



Audience insights & SEO




**What is the top trending search in
Australia
over the past year?**

Top trending searches:

Google

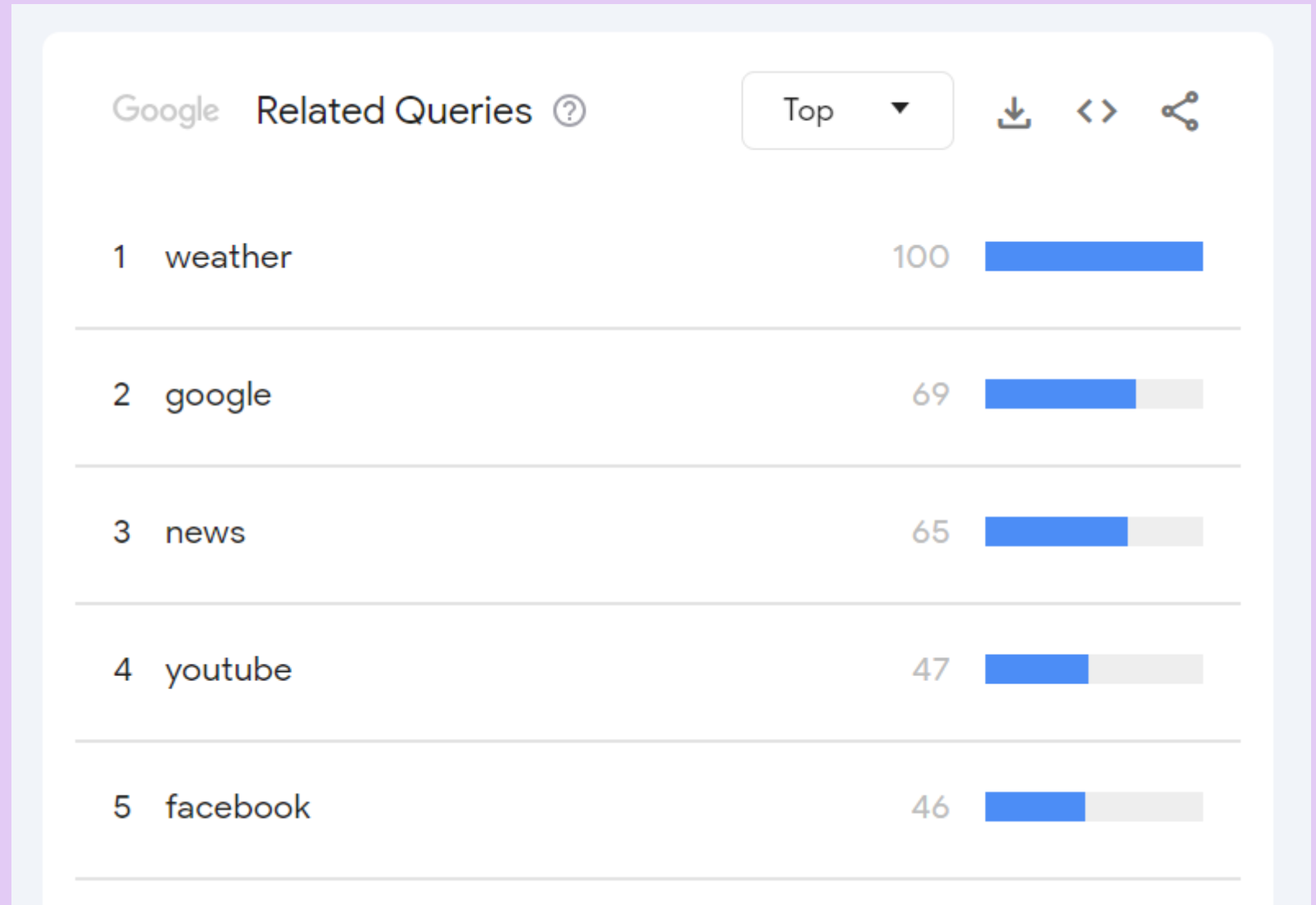
Related Queries 

Rising 

1	temu	+1,250%
2	oppenheimer	+950%
3	ashes	+700%
4	inter miami	+650%
5	connections	+600%

Top searches by volume:






Top trending topics:

Google

Related Topics ?

Rising

1	ChatGPT - Software	Breakout
2	Job - Topic	+2,400%
3	2024 - Topic	+2,100%
4	Taylor Swift - American singer-songwriter	+350%
5	Meaning - Topic	+200%

Why pay attention to search?

**It's an opportunity to get your
stories in front of a bigger, more
diverse audience**

Our COVID-19 coverage taught us a lot


- Tap into **specific questions**
- Use **different formats**
- Pay attention to **how people were using our stories**
- It was about **reframing information that was already out there** to make it useful

That intensity has dropped off, but people are still searching, just for a **broader range of content and often less serious topics**

News avoidance is having a big impact so we need to find ways to **tap into topics people want to engage with**

**Where does search traffic
come from?**

Search Engine Results Page




×
🔊
🔍

[All](#)
[Images](#)
[News](#)
[Videos](#)
[Shopping](#)
⋮ More
Tools

About 11,000,000 results (0.36 seconds)

📰 Top stories ⋮

Bonza cancels flights across Australia >



10 Australian Broadcasting Corporation


Bonza cancels flights across Australia, enters voluntary administration, leaving...

18 hours ago

The Conversation

What just happened to Bonza? Why new budget airlines always struggle in...


6 hours ago



News.com.au


Aussie CEO's tragic six words to staff

2 hours ago




Nine

What does the potential closure of Bonza airlines mean for regional Aussie...



The Sydney Morning Herald

The global turbulence behind Bonza's backers



Search Engine Results Page

- Great content
- Freshness
- Keywords
- Usability
- Engagement
- Authority/trusted
- Prominence

Story page:

- . Headline
- . Copy
- . Photo captions
- . Bold words
- . Inline links
- . URL

Headlines:

- The **shorter the headline, the better it will fit** in mobile news SERP displays
- **Front-load keywords** in headline
- Be **specific**: Avoid witty, nonspecific or vague language
- **Reflect keywords/questions** in your headline
- Focus on **people, places and things**: Include names and location when possible
- **Limit punctuation and special characters**
- **Use modifiers** like “2024” [year], “best”, “review”, “guide” and “top” when relevant



10 NEWS

Donald Trump's
impeachment trial
opened with a dramatic
video of how the...

1 hour ago



10 NEWS

Trump's impeachment
trial opened with
dramatic video of how
Capitol riots unfolded

5 hours ago

Key considerations:

Commissioning:

- **Building authority** on a topic. Can be as part of a coverage plan or over time
- Who is the **target audience**?
- **Format** – explainers, cards template, 5QQ
- **Solutions** add a practical element

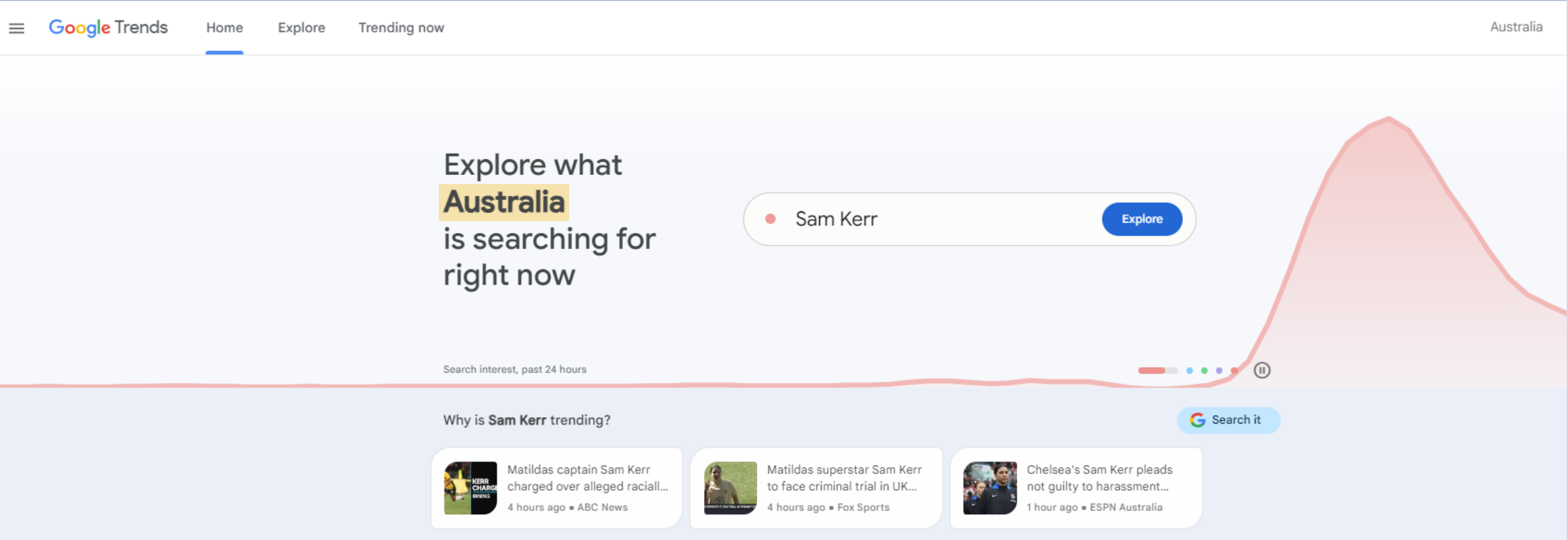
Publication and distribution:

- **Headlines and keywords**
- **Reader-friendly production techniques**
–anchor links, headings, questions, inline links
- **Monitor real time data and historical trends** to determine the best day and time to publish
- **Coordinate** to avoid stories cannibalising each other in Google
- **Consider promotion on social channels and front page** as well as alert potential.

Post-publication:

- **Monitor analytics and the SERP**, use data to inform changes to story in real time
- Use **story performance** to inform future commissioning decisions
- Specifically **consider why the audience did or did not engage with the content**

**How do I know what people
are searching for?**





why is my |

🕒 why is my **tax return so low**

🕒 why is my **poop black**

🔍 why is my **tax return delayed**

🔍 why is my **poop green**

🔍 why is my **eye twitching**

🔍 why is my **period late**

🔍 why is my **hair falling out**

🔍 why is my **internet so slow**

🔍 why is my **dog shaking**

🔍 why is my **tongue white**