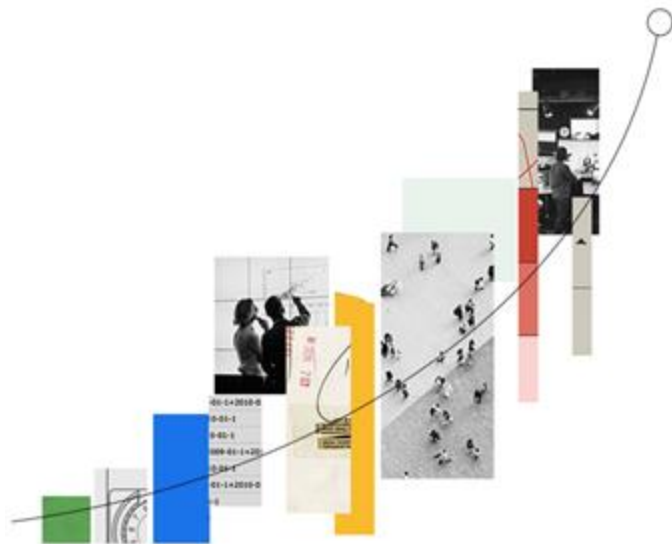# Grow your audience on Search

Google News Initiative

Before we start…
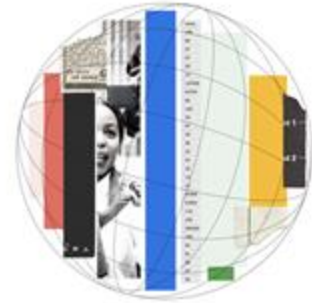
Lais dos Santos

Program Manager- News Partnerships

Google News Initiative

Advancing the practice of **quality journalism**

Strengthening and evolving **publisher business models**

Cultivating a collaborative **global news community**

119
countries

$300
million in global funding

6,700+
news partners

2.5M
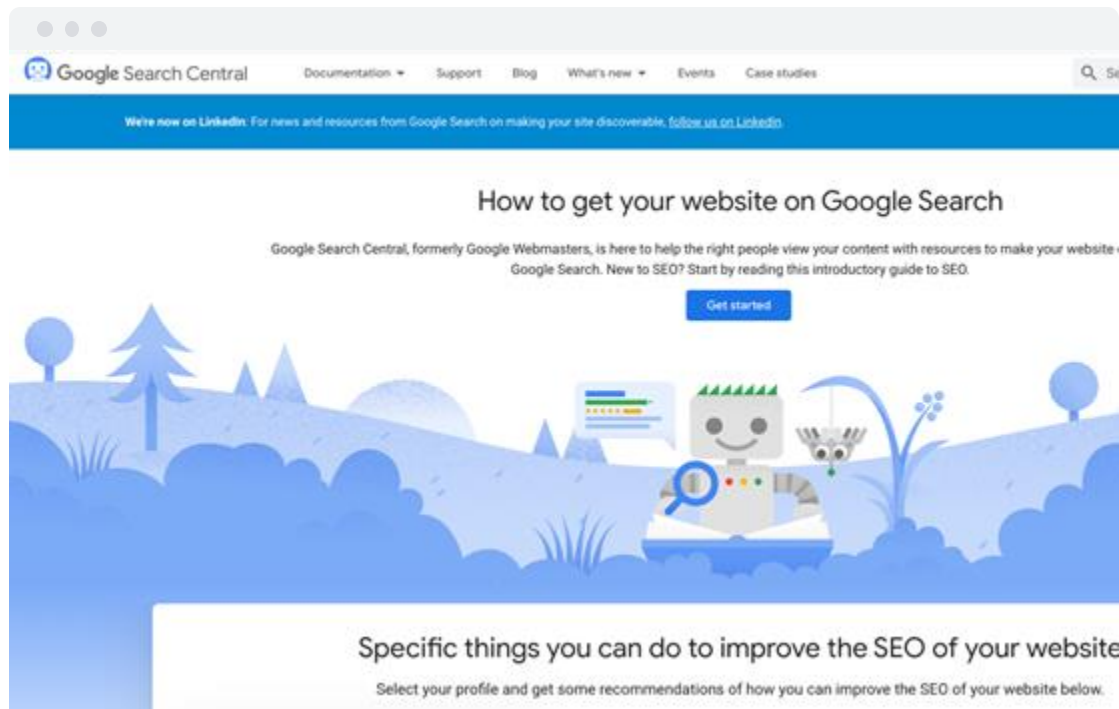Journalists trained

Agenda

Agenda

Reminder of our Honest Results Policy

No site gets preferential treatment:

- No special support for clients, partners, & friends
- All information in this session is public

A great place to start:
Search Engine Optimization (SEO) Starter Guide

Google Search Central

Documentation ▾   Support   Blog   What's new ▾   Events   Case studies

We're now on LinkedIn: For news and resources from Google Search on making your site discoverable, follow us on LinkedIn.

How to get your website on Google Search

Google Search Central, formerly Google Webmasters, is here to help the right people view your content with resources to make your website discoverable on Google Search. New to SEO? Start by reading this introductory guide to SEO.

Get started

Specific things you can do to improve the SEO of your website

Select your profile and get some recommendations of how you can improve the SEO of your website below.

How Search works

1. G_logoo_logoo_logog_logol_logoe_logo **finds** and downloads public pages on the Internet

How Search works

1. G_logoo_logoo_logog_logol_logoe_logo **finds** and downloads public pages on the Internet

1. G_logoo_logoo_logog_logol_logoe_logo **analyzes** the text, images, and videos in an index

How Search works

1. G_logoo_logoo_logog_logol_logoe_logo **finds** and downloads public pages on the Internet

1. G_logoo_logoo_logog_logol_logoe_logo **analyzes** the text, images, and videos in an index

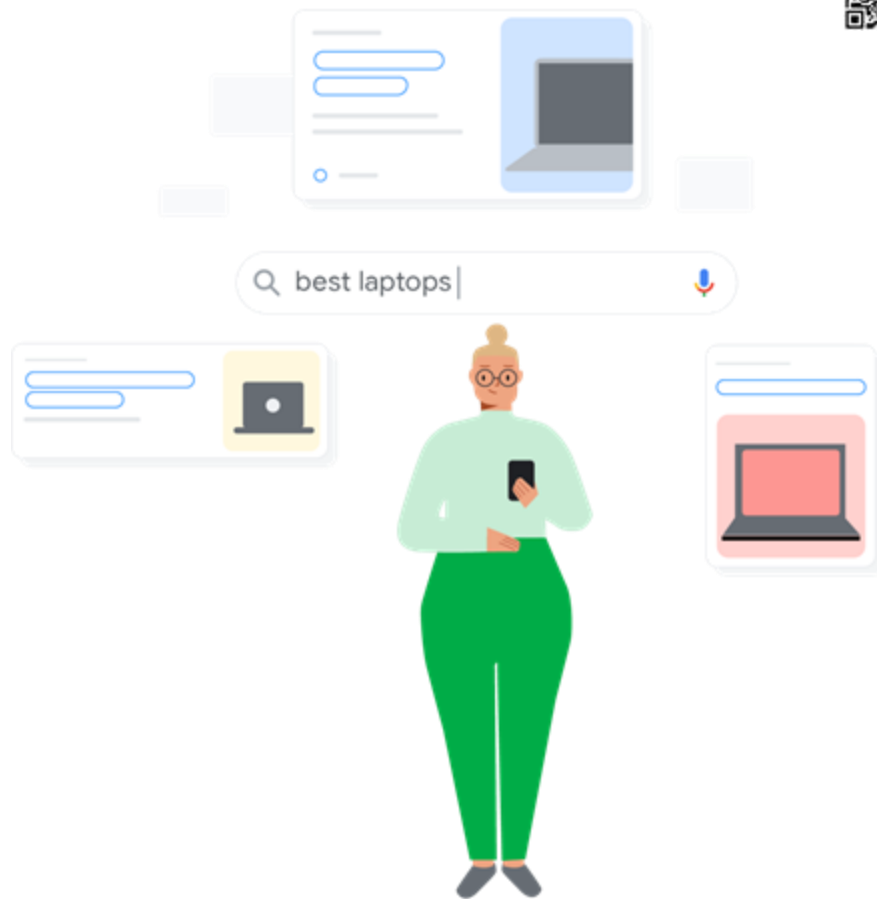1. G_logoo_logoo_logog_logol_logoe_logo **returns** info from the index when you search

G_logoo_logoo_logog_logol_logoe_logo

hola in english

SpanishDict
https://www.spanishdict.com › Translate

Hola | Spanish to English Translation

hola ; hola, amigo · **hey**, friend ; hola, papi · hi, daddy ; hola, mami · hi, Mommy ; hola, bonita ·
hello, beautiful ; hola, linda · hi, beautiful.

Hola, me llamo · Hola a todos · Hola, amigo · Hola, bonita

Google News Initiative

10

Agenda

Key to success #1:

Create helpful, reliable, people-first content

Improve your likelihood of appearing on Search

Produce relevant content

- Having high levels of experience, expertise, authority, and trustworthiness

- Having a consistent history of producing original news-related content

- Complying with our Google News policies

Headlines and dates

- Present clear headlines

- Provide accurate times and dates

- Avoid artificially freshening stories

Avoid duplicate content

- Block scraped content & rewritten content

- Block or consider canonical for republished content

7 ranking factors for news content

1. Relevance

2. Location

3. Prominence

4. Authoritativeness

5. Freshness

6. Usability

7. Interests

7 ranking factors for news content

1. **Relevance**
2. Location
3. Prominence
4. Authoritativeness
5. Freshness
6. Usability
7. Interests

- Relevance to your search terms is a key factor in determining what you see for query-based experiences like "Top stories" in Google Search.

- A piece of content is relevant if it has the information you're looking for.

- The most basic signal that information is relevant is when an article contains the same keywords as your search.

- Our algorithms also have more advanced ways to determine relevance.

7 ranking factors for news content

1. Relevance

2. **Location**

3. Prominence

4. Authoritativeness

5. Freshness

6. Usability

7. Interests

- Where you're searching from influences which results you see.

- We use where you are to help you find content relevant to your area, such as the Local section in Google News.

- If you're in Australia and you search for "football," Google will most likely show you results about Rugby, as opposed to other versions of the sport in other countries.

7 ranking factors for news content

1. Relevance
2. Location
3. Prominence
4. Authoritativeness
5. Freshness
6. Usability
7. Interests

- Prominence is a way to identify noteworthy news events.

- Our news algorithms take into account if news sources are heavily covering a particular news story and are featuring that coverage prominently on their sites, if a story has been highly cited by other sources

- If something contains significant original reporting.

7 ranking factors for news content

1. Relevance
2. Location
3. Prominence
4. Authoritativeness
5. Freshness
6. Usability
7. Interests

- Signals help prioritize high-quality information from the most reliable sources available.

- To do this, our systems are designed to identify signals that can help determine which pages demonstrate expertise, authoritativeness, and trustworthiness on a given topic.

- Those signals can include whether other people value the source for similar queries or whether other prominent websites on the subject link to the content.

7 ranking factors for news content

1. Relevance
2. Location
3. Prominence
4. Authoritativeness
5. Freshness
6. Usability
7. Interests

- Freshness refers to how recently the content was published and how important this is in the context of the subject.

- When news is happening, our algorithms may determine that a story with up-to-date information is likely more useful than an older one.

7 ranking factors for news content

1. Relevance
2. Location
3. Prominence
4. Authoritativeness
5. Freshness
6. Usability
7. Interests

- Usability assesses how easy it is to view content on a site

- For example: if the site appears correctly in different browsers; whether it is designed for all device types and sizes, including desktops, tablets, and smartphones; and whether the page loading times work well for users with slow Internet connections.

- Paywalls have no impact on usability in news on Google.

7 ranking factors for news content

1. Relevance
2. Location
3. Prominence
4. Authoritativeness
5. Freshness
6. Usability
7. Interests

- Your interests may help determine results in personalized content experiences such as Discover and the For You tab in Google News.

- You may see articles that match interests you've specified or that we inferred from your past activity on Google products, depending on your activity settings.

- Our systems do not attempt to rank content based on any political or ideological point of view, nor do they attempt to infer the points of view of our users or of the content we rank.

Google News Initiative

Key to success #2: Self-assess your content

+ 40 questions to help assess if you're creating such content

Google Search Central   Documentation ▾   Support   Blog   More ▾   🔍 Search

Content and quality questions

- Does the content provide original information, reporting, research, or analysis?
- Does the content provide a substantial, complete, or comprehensive description of the topic?
- Does the content provide insightful analysis or interesting information that is beyond the obvious?
- If the content draws on other sources, does it avoid simply copying or rewriting those sources, and instead provide substant additional value and originality?
- Does the main heading or page title provide a descriptive, helpful summary of the content?
- Does the main heading or page title avoid exaggerating or being shocking in nature?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Would you expect to see this content in or referenced by a printed magazine, encyclopedia, or book?
- Does the content provide substantial value when compared to other pages in search results?
- Does the content have any spelling or stylistic issues?
- Is the content produced well, or does it appear sloppy or hastily produced?
- Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so

For more information see Google Search Status Dashboard

Google News Initiative

Agenda

Top Stories

On Search,
news appears in
Top Stories and the
News tab
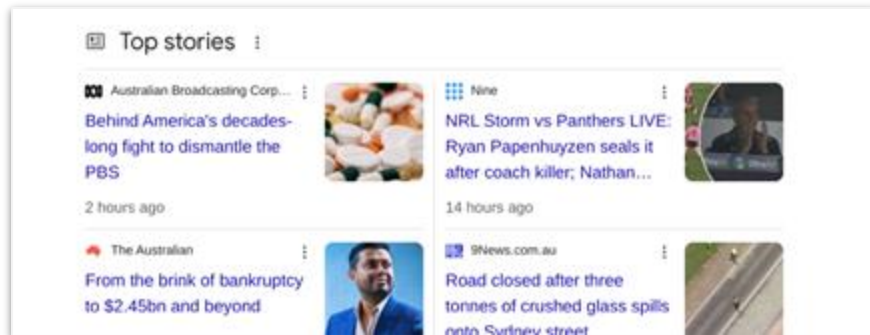
News Tab
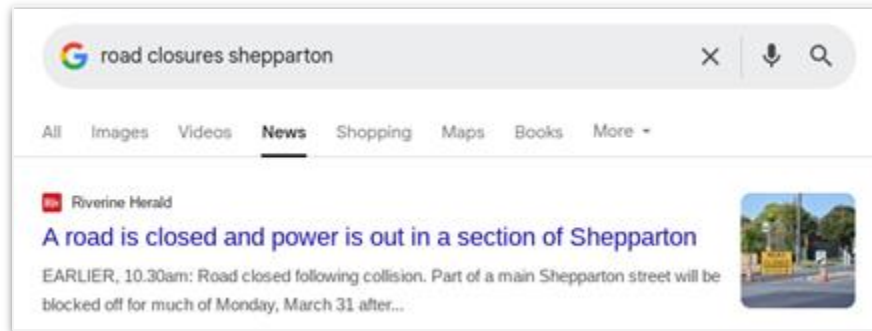
On Search, news can also appear as...

Text

Rich result

Image

Video
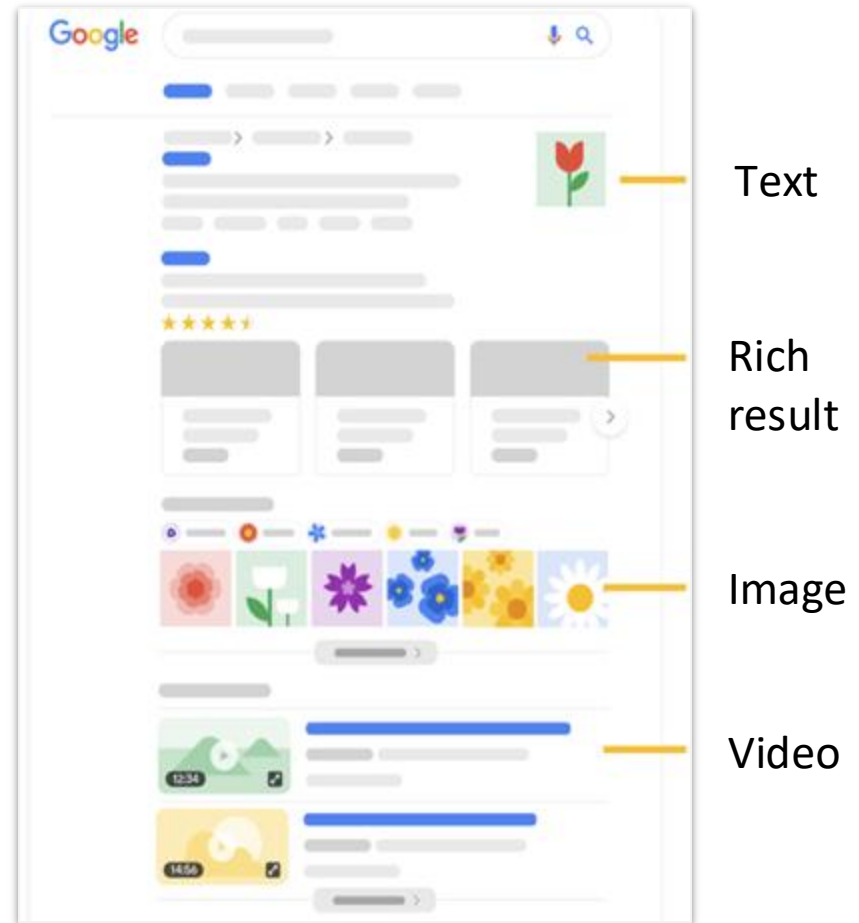
Improve how you appear in Google Search with **structured data markups**

Optimize Search **News on Search**

Markups for your article pages

- Article
- NewsArticle
- BlogPosting

Google News Initiative

27
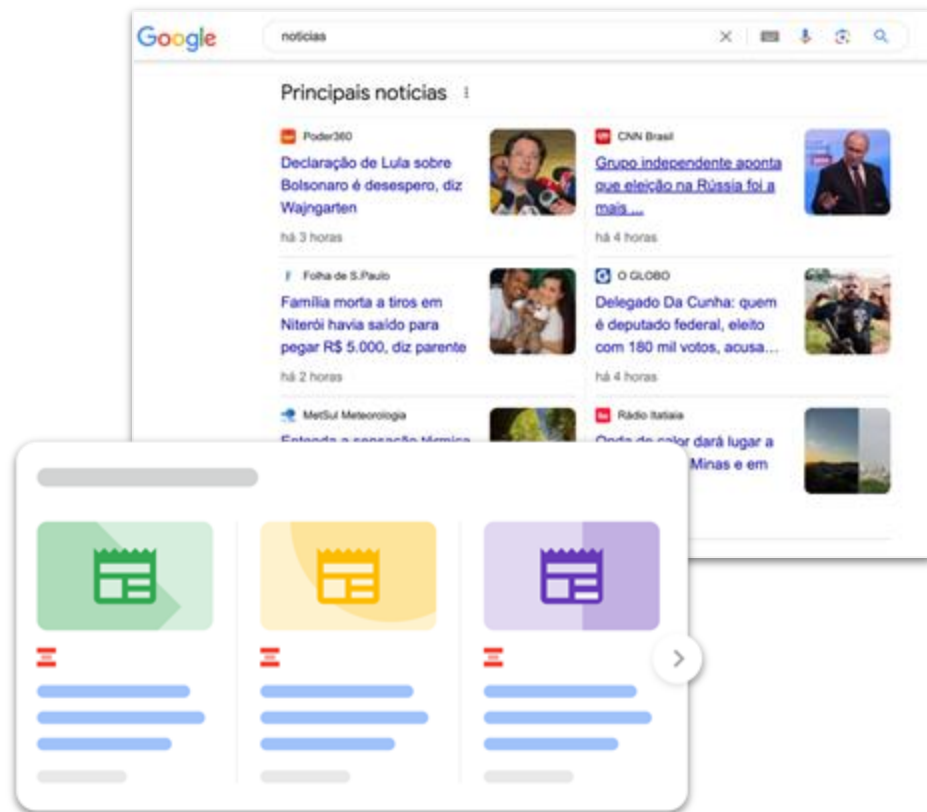
Markups for your paywall

- isAccessibleForFree

Support independent journalism.
Subscriptions starting at $2 a week.
You can cancel anytime.

Markups for your video content

- VideoObject

- Clip

- BroadcastEvent

Confirm the deployment of your markups

Rich Results Test

✔ **4 valid items detected**
Valid items are eligible for Google Search's rich results. Learn more

VIEW TESTED PAGE   PREVIEW RESULTS

Details

Crawl
✔ Crawled successfully   ⌄

Detected structured data

✔ Articles	1 valid item detected	›
✔ Breadcrumbs	1 valid item detected	›
✔ Paywalled Content	1 valid item detected	›
✔ Subscribed Content	1 valid item detected	›

Additional resources

Google News Initiative

Agenda

News on Discover
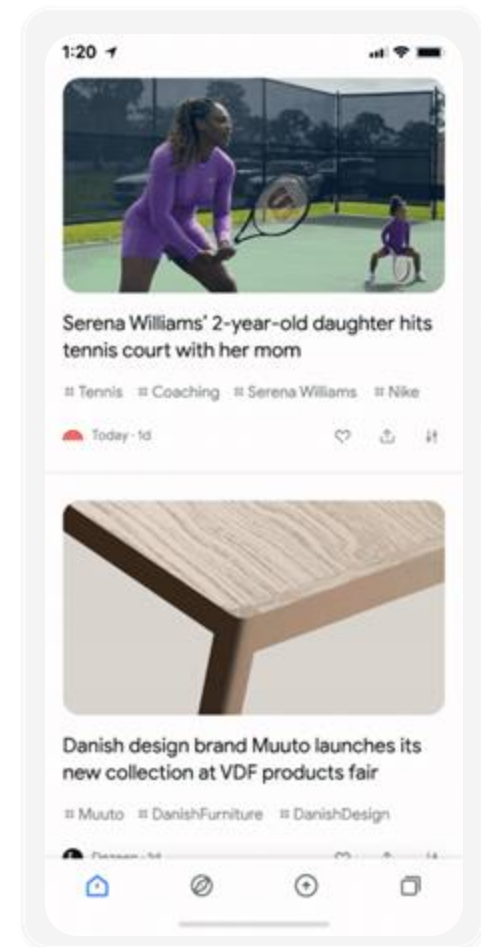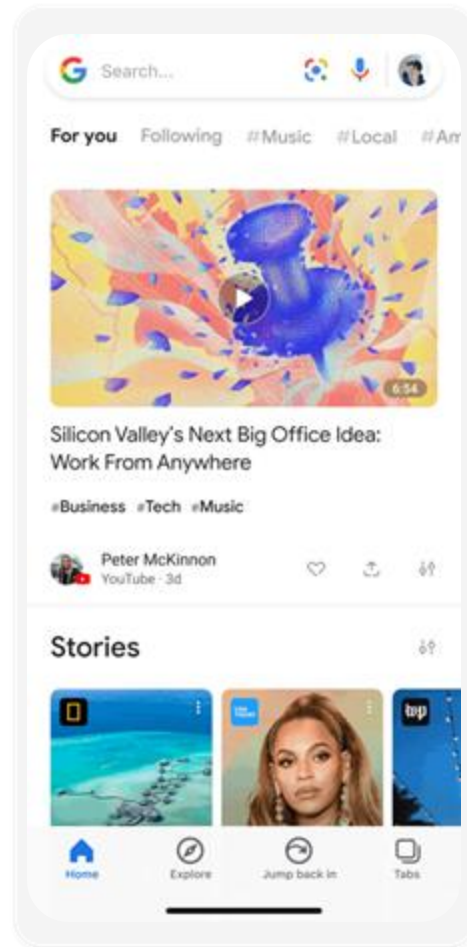
Improve your likelihood of appearing in Discover

1. Use page titles that **capture the essence of the content**, but in a non-clickbait fashion.

2. Avoid using tactics that exploit shock value, sensationalism, or outrage to manipulate interest.
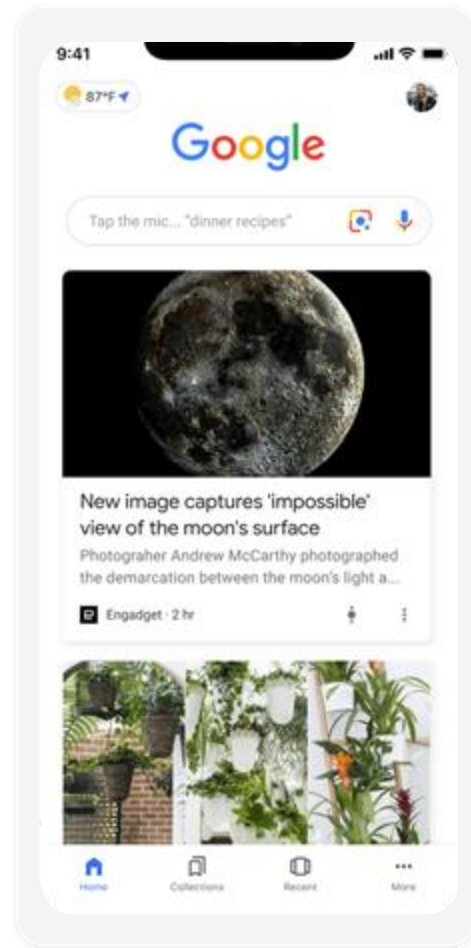
3. Provide content that's timely for current interests, tells a story well, or provides unique insights.

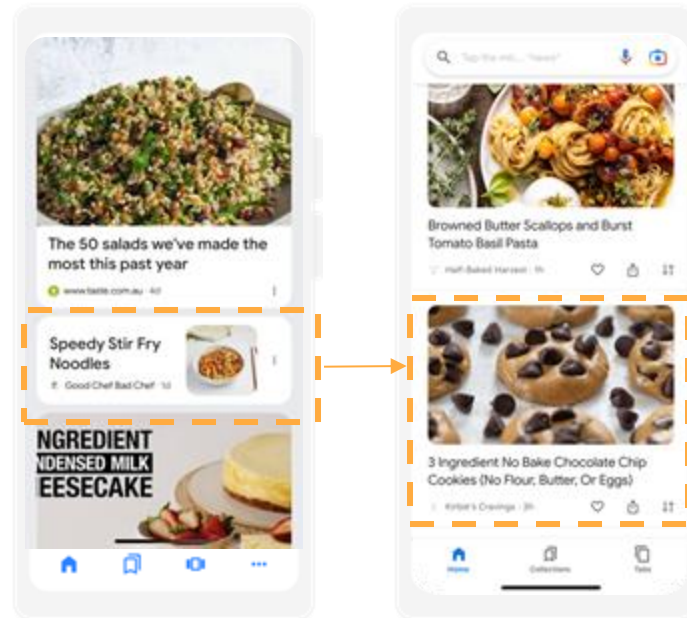# Images best practices

1. Include **compelling, high-quality images** in your content, especially large images that are more likely to generate visits from Discover.

2. Large images need to be at least **1200 px wide**.

3. Opt into large images via the `max-image-preview:large` <u>setting</u>.

4. **Avoid using a site logo** as your image.

Default thumbnail experience

Large image experience

Video best practices

1. Create **a page dedicated to each video** that describes the video content. *(The same video can live both on a dedicated page and the original page with other information.)*

2. Ensure video urls are crawlable to optimize indexing and **enable moving previews**

3. Mark up videos with **schema.org** VideoObject and use Search Console to validate markup

4. Submit video sitemaps to Google using **Search Console Sitemap API**

Google News Initiative
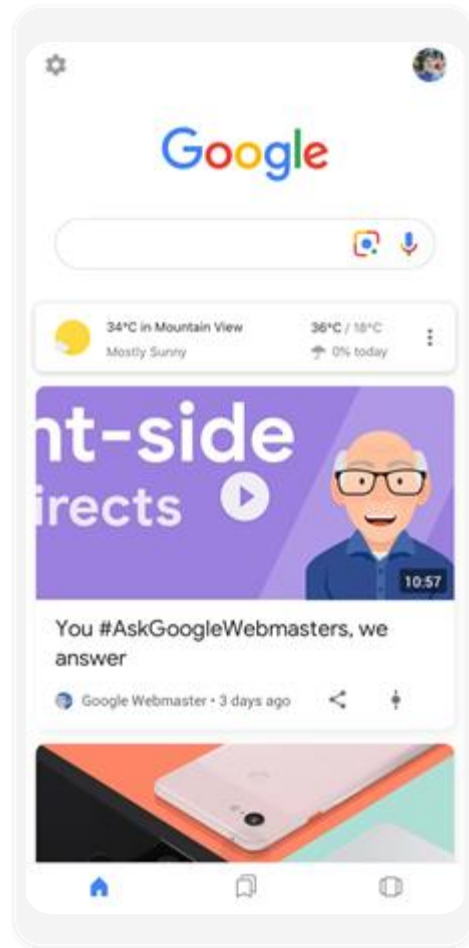
News in
Google News
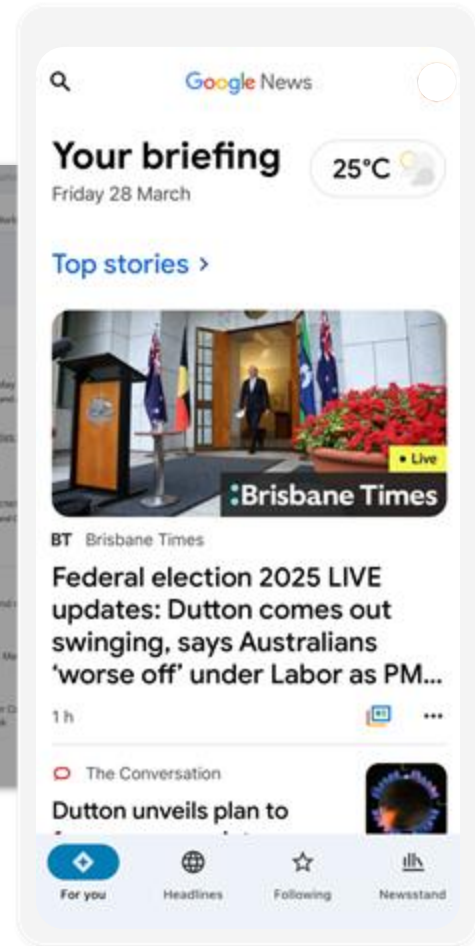
Agenda

Google products supporting your efforts on Search

Google Search Console

Measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

🔗 **goo.gle/gnisearchconsole**

Google Trends

Use real-time search data to bring people the stories they're looking for

🔗 **goo.gle/googletrends**

Google News Consumer Insights

A 360 growth assistant that delivers personalized AI recommendations

🔗 **goo.gle/ncigni**

Get started with G_logoo_logoo_logog_logol_logoe_logo Search Console

1. Go to **goo.gle/gnisearchconsole**

1. Select **Search results**

1. Scroll to see performance by query, device, & content type

2. Get different insights based on date ranges

Get started with G_logoo_logoo_logog_logol_logoe_logo Trends

1. Go to **goo.gle/googletrends**

1. Enter a **keyword**

1. Adjust the time frame and see **Interest Over Time**

1. See **Interest by subregion**

1. See **Related Topics & Queries**

G_logoo_logoo_logog_logol_logoe_logo Trends

Elections 2025

Related Topics

1	2024 New South Wales...	**100**
2	State - Polity	**69**
3	Candidate - Topic	**47**

Related Queries

1	wa elections 2025	**100**
2	wa elections	**61**
3	state elections	**55**

Trending now in G_logoo_logoo_logog_logol_logoe_logo Trends

G_logoo_logoo_logog_logol_logoe_logo Trends

Home   Explore   Trending now

| ⊙ Australia ▾ | 📅 Past 24 hours ▾ | ⚲ All categories ▾ | # Active only ▾ | ☰ By recency ▾ |

Trends	Search volume	Started
Sydney metro train door	2K+ ↑ 500%	4:10PM Active
The last of us	1K+ ↑ 200%	4:00PM Active
Minecraft movie	500+ ↑ 800%	3:50PM Active

sydney metro train door ✕

24 hours ago   16 hours ago   8 hours ago   now

Trend breakdown ⓘ

sydney metro   sydney metro train

Explore   G Search it

In the news

Passengers hold on as driverless Metro train speeds through Sydney tunnel...
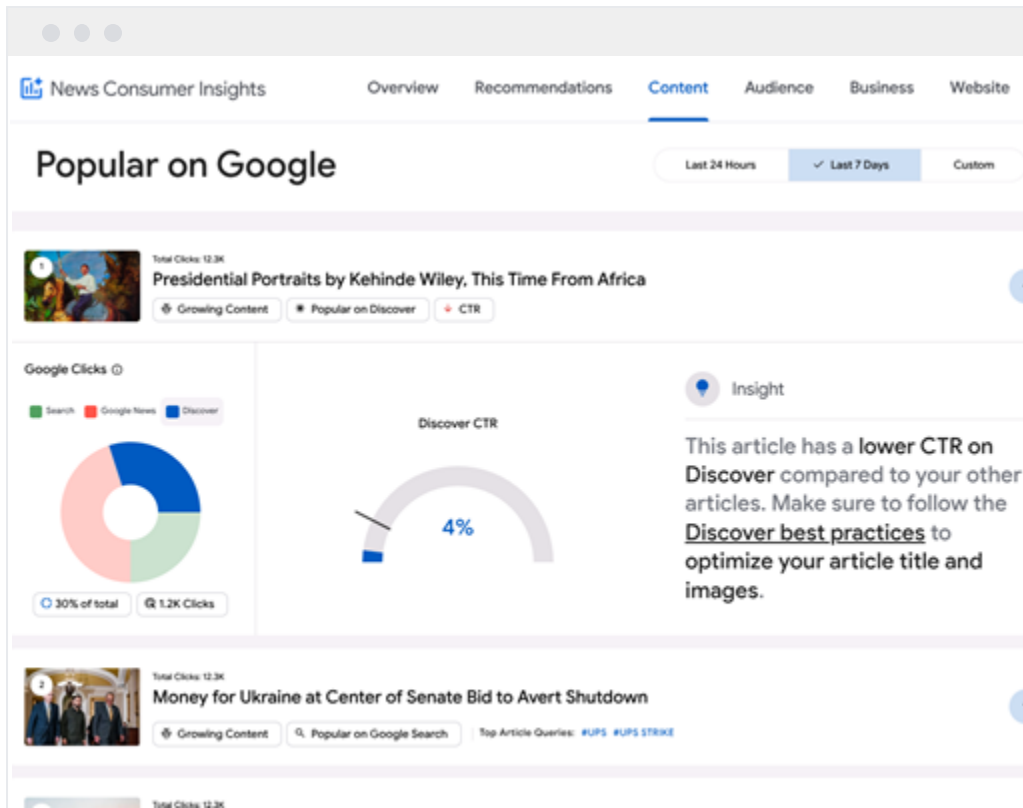2 hours ago • The Guardian

Connect NCI to GSC and track your content performance

🔗 **goo.gle/ncigni**

WORK DIRECTLY WITH US - AT NO COST

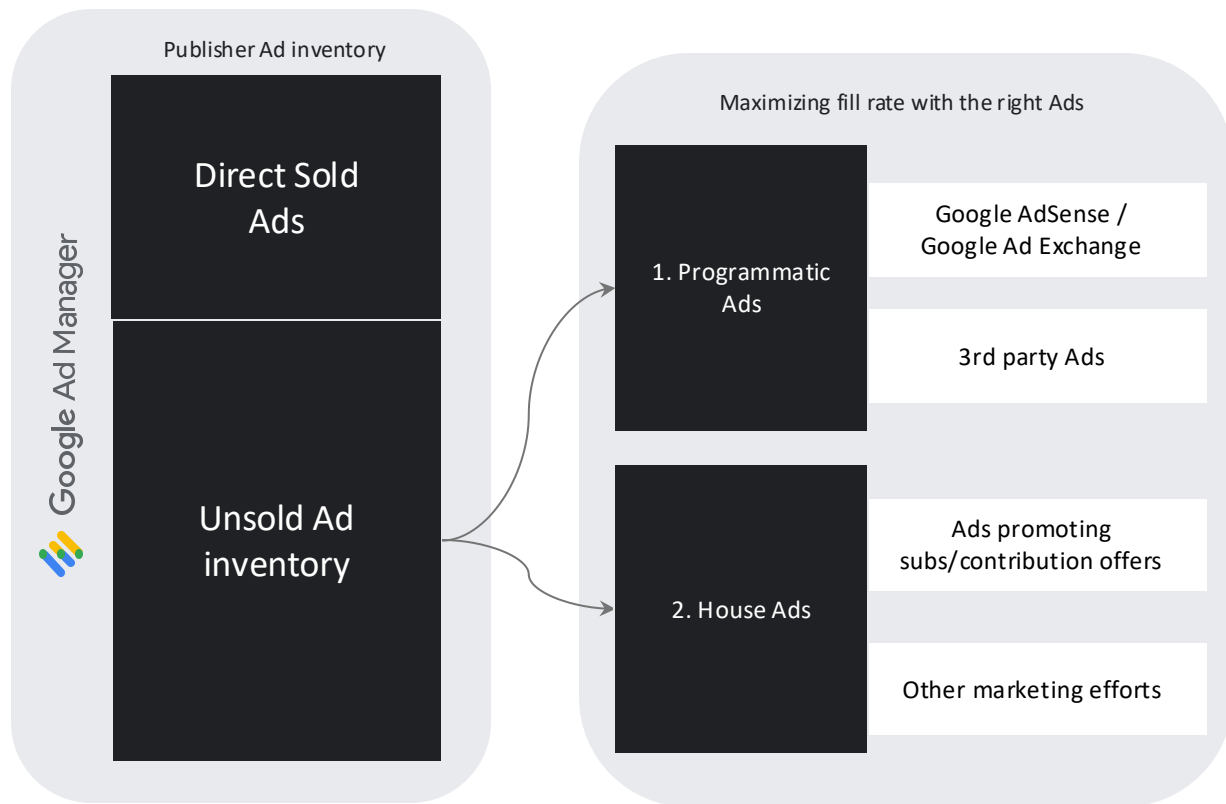# Grow your Ad Revenue

with **Ad Labs**

Receive customized evaluations, technical support, and targeted training through a collaboration with Google and A&A, a Google Certified Publishing Partner, designed to optimize ad server setups and sales strategies, regardless of your current digital advertising expertise.

Valued up to $10,000

To build a healthy advertising model, publishers need to optimize both direct and unsold ad inventories.

Publisher Ad inventory

Google Ad Manager

Direct Sold Ads

Unsold Ad inventory

Maximizing fill rate with the right Ads

1. Programmatic Ads

Google AdSense / Google Ad Exchange

3rd party Ads

2. House Ads

Ads promoting subs/contribution offers

Other marketing efforts

GNI Growth Labs

In-depth training programs, providing expert coaching and technical expertise to small groups of news organizations, around the world.

Audience →

Grow your audience, shape your content, and keep your visitors engaged

Journalism →

Use digital tools and resources that can help you find, verify, and tell engaging stories

Reader Revenue →

Discover ways to earn more revenue from subscriptions, memberships, and contributions.

Advertising

Discover ways to earn more revenue from digital ads

WORK DIRECTLY WITH US - AT NO COST

Going further with our **Office Hours**

LINA members receive one complimentary hour of consultation per month. Schedule a free 15-minute onboarding session to prepare for your 45-minute office hour. Limited slots available.

Valued at $800

Audience ➝ **Journalism** ➝ **Reader Revenue** ➝ **Advertising**

Tell us what you
think - your feedback matters!

🔗 **goo.gle/tellgni**

Helpful resources covered today!

Google News Initiative

Thank
you