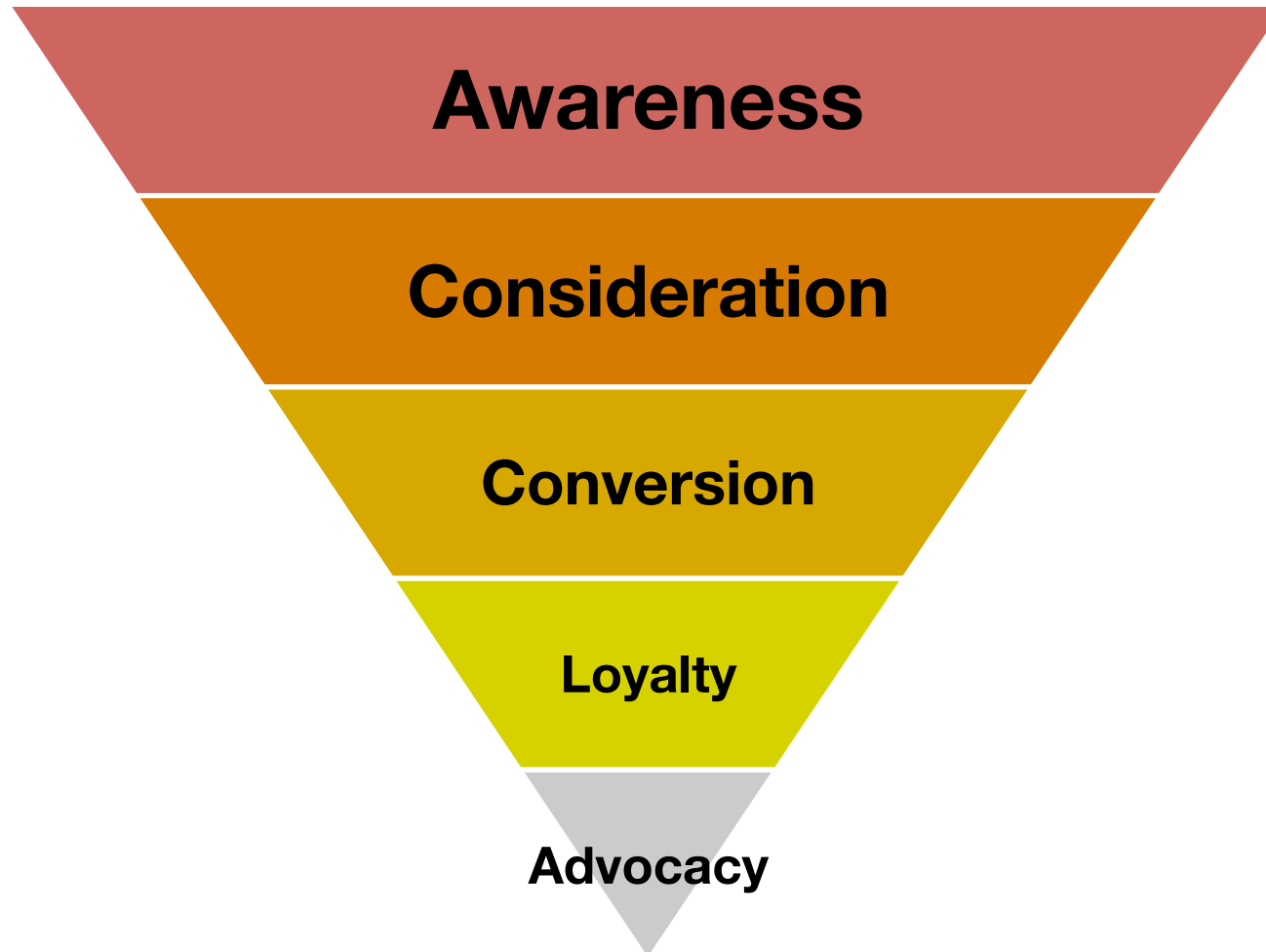
The Audience Journey



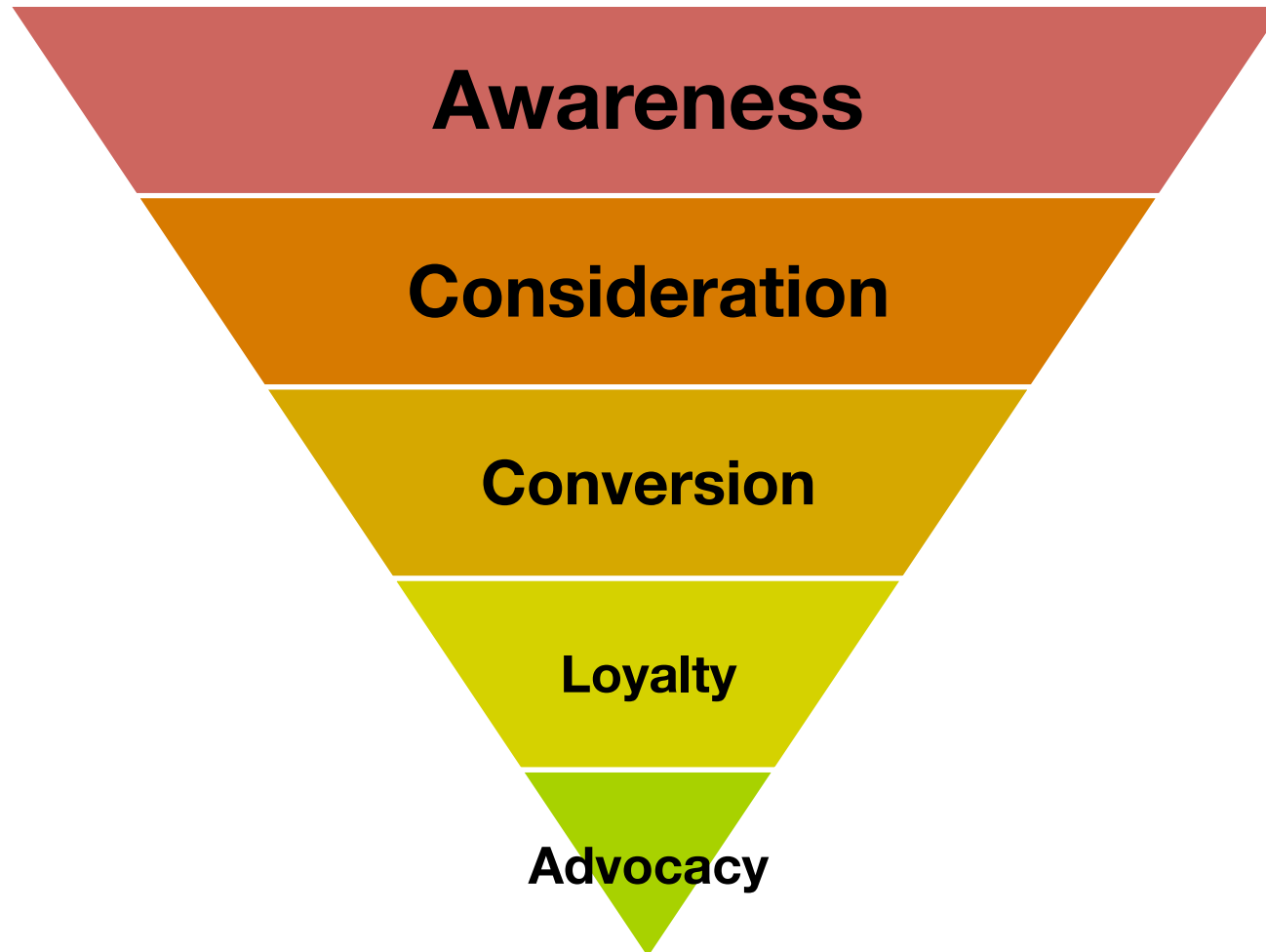
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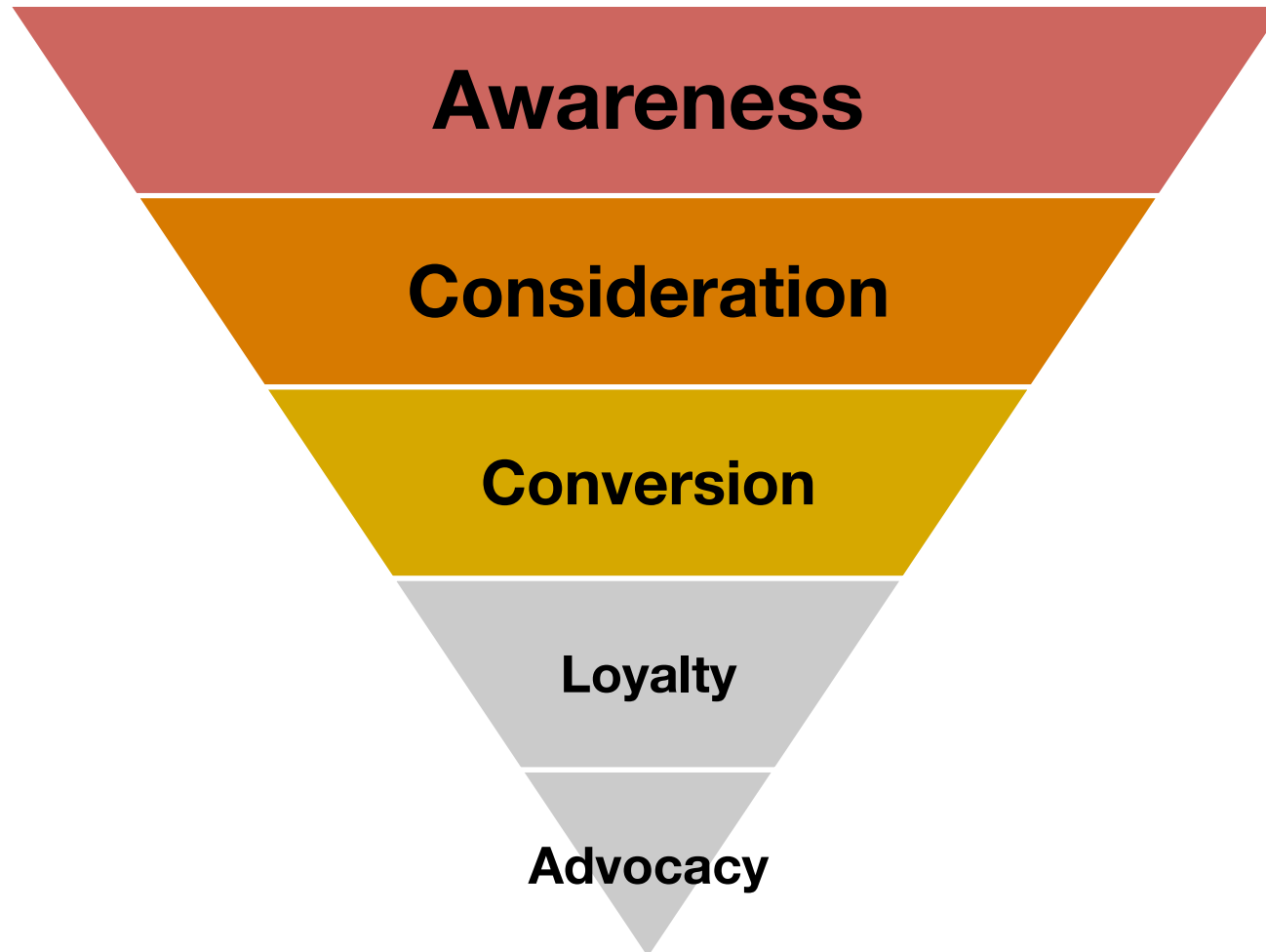
The Audience Journey



The Audience Journey



SEO and Your Audience

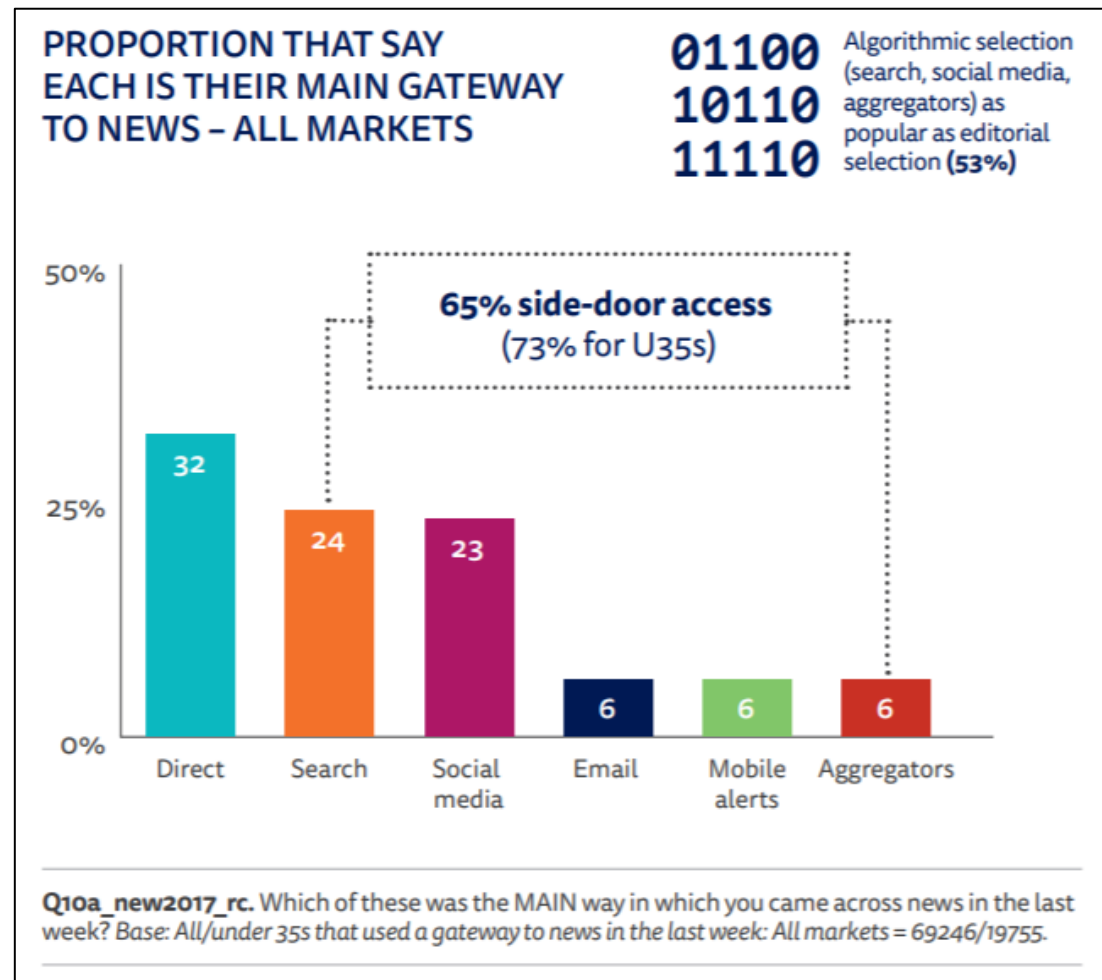


Poll – Got News?

How do you typically find news online?

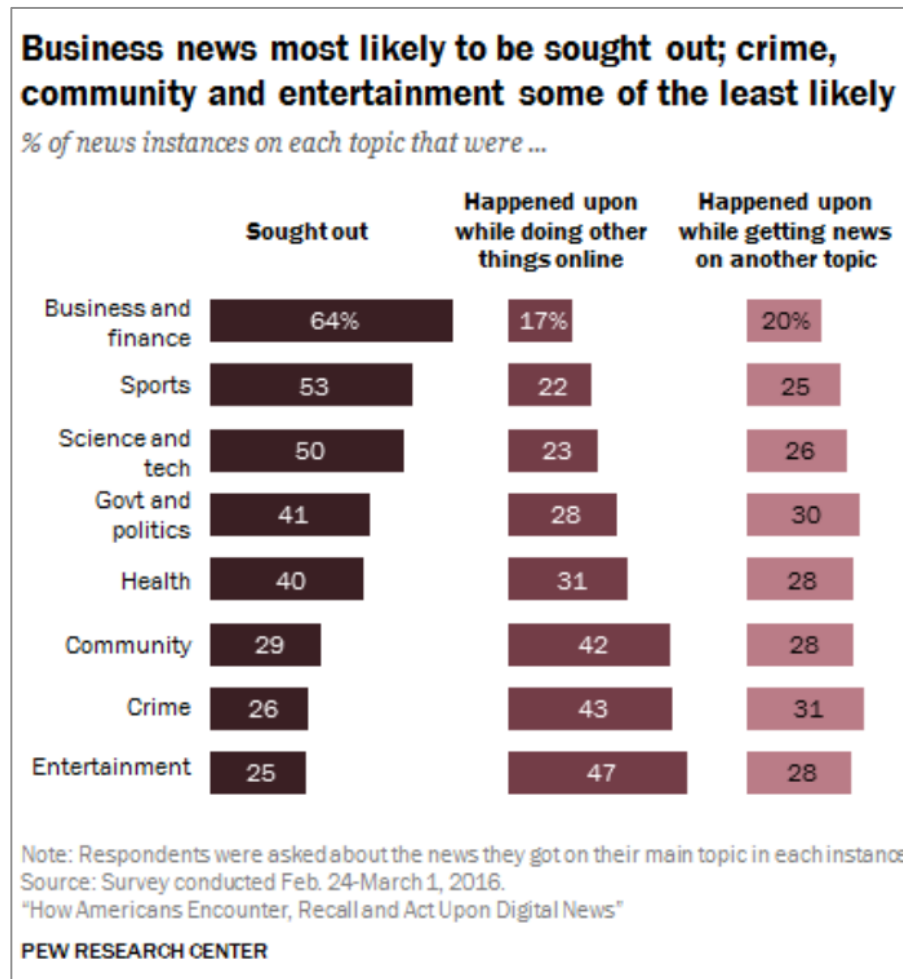
- **Visiting my favorite news websites**
- **Social media**
- **Search engines**
- **Aggregators (e.g. Flipboard, Apple News, Google News)**
- **Email/newsletters**
- **Mobile alerts**
- **Other**

Audience Journey Fun Facts



Source: [Reuters Institute Digital News Report 2018](#)

Audience Journey Fun Facts



Source: [Pew Research Center, "How Americans Encounter, Recall and Act Upon Digital News" \(2017\)](#)

Audience Journey Fun Facts

In the first half of 2018, **78% of internet searches were conducted using Google.**¹

Weekly Usage of Selected News Aggregators

Selected regions

▼	North America	EU	Asia	Latin America
Flipboard	5%	2%	5%	3%
Google News	13%	10%	21%	21%
Reddit	7%	3%	4%	3%
Smart News	3%	2%	6%	4%

Q10c_2016. When using the internet for news, have you used any of the following sites or mobile apps that aggregate different news links in the last week? Please select all that apply.

Base: Total sample: North America = 4269, EU = 40,312, Asia = 11,142, Latin America = 8012.

Note: Figures are average of markets with region, weighted equally

¹ [Net Market Share](#)

Chart: [Reuters Institute Digital News Report 2017](#)

How Do Search Engines Work?



Google Search

I'm Feeling Lucky

How Do Search Engines Work?



1

Crawling



Google Search

I'm Feeling Lucky

How Do Search Engines Work?



1

Crawling



2

Indexing









Google Search

I'm Feeling Lucky

How Do Search Engines Work?



-  
-  
-  

Google Search

I'm Feeling Lucky

What Impacts Search Ranking?

Site-level Optimization:

What Impacts Search Ranking?

Site-level Optimization:

- **Discoverability**

What Impacts Search Ranking?

Site-level Optimization:

- **Discoverability**
- **Site Architecture**

What Impacts Search Ranking?

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What Impacts Search Ranking?

Site-level Optimization:

- **Discoverability**
- **Site Architecture**
- **Usability**
- **Operability**

What Impacts Search Ranking?

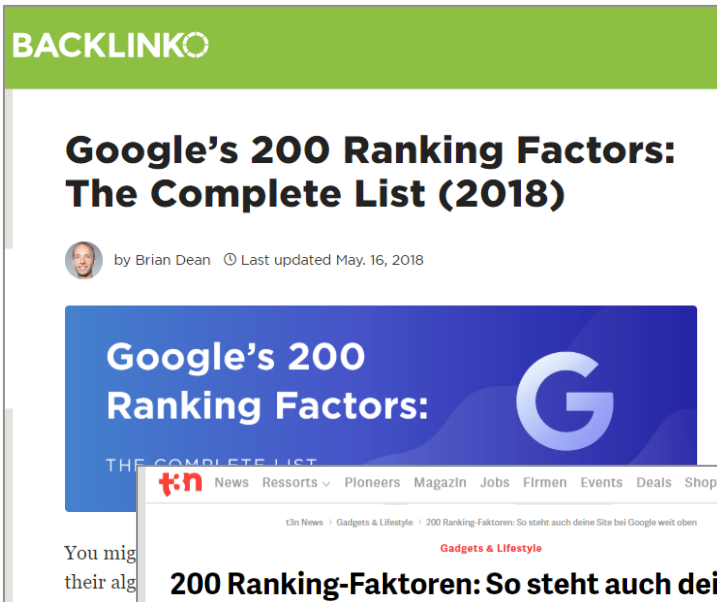
Site-level Optimization:

- Discoverability
- Site Architecture
- Usability
- Operability

“As a general rule, making [your site] easier for users makes it easier for Google.”¹

¹Adam Clarke, [“SEO 2018: Learn Search Engine Optimization with Smart Internet Marketing Strategies”](#)

What Impacts Search Ranking?



What Impacts Search Ranking?

1. ...

What Impacts Search Ranking?

1. ... Page Quality

What Impacts Search Ranking?

1. ... Page Quality = Content Quality, Quantity
+

What Impacts Search Ranking?

$$\begin{aligned} 1. \dots \text{Page Quality} &= \text{Content Quality, Quantity} \\ &+ \\ &\text{Site Information} \\ &+ \end{aligned}$$

What Impacts Search Ranking?

$$\begin{aligned} 1. \dots \text{Page Quality} &= \text{Content Quality, Quantity} \\ &+ \\ &\text{Site Information} \\ &+ \\ &\text{Site Reputation} \\ &+ \end{aligned}$$

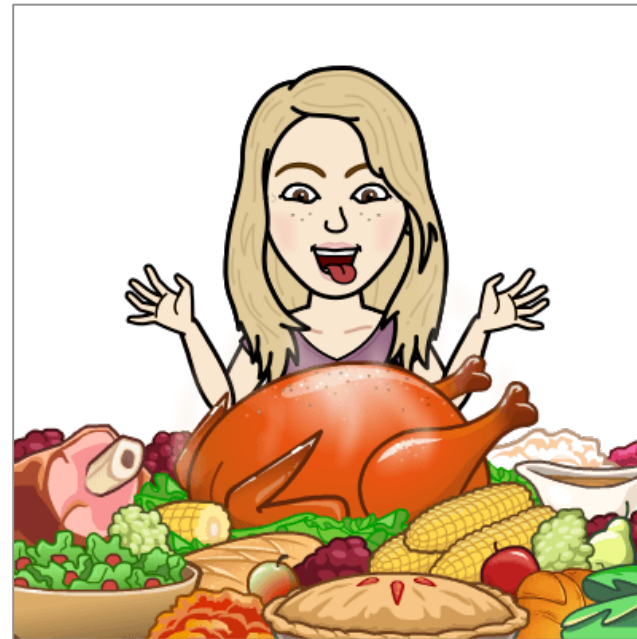
Source: Google, "[Search Evaluator Guidelines](#)" (2017)

What Impacts Search Ranking?

$$\begin{aligned} 1. \dots \text{Page Quality} &= \text{Content Quality, Quantity} \\ &+ \\ &\text{Site Information} \\ &+ \\ &\text{Site Reputation} \\ &+ \\ &\text{E. A. T.} \end{aligned}$$

Source: Google, "[Search Evaluator Guidelines](#)" (2017)

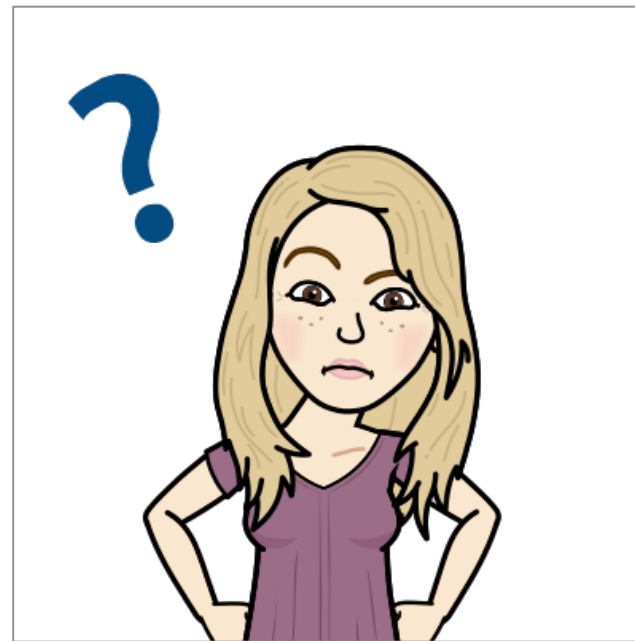
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E. A. T.

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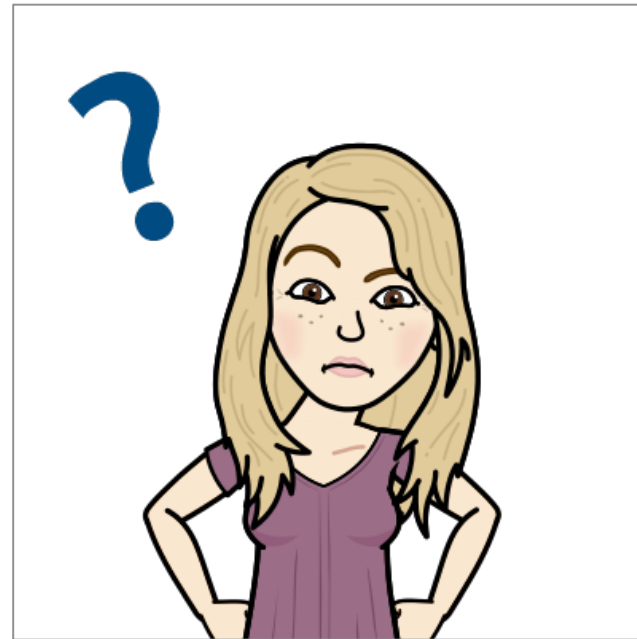


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What Impacts Search Ranking?

Expertise



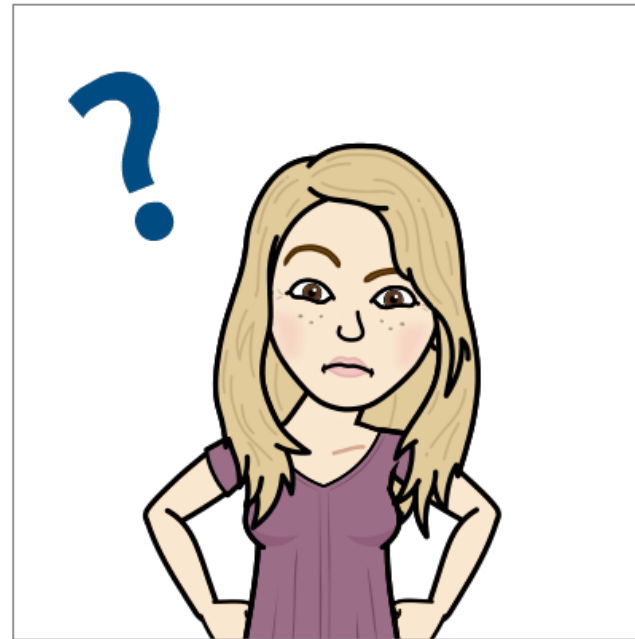
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What Impacts Search Ranking?

Expertise

Authority



E. A. T.

Source: Google, "[Search Evaluator Guidelines](#)" (2017)

What Impacts Search Ranking?

Expertise

Authority

Trust



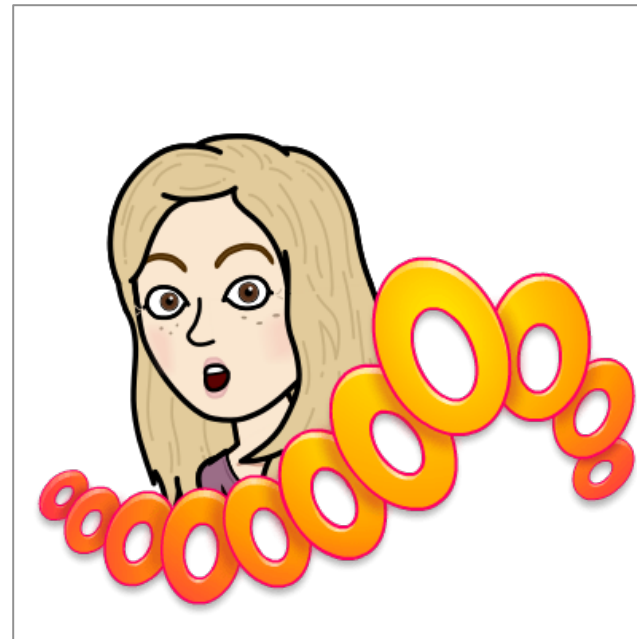
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What Impacts Search Ranking?

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Trust



E. A. T.

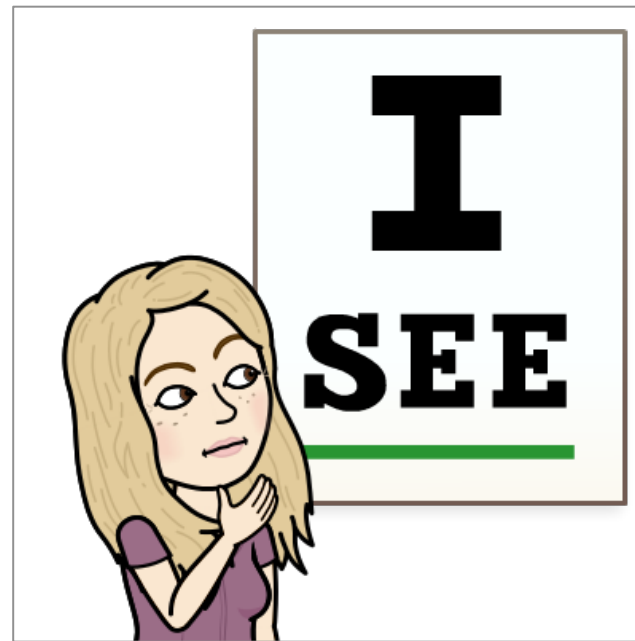
Source: Google, "[Search Evaluator Guidelines](#)" (2017)

What Impacts Search Ranking?

Expertise

Authority

Trust



E. A. T.

Source: Google, "[Search Evaluator Guidelines](#)" (2017)

What Impacts Search Ranking?

Expertise

“If you have a page about Tupperware, it doesn’t matter how many links you get - you’ll never rank for queries related to used cars ...”¹

Authority

Trust

¹Search Engine Journal, “[The Three Pillars of SEO: Authority, Relevance and Trust](#)” (2018)

What Impacts Search Ranking?

Expertise

“If you have a page about Tupperware, it doesn’t matter how many links you get - you’ll never rank for queries related to used cars ...”¹

Authority

“If your site has one thousand social media followers and backlinks, and your competitors have only 50 ... you’re probably going to rank higher.”²

Trust

¹Search Engine Journal, “[The Three Pillars of SEO: Authority, Relevance and Trust](#)” (2018)

²Adam Clarke, “[SEO 2018: Learn Search Engine Optimization with Smart Internet Marketing Strategies](#)”

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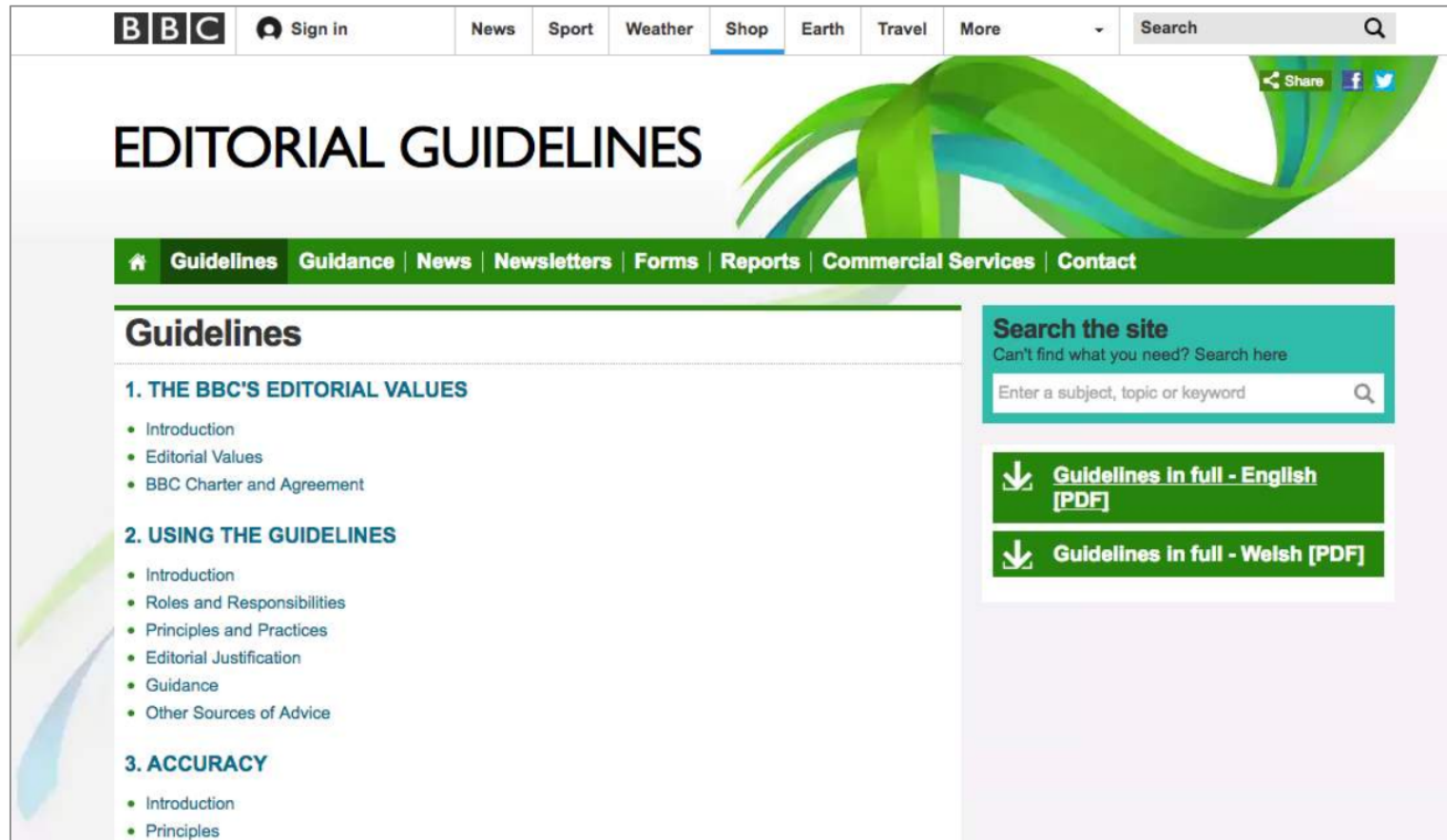
“High E-A-T news sources typically have published established editorial policies and robust review processes.”³

¹Search Engine Journal, “[The Three Pillars of SEO: Authority, Relevance and Trust](#)” (2018)

²Adam Clarke, “[SEO 2018: Learn Search Engine Optimization with Smart Internet Marketing Strategies](#)”

³Google, “[Search Quality Evaluator Guidelines, 2018](#)”

What Impacts Search Ranking?



³Google, "[Search Quality Evaluator Guidelines, 2018](#)"

What Impacts Search Ranking?

News Site Standards

- About page with **clear contact information**
- Listing **contributors** and editors
- Providing sources, **attribution**
- Publishing **new content frequently**
- Balancing and **distinguishing advertisements**

Content and SEO



Content and SEO

(Apparent) Top 10 Influencers

1. Content relevance

Content and SEO

(Apparent) Top 10 Influencers

1. Content relevance
2. Click-through rate

Content and SEO

(Apparent) Top 10 Influencers

1. Content relevance
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3. Time on site

Content and SEO

(Apparent) Top 10 Influencers

1. **Content relevance**
2. **Click-through rate**
3. **Time on site**
4. **HTTPS security**

Content and SEO

(Apparent) Top 10 Influencers

1. **Content relevance**
2. **Click-through rate**
3. **Time on site**
4. HTTPS security
5. Font size

Content and SEO

(Apparent) Top 10 Influencers

1. Content relevance
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5. Font size
6. Number of images

Content and SEO

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7. Facebook activity

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Content and SEO

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10. Number of backlinks

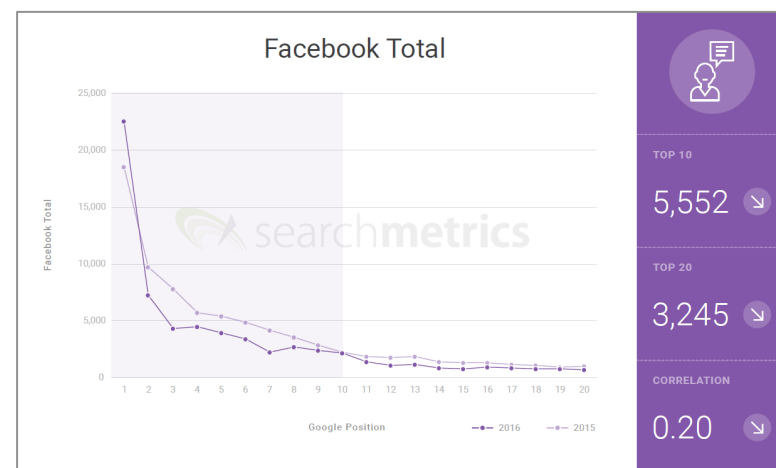
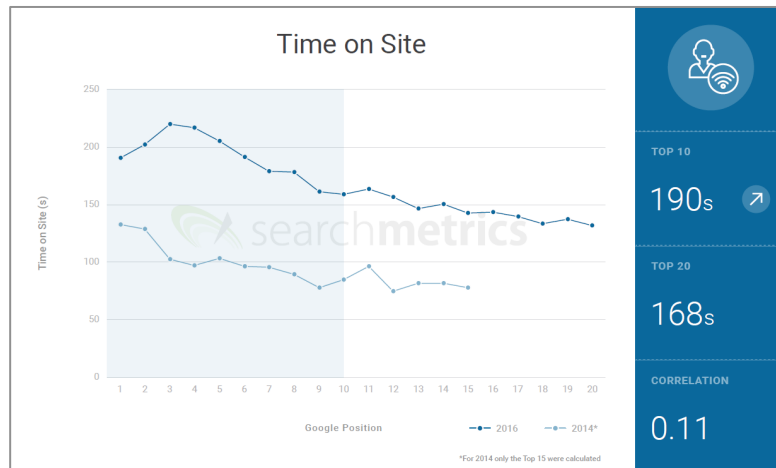
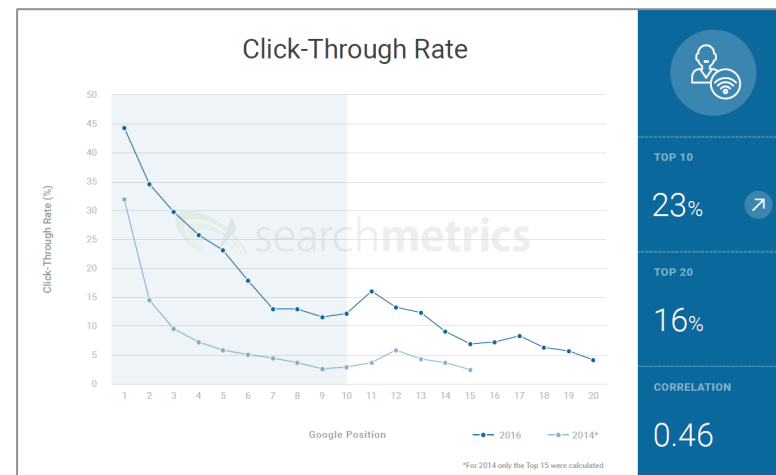
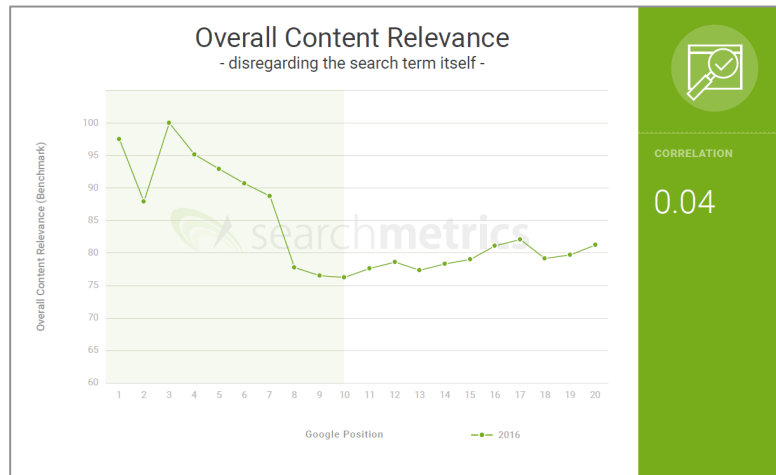
Content and SEO

(Apparent) Top 10 Influencers

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5. Font size
6. Number of images
7. Facebook activity
8. Tweets
9. Google+ activity
10. Number of backlinks

ALL of these factors are influenced by content relevance and quality.

Content and SEO



Source: Searchmetrics “[Rebooting Ranking Factors](#)” (2016)

Relevance and RankBrain



Relevance and RankBrain



apple suppliers near me



Google Search

I'm Feeling Lucky

Relevance and RankBrain



apple suppliers near me



Google Search

I'm Feeling Lucky



Relevance and RankBrain



apple suppliers near me



Google Search

I'm Feeling Lucky



What does it mean?



What does it mean?

“If you want to rank at the top, you need to do the following:

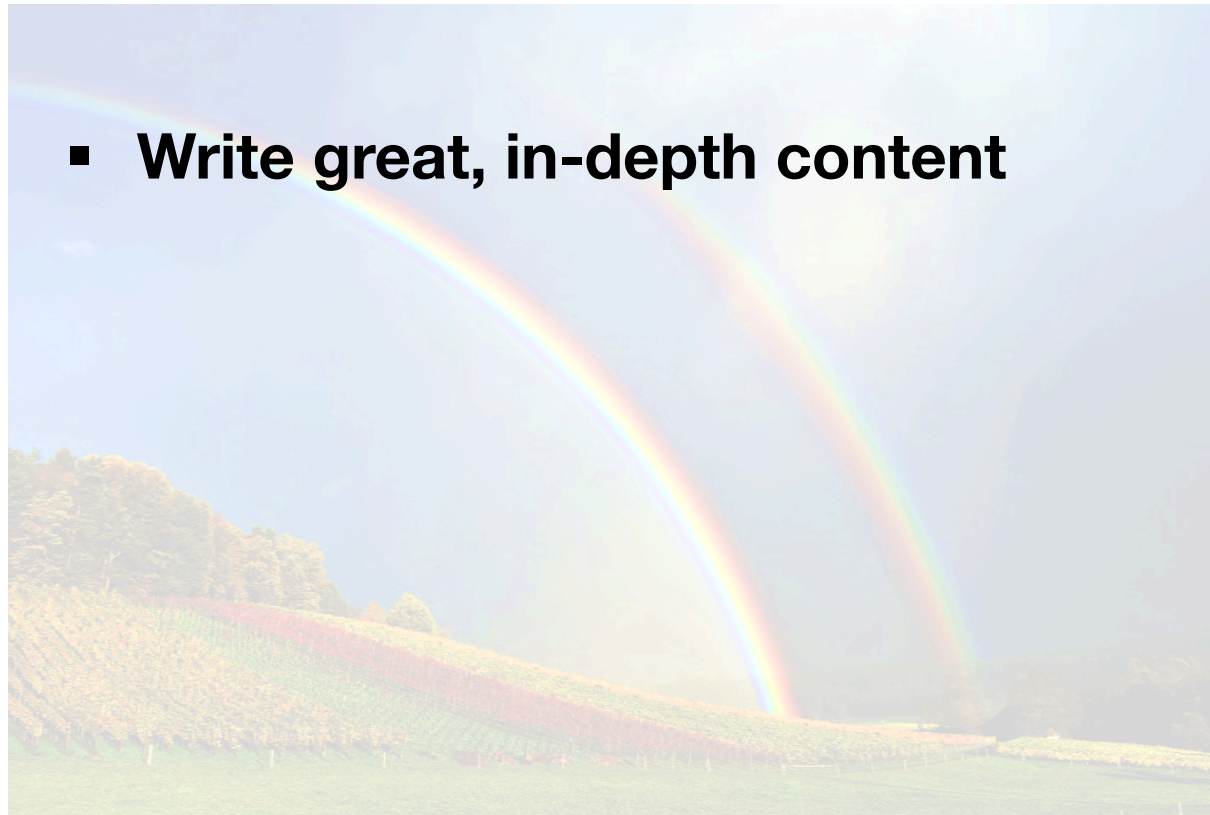


Source: Alejandro Rioja, “[What is Google RankBrain SEO, and How Does it Affect Your Rankings?](#)” (2018)

What does it mean?

“If you want to rank at the top, you need to do the following:

- **Write great, in-depth content**

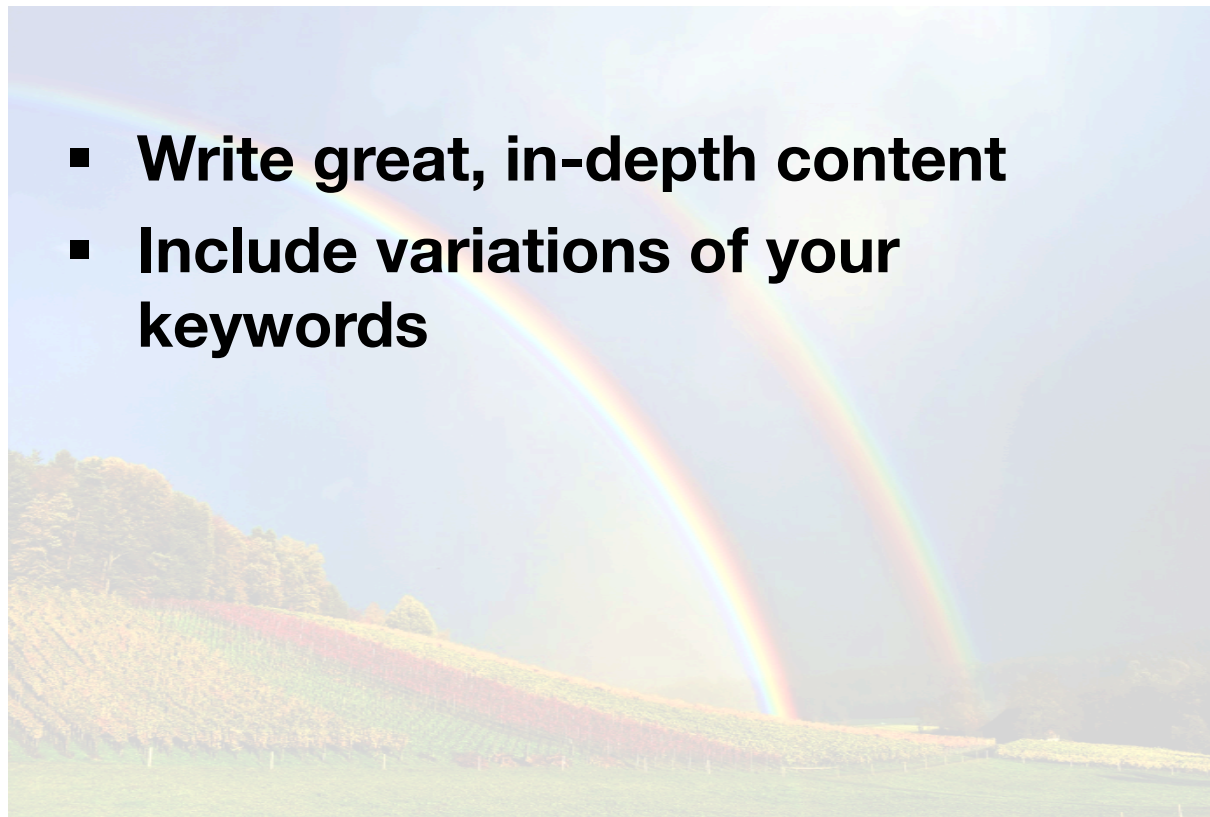


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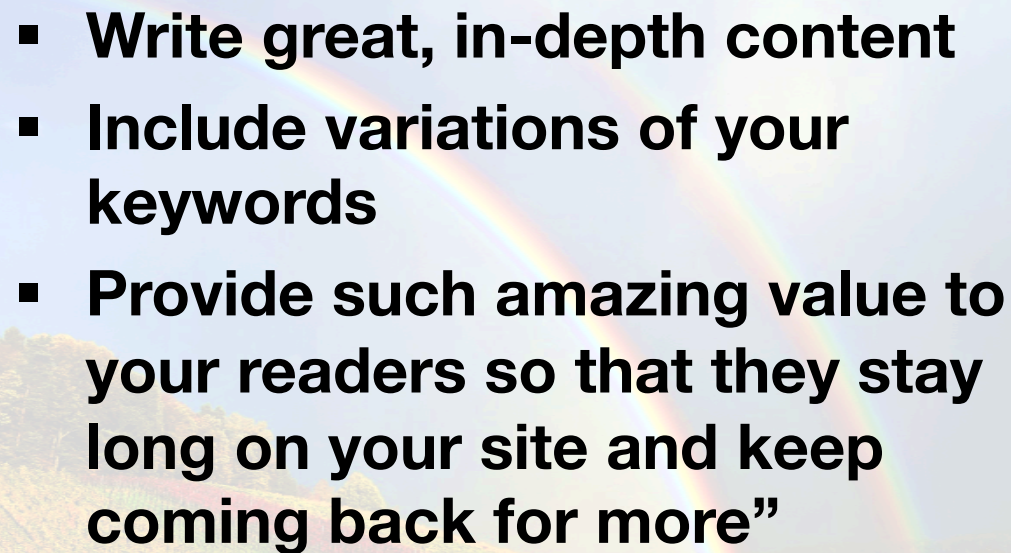
- **Write great, in-depth content**
- **Include variations of your keywords**



Source: Alejandro Rioja, “[What is Google RankBrain SEO, and How Does it Affect Your Rankings?](#)” (2018)

What does it mean?

“If you want to rank at the top, you need to do the following:

- 
- **Write great, in-depth content**
 - **Include variations of your keywords**
 - **Provide such amazing value to your readers so that they stay long on your site and keep coming back for more”**

Source: Alejandro Rioja, “[What is Google RankBrain SEO, and How Does it Affect Your Rankings?](#)” (2018)

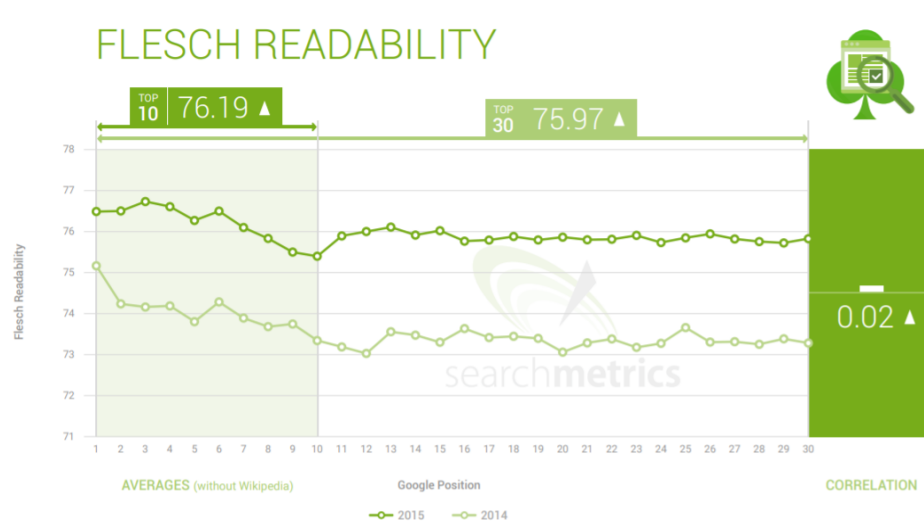
Poll – Checking Your Pulse

How are you primarily feeling at this point?

- **Relieved. Content quality and relevance are key!**
- **Excited. I can do this!**
- **Informed. Huh, did not know this stuff ...**
- **Confused. I got lost several slides back.**
- **Overwhelmed. I'm not sure what action to take.**
- **BRB. Went to grab coffee/use restroom/answer phone/check Facebook/etc.**
- **Other**

Strategies and Tools

Enhancing Quality

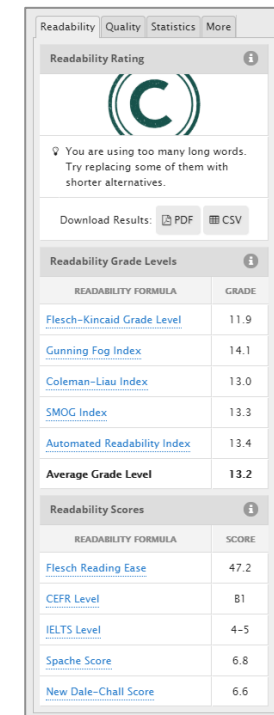
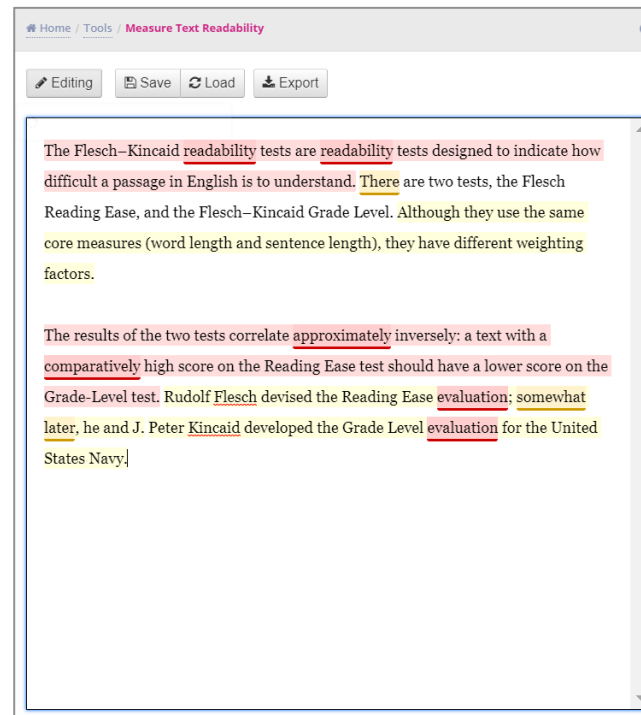


Google leaders have indicated that “**spelling, stylistic elements and factual accuracy**” are considered when evaluating E.A.T.¹

¹ Audience Bloom, “[Matt Cutts Says Poor Grammar and Spelling Can Kill Rankings](#)” (2014)
Chart: Searchmetrics, “[Search Ranking Factors and Rank Correlations](#)” (2015)

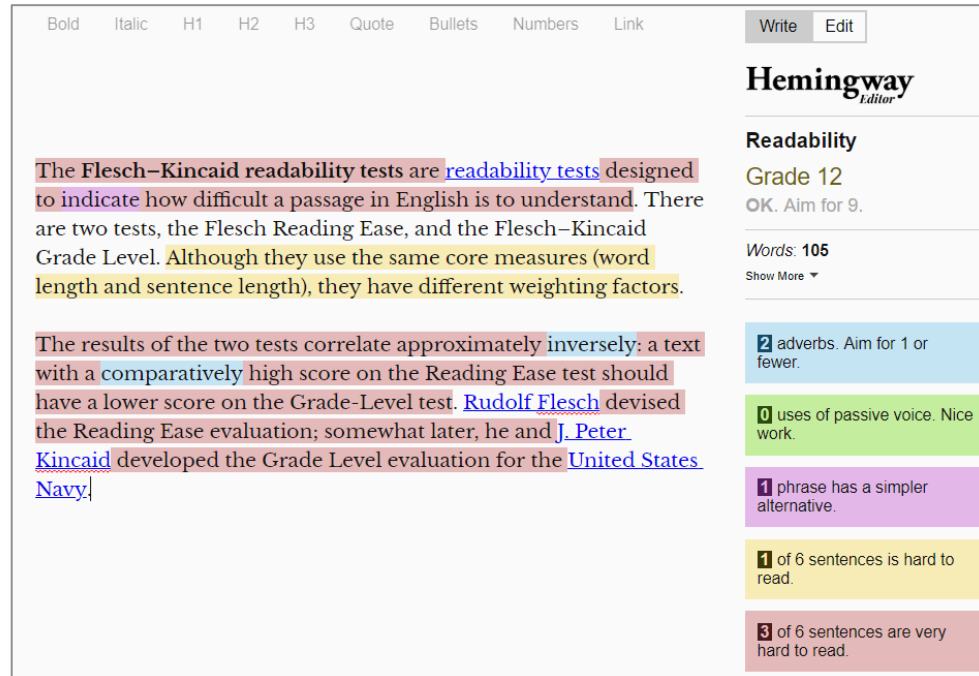
Strategies and Tools

Enhancing Quality



Strategies and Tools

Enhancing Quality

The image is a screenshot of the Hemingway Editor interface. The top bar contains various formatting options: Bold, Italic, H1, H2, H3, Quote, Bullets, Numbers, Link, Write, and Edit. The main text area contains two paragraphs. The first paragraph discusses the Flesch-Kincaid readability tests, and the second paragraph discusses the results of the tests. The right sidebar shows the Hemingway Editor logo, the Readability score (Grade 12), the word count (105), and several suggestions for improvement, such as reducing the number of adverbs, using passive voice, and simplifying phrases. The text in the main area is highlighted with various colors to indicate readability issues: red for complex sentences, blue for passive voice, green for adverbs, and yellow for long sentences.

Strategies and Tools

Keywords



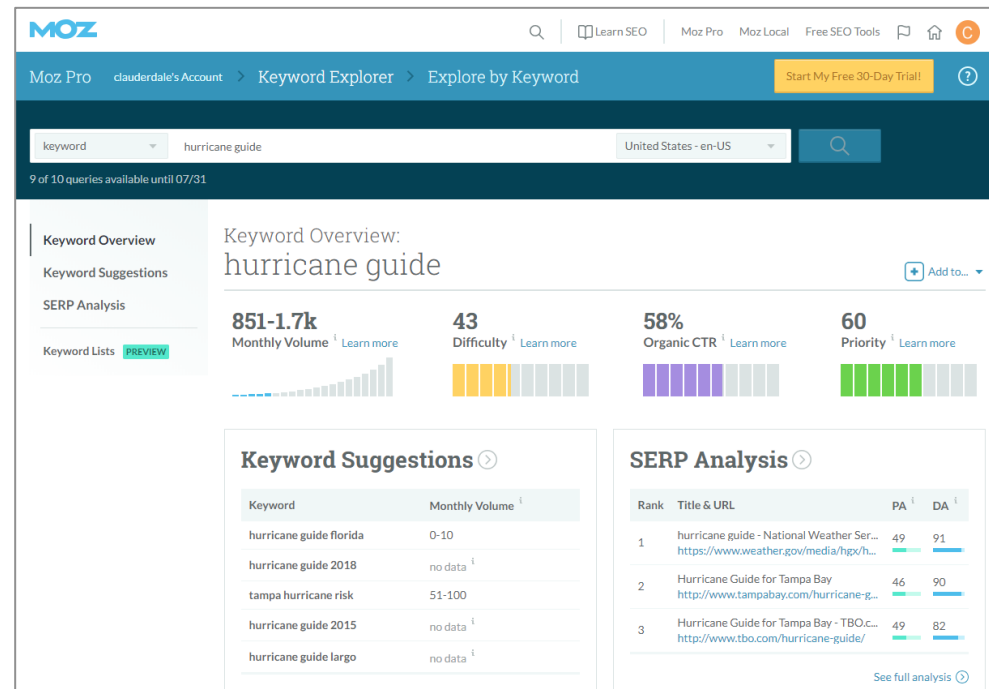
“... the keyword itself is now of secondary importance ... In 2016, just 53% of the top 20 URLs included the keyword in their title.”

“... Google is smarter about what pages mean (through related keyword, synonyms, close variants and entities) without relying on exact keyword phrases. We believe matching user intent is of utmost importance.”



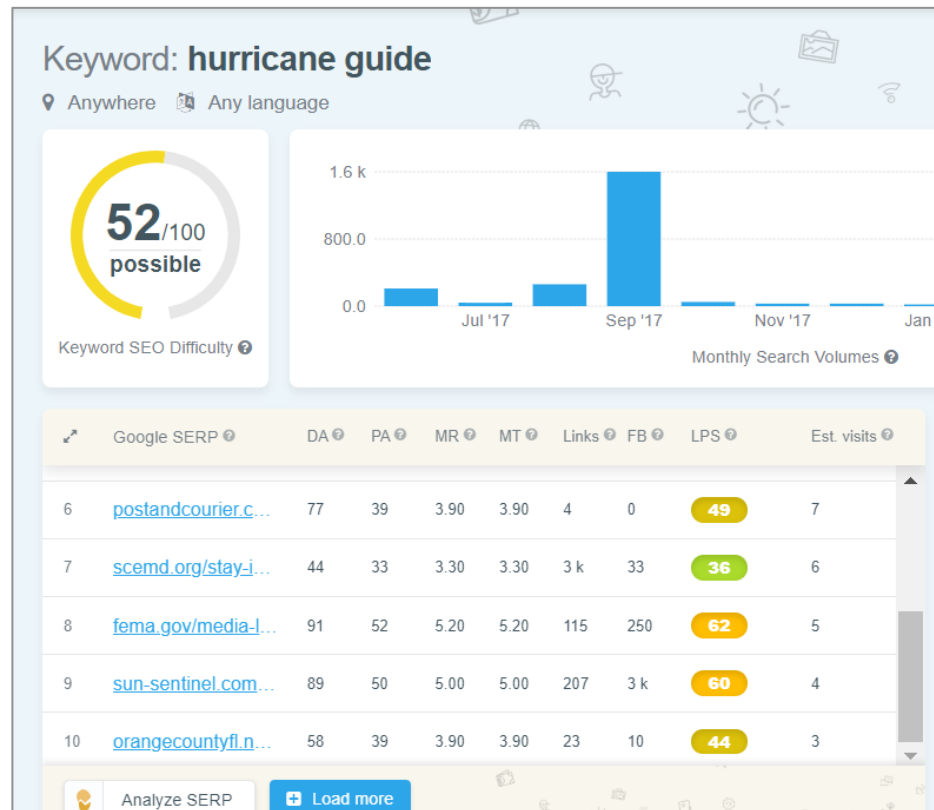
Strategies and Tools

Keywords



Strategies and Tools

Keywords



Strategies and Tools

Keywords



Ubersuggest

hurricane guide Web English / Uni... LOOK UP

140 Keyword Ideas Found For hurricane guide

KEYWORD SUGGESTIONS

I want to see keyword suggestions from

- ☒ Google Keyword Planner
- ☒ Google Suggest

FILTER RESULTS

Find Keywords Within Search Results

e.g. new **GO**

[Clear All Filters](#)

NEGATIVE KEYWORDS

<input type="checkbox"/> KEYWORD	<input type="text"/> SEARCH VOLUME	<input type="text"/> CPC	<input type="text"/> COMPETITION
<input type="checkbox"/> bbc hurricane guide			
<input type="checkbox"/> florida hurricane evacuation guide			
<input type="checkbox"/> florida hurricane retrofit guide			
<input type="checkbox"/> ga hurricane guide			
<input type="checkbox"/> georgia hurricane guide	10		0.06
<input type="checkbox"/> heb hurricane guide			
<input type="checkbox"/> houston hurricane guide			
<input type="checkbox"/> hurricane 360 episode guide			
<input type="checkbox"/> hurricane 5.9 rigging guide			
<input type="checkbox"/> hurricane 5.9 tuning guide			
<input type="checkbox"/> hurricane and fire survival guide lyrics			
<input type="checkbox"/> hurricane cat guide			

Poynter.NEWS UNIVERSITY

#nuwebinar

Strategies and Tools

Link Building

Strategies and Tools

Link Building

- **Build links naturally (i.e., don't purchase or trade links)**

Strategies and Tools

Link Building

- **Build links naturally (i.e., don't purchase or trade links)**
- **Pursue appropriate directories (e.g., Yelp, LinkedIn)**

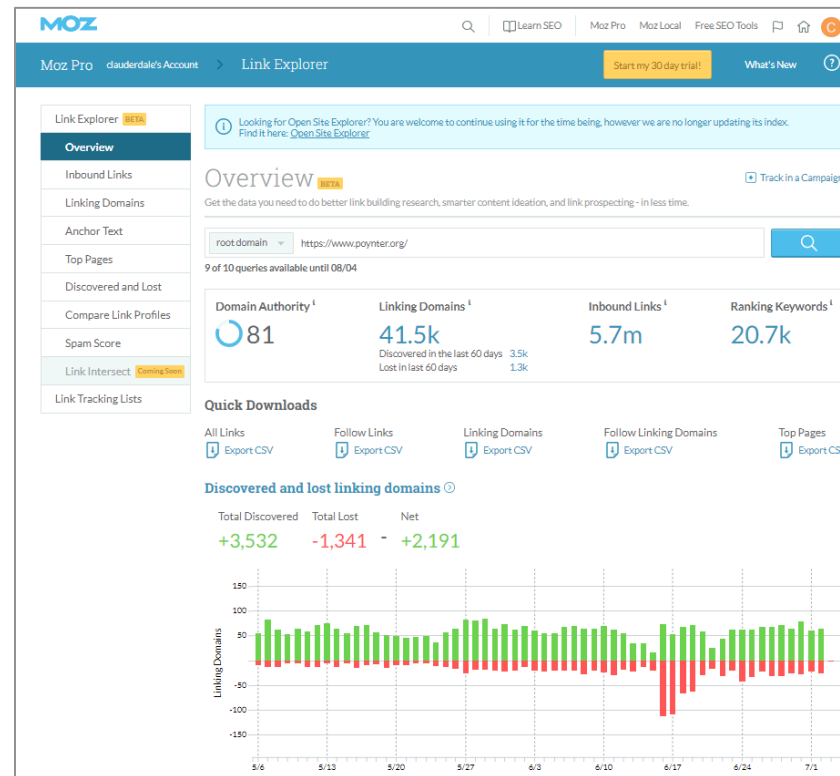
Strategies and Tools

Link Building

- **Build links naturally (i.e., don't purchase or trade links)**
- **Pursue appropriate directories (e.g., Yelp, LinkedIn)**
- **Make linking and sharing easy:**
 - **On site**
 - **On social media channels**
 - **Via direct messaging**

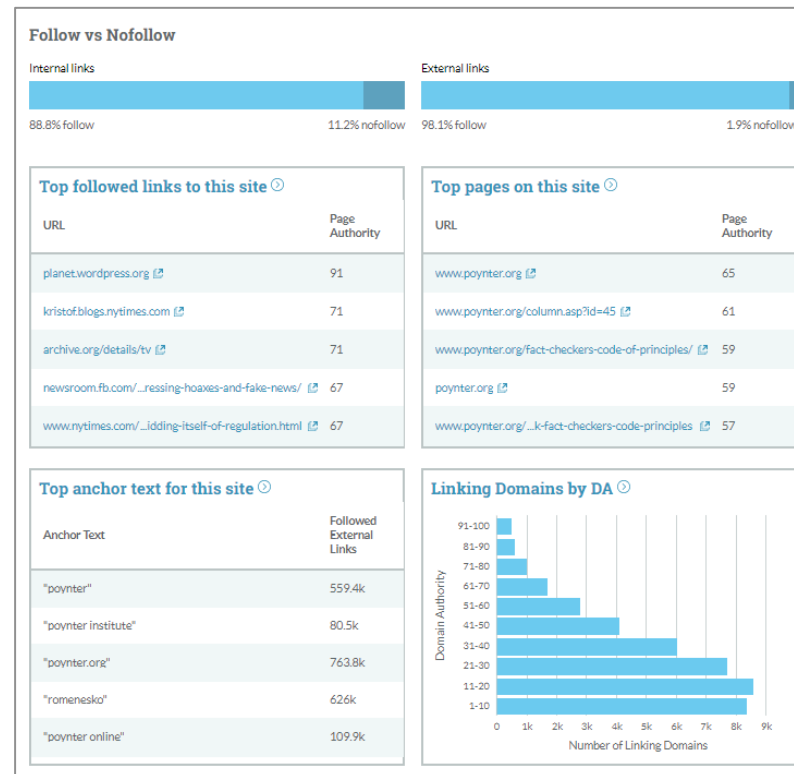
Strategies and Tools

Link Building



Strategies and Tools

Link Building



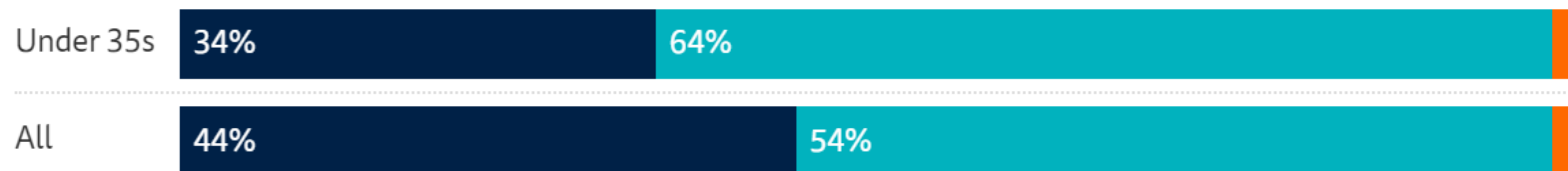
Strategies and Tools

Google News

Preference for Editorial or Algorithmic News Selection?

All markets

■ Editorial ■ Algorithmic ■ Other



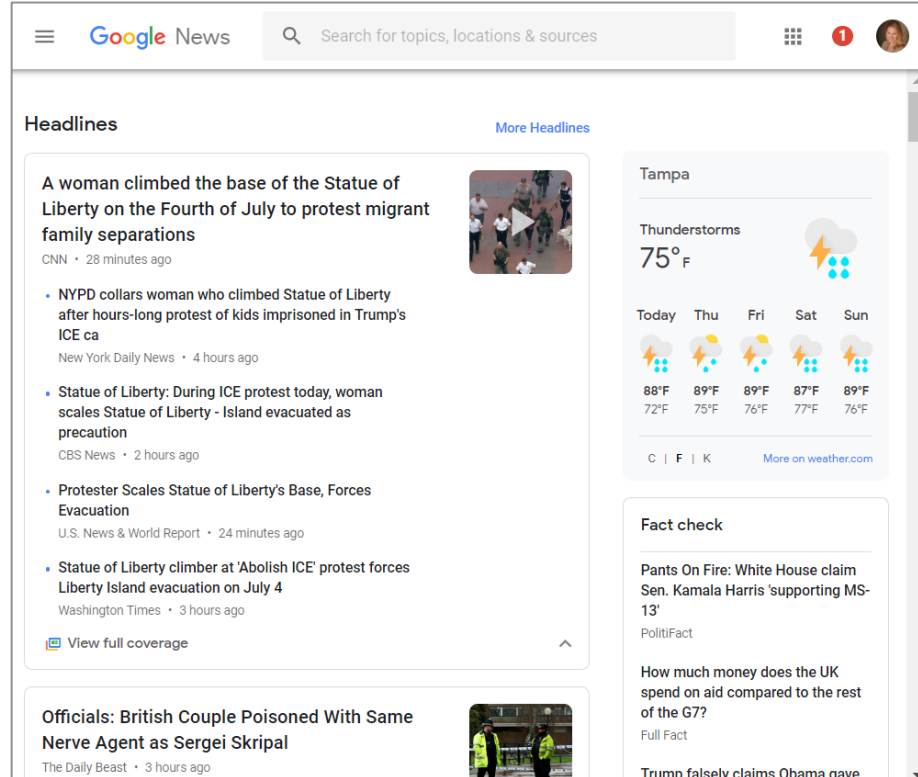
*Q10a_new2017_rc. Which of these was the **MAIN** way in which you came across news in the last week?*

Base: Total sample/Under 35s: All markets = 66,230/19,138.

Chart: [Reuters Institute Digital News Report 2017](#)

Strategies and Tools

Google News

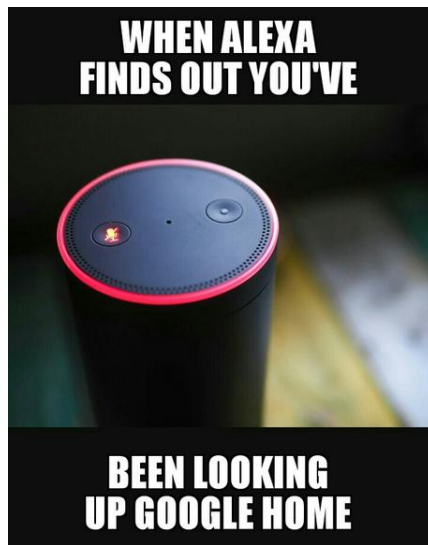
This is a screenshot of the Google News homepage. At the top, there is a search bar with the text 'Search for topics, locations & sources'. Below the search bar, the 'Headlines' section is visible, featuring several news stories. The first story is about a woman climbing the Statue of Liberty, with a sub-headline about a protest. Other stories include a woman collared by NYPD and a woman scaling the Statue of Liberty. To the right of the headlines, there is a weather widget for Tampa showing a high of 75°F and a forecast of thunderstorms. Below the weather widget is a 'Fact check' section with two items: 'Pants On Fire: White House claim Sen. Kamala Harris 'supporting MS-13'' and 'How much money does the UK spend on aid compared to the rest of the G7?'. At the bottom, there is another headline about a British couple poisoned with a nerve agent.

Looking Ahead



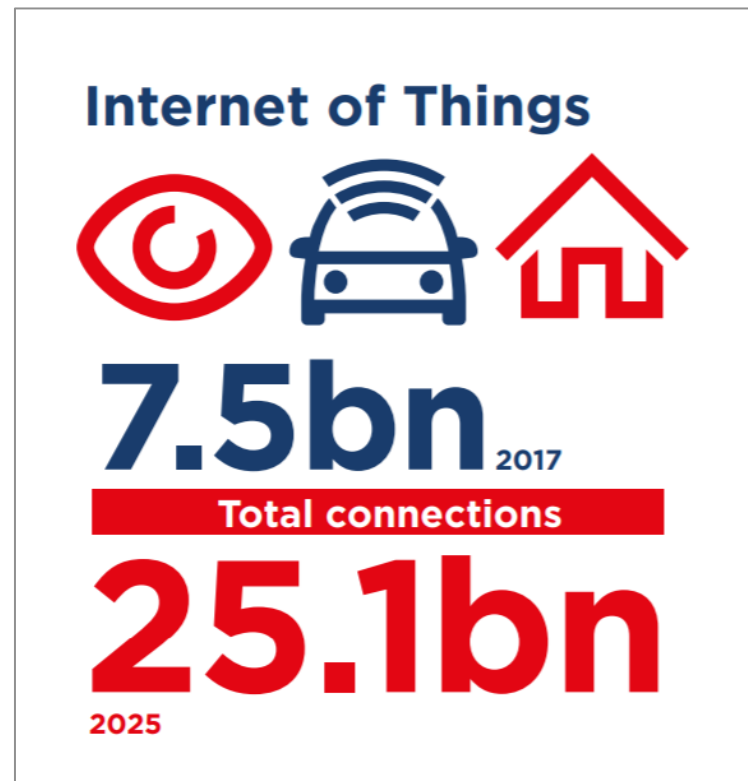
Looking Ahead

Voice-activated Search



Looking Ahead

Internet of Things (IoT)



Source: GSMA Intelligence, "[The Mobile Economy 2018](#)"

KPIs

High-level Organization



Source: SearchEngineLand.com, "[KPIs for SEO: Measuring SEO Success](#)" (2016)

KPIs

High-level Organization

- **Volume**



Source: SearchEngineLand.com, "[KPIs for SEO: Measuring SEO Success](#)" (2016)

KPIs

High-level Organization

- **Volume**
- **Quality**



Source: SearchEngineLand.com, "[KPIs for SEO: Measuring SEO Success](#)" (2016)

KPIs

High-level Organization

- **Volume**
- **Quality**
- **Value**



Source: SearchEngineLand.com, "[KPIs for SEO: Measuring SEO Success](#)" (2016)

KPIs

High-level Organization

- **Volume**
- **Quality**
- **Value**
- **Cost**



Source: SearchEngineLand.com, "[KPIs for SEO: Measuring SEO Success](#)" (2016)

KPIs

Volume



- **Growth in organic traffic**
- **Growth in referral traffic (from links)**
- **Increase in organic conversions (subscribers, sales)**
- **Increase in referral conversions (subscribers, sales)**

KPIs

Quality



- **Bounce rate**
- **Time spent on site**
- **Number of inbound links**
- **Moz domain and page authority**
- **Page ranking for target terms**

Additional Resources

- [Google Search Quality Evaluator Guidelines 2017](#)
- [SEO 2018: Learn Search Optimization with Smart Internet Marketing Strategies](#)
- [Free SEO Checklist from Adam Clarke](#)
- [Search Metrics: 2016 Search Ranking Factors](#)
- [Moz: 2015 Search Ranking Factors](#)
- [Moz Blog](#)
- [Search Engine Journal](#)

Summary

- Defined **the role of SEO** in attracting and engaging an audience
- Discussed, at a high level, **how search engines operate** and deliver results
- Distinguished **site-level SEO** requirements
- Defined the **role of content in SEO** and discussed effective strategies
- Reviewed **key performance indicators (KPIs)** associated with search-generated engagement
- Discovered **tools and resources** to optimize content and learn more

Thank You

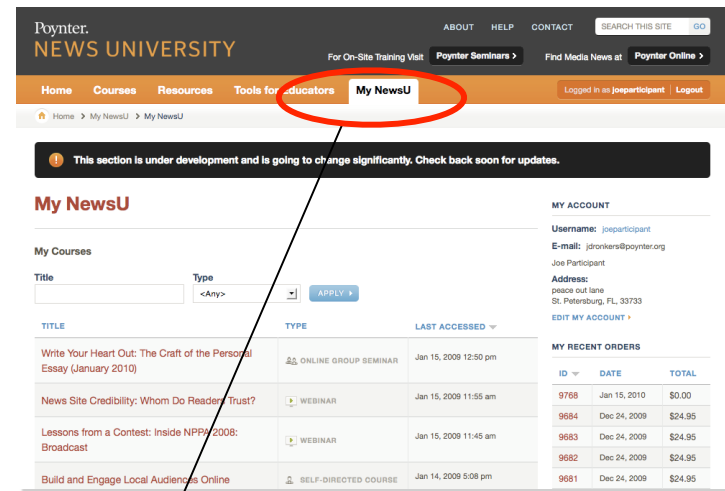
We'll be going to questions shortly

We want to tell you about some other
training

Webinar Replay

Registration gives you access to the replay

- Available after the live Webinar
- Access it anytime



Upcoming Webinars

September 6 –

[The Art of the Link: Why Hyperlinks Matter and How to Do Them Well](#)

September 17–

[How Local and National Journalists Can Work Together to Cover Breaking News: Lessons from Local, Part 4](#)

September 19 –

[Craft Effective Direct Outreach Messages: Digital Experiences That Drive Results, Part 3](#)

Poynter Online Seminars

[ACES In-Depth Editing](#)

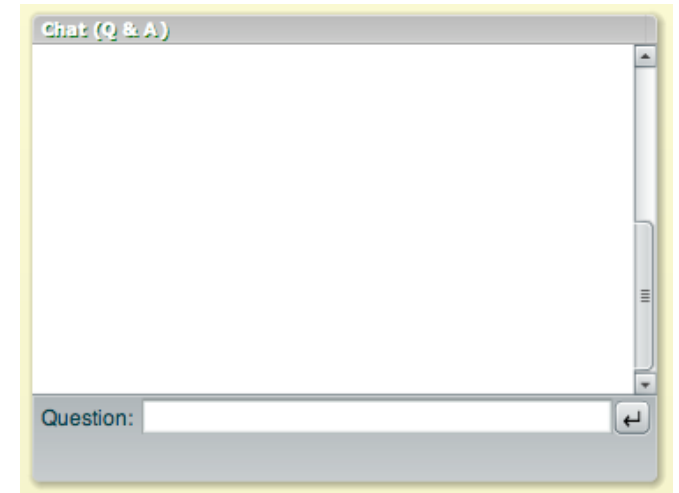
- **September 7 to October 7**
- **Apply by September 5**

[TV Power Reporting Academy](#)

- **September 7 to October 19**
- **Apply by September 5**

Questions? Fire Away!

Use the special Q&A pod
to submit questions



Thank You for Attending

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