

# Breaking News SEO & The Dilemma of Yesterday's News

Brent D. Payne

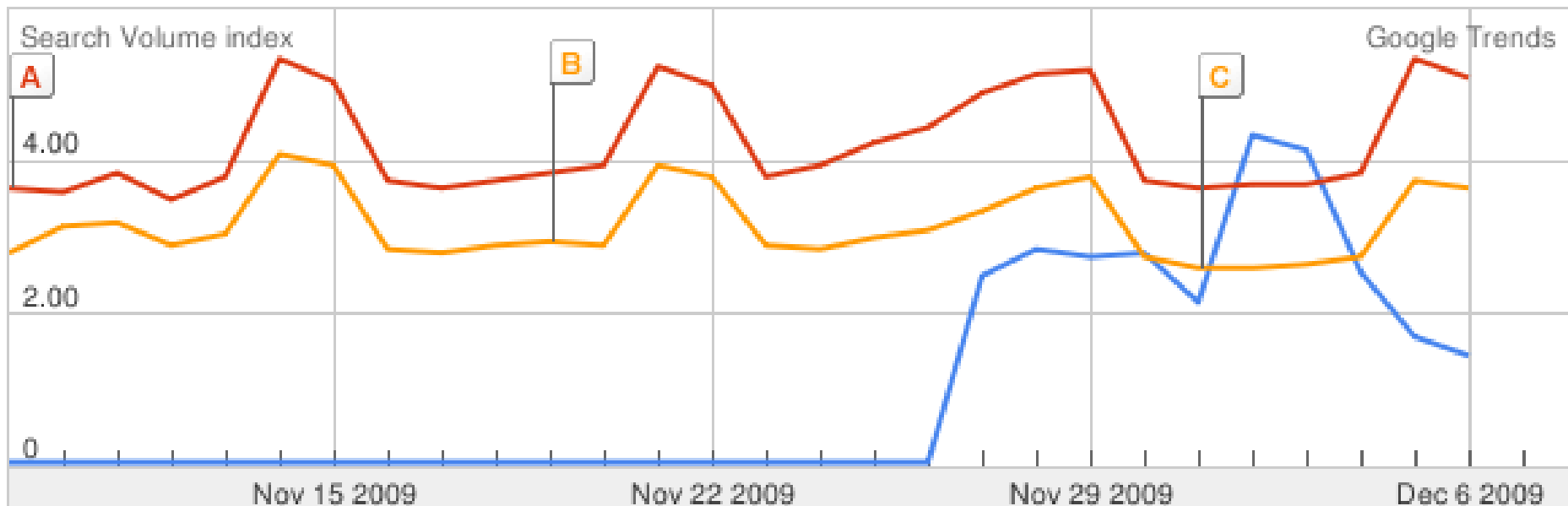
@BrentDPayne

# Tiger Woods: More Popular than 'Sex' or 'Porn'

## Search Volume

- Massive search volume exists during breaking news events
- More traffic to Tiger Woods than sex or porn on Dec 2<sup>nd</sup> & 3<sup>rd</sup>, 2009

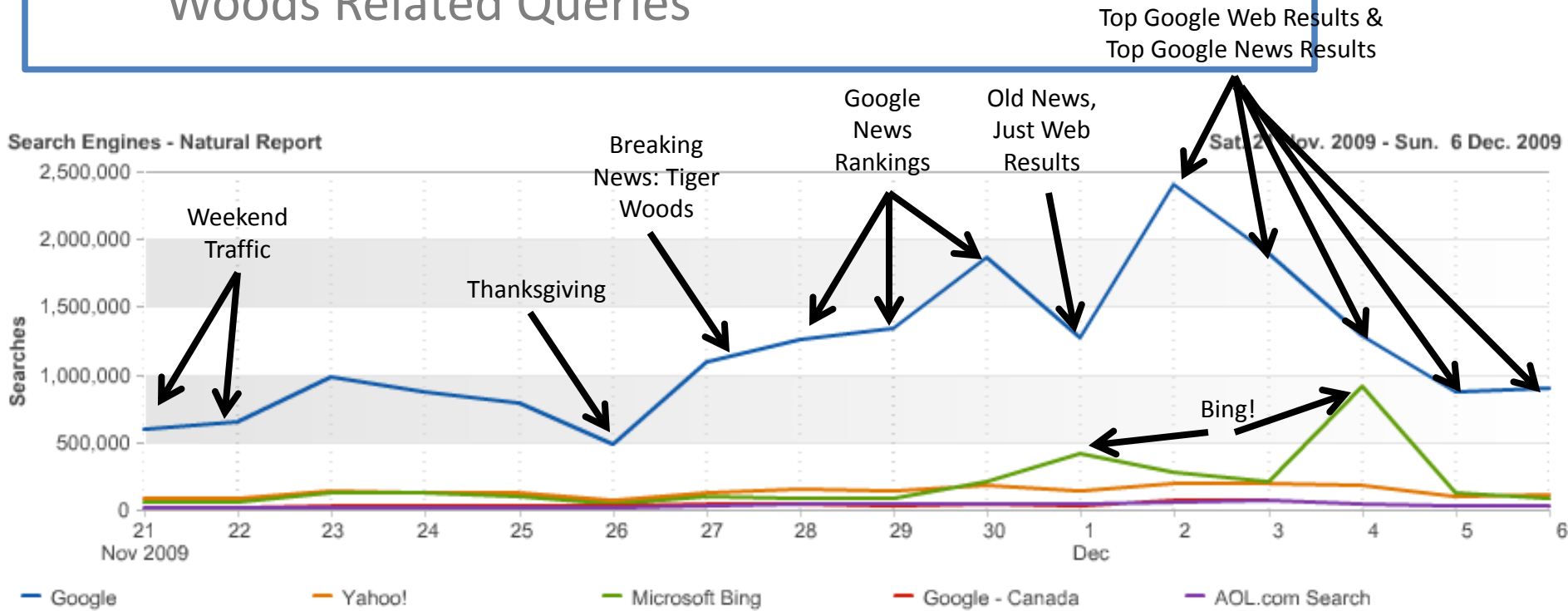
"tiger woods" 1.00    porn 4.25    sex 3.15



# Timeline of Search Engine Traffic to Tribune from Nov 21 – Dec 6, 2009

## Tiger Woods/Tribune Case Study

- Over 1.5 Million Visits in a Single Day for Tiger Woods Related Queries





Sep 1, 2009 - [change date](#)

1. [gmail down](#)
2. [gmail outage](#)
3. [gmail not working](#)
4. [gmail problems](#)
5. [gmail down september 1 2009](#)
6. [what s wrong with gmail](#)
7. [gmail server error](#)
8. [gmail status](#)
9. [gmail crash](#)
10. [google down](#)
11. [gmail blog](#)
12. [gulbis tennis](#)
13. [gmail news](#)
14. [people of walmart](#)
15. [people of wal mart website](#)
16. [duggars 19th child](#)
17. [jaycee dugard daughters photos](#)
18. [gmail account](#)
19. [olivia rogowska](#)
20. [tropical storm erika](#)
21. [gmail help](#)
22. [art schlichter](#)
23. [yosi sergant](#)
24. [duggar family](#)
25. [duggars](#)
26. [michelle duggar](#)
27. [google outage](#)
28. [jim thome](#)
29. [rogowska tennis](#)
30. [gmail issues](#)
31. [google apps status](#)
32. [kronos gyros](#)
33. [rescue me season 6](#)
34. [google 502 server error](#)
35. [pironkova](#)
36. [quiverfull](#)
37. [michael jackson hoax video](#)
38. [erich kunzel](#)
39. [patrick courrielche](#)
40. [michael yani](#)
41. [leah lust video](#)
42. [dahn yoga cult](#)
43. [station fire los angeles](#)
44. [hurricane jimena path](#)
45. [alpine nj](#)
46. [yucaipa fires](#)
47. [gmail.com.email](#)
48. [ernests gulbis](#)
49. [callie rogers](#)
50. [candice crawford](#)

# Google Hot Trends: Introduction

## Top 40 Search Terms

- Shows highest volume search terms by percentage of increase
- Updated every hour on the hour

## Powerful for . . .

- Breaking news
- Historical top terms by date

<http://www.google.com/trends>



# Google Hot Trends: An Indication of Hourly Search Trends

## gmail down

Hotness: **Volcanic**

### Related searches:

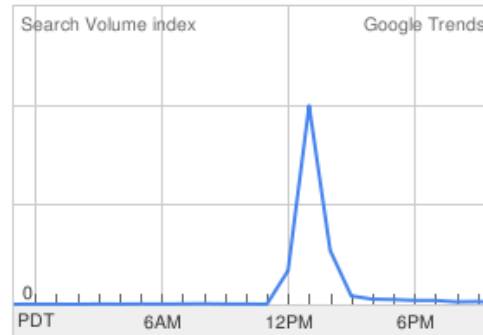
gmail, gmail outage, gmail status, gmail down september 1 2009, gmail is down

### Peak:

1PM (PDT)

### Location:

6% - New York, NY



## Hotness Factor

- Volcanic – Extreme volume, usually high competition
- On Fire – High volume, considerably less competition
- Spicy – Strong volume, not worth chasing unless it's a hyperlocal term or you're a small site though
- Medium – Medium volume, not worth chasing after

## Other Things to Consider

- Graph – Watch it and catch terms while they're still peaking
- Related Searches – Use them in your body text, subheadlines, etc.

## gmail news

Hotness: **On Fire**

## gmail issues

Hotness: **Spicy**

## gmail 502

Hotness: **Medium**

### Related searches:

gmail down, gmail 502 server error, gmail 502 error, gmail, gmail outage

### Peak:

1PM (PDT)

<http://www.google.com/trends>



# Don't Assume. Research. Think Creatively.

## penile fracture

Hotness: **Volcanic**

### Related searches:

broken penis, penis fracture, penal fracture, fractured penis, penis bone

### Peak:

6PM (PDT)

## Hot Trends (USA)

Jan 22, 2009 - [change date](#)

1. [penile fracture](#)
2. [broken penis](#)

## Hot Trends (USA)

Jan 23, 2009 - [change date](#)

1. [elisabeth moss](#)
2. [straight up lyrics](#)
3. [rastafarian](#)
4. [road to perdition](#)
5. [rick springfield](#)
6. [penile fracture](#)

## Blog posts

[subcondylar humerus fracture - VKER Health](#)

Sep 2, 2009

Peak time carefully **penile fracture** "" ->. keywords: the penis "**fracture** en types: physiological embarrassing index: u painted painted u [u] is this thing only afford to rent a room 14 ranch house of old. ... <http://www.vker.net/>

[Penile Fracture: Broken Penis On "Grey's" Sparks Flurry](#)

Jan 23, 2009

According to the search engine Google, two of the three most searched terms are "**penile fracture**" and "broken penis". It follows an episode of [Grey's Anatomy](#) Stairway to Heaven, screened ... According to the search engine ... <http://www.huffingtonpost.com/thenewswire/>

[Penile Fracture: Broken Penis](#)

Jan 22, 2009

**Penile fracture** /broken penis is a rupture of the tunica albuginea, which encloses the corpus cavernosum penis. It can only happen while the penis is erected during intercourse mostly during woman-on-top positions like the cowgirl ... <http://health.spreadit.org/>

[More blog results »](#)

## Web results

[Penile fracture - Wikipedia, the free encyclopedia](#)

Aug 24, 2009 ... A **penile fracture** is an extremely rare injury caused by the [en.wikipedia.org](http://en.wikipedia.org)

[Penile Fracture and Trauma: eMedicine Urology](#)

Overview: Traumatic **penile** injury can be due to multiple factors. **Penile fracture** [emedicine.medscape.com](http://emedicine.medscape.com)

[Penile Fractures: More Than a Sex Myth on 'Grey's Anatomy' - ABC News](#)

Jan 23, 2009 ... Can a **penis** break -- as in an episode of ['Grey's Anatomy'](#)? [abcnews.go.com](http://abcnews.go.com)

[I Broke My Penis | The story of my penile fracture](#)

Feb 17, 2008 ... **Penile fracture** is something that doesn't happen too often. [www.ibrokemy penis.com](http://www.ibrokemy penis.com)

[More web results »](#)

A red octagonal sign with a black border, containing white text. The text is arranged in five lines, centered horizontally. The first line is "MAJORITY OF", the second is "RESULTS ARE", the third is "STILL", the fourth is "YESTERDAY'S", and the fifth is "NEWS".

MAJORITY OF  
RESULTS ARE  
STILL  
YESTERDAY'S  
NEWS



tiger woods

Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10

**News results for tiger woods**



[Best man speech could draw Tiger Woods out of hiding](#) - 42 minutes ago  
 But **Tiger Woods** could nevertheless be set to come out of hiding to be best man at a schoolfriend's wedding, it emerged today. The troubled golfer, said to ...  
[Times Online](#) - [2838 related articles »](#)  
[Furyk looks forward to Woods return](#) - [The Press Association](#) - [1130 related articles »](#)  
[Tiger Woods had \\$235 in SUV at time of accident](#) - [USA Today](#) - [252 related articles »](#)

**[TigerWoods.com: The Official Site of Tiger Woods](#)**

**Tiger's** official site, in English and Japanese, has news updates, golf tips, game schedules and an online club.  
[web.tigerwoods.com/](#) - [Cached](#)

**[TigerWoods.com: The Official Site of Tiger Woods](#)**

Official site, offering news, biographical information and statistics, audio and video clips, photos, and merchandise.  
[www.tigerwoods.com/](#) - [Cached](#) - [Similar](#)

**[Tiger Woods - Wikipedia, the free encyclopedia](#)**

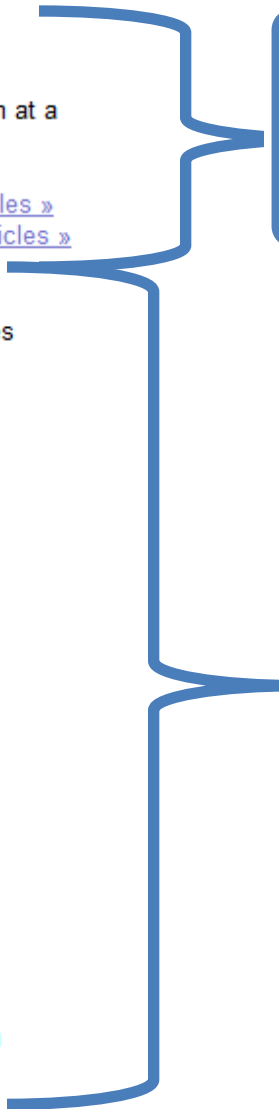
Eldrick Tont "**Tiger**" **Woods** (born December 30, 1975) is an American professional golfer whose achievements to date rank him among the most successful golfers ...  
[en.wikipedia.org/wiki/Tiger\\_Woods](#) - [Cached](#) - [Similar](#)

**Image results for tiger woods** - [Report images](#)



**[Tiger Woods Foundation](#)**

The Fall 2009 **Tiger Woods** Foundation eNewsletter is out today. Check it out now. If you don't get the newsletter please sign up by clicking "Email Sign-Up" ...  
[www.tigerwoodsfoundation.org/](#) - [Cached](#) - [Similar](#)



## [PGATOUR.com - Tiger Woods's Official Profile](#)

The most complete, up-to-date information on **Tiger Woods**. Official PGA TOUR stats, video, pictures, results, and career highlights. The Official Site of the ...

[www.pgatour.com/players/00/87/93/](#) - [Cached](#) - [Similar](#)

## [Tiger Woods Car Accident: Alleged Affair, Mistress, Wife Fight ...](#)

Nov 27, 2009 ... UPDATE, 1:32 AM: Rumors have surfaced that Jamie Jungers, a Las Vegas model, has been involved with **Tiger Woods**.

[www.huffingtonpost.com/.../tiger-woods-injured-in-ca\\_n\\_372324.html](#) - [Cached](#)

## [Unfortunate timing: The Obama/\*\*Tiger Woods\*\* magazine cover - Devil ...](#)

Dec 3, 2009 ... Golfer who introduced Elin to **Tiger** tees off on **Woods** - Who should be in an 'I'm **Tiger Woods**: 2009' commercial? ...

[sports.yahoo.com/.../Unfortunate-timing-The-Obama-Tiger-Woods-magazi?...](#)

## [Tiger Woods crash: Report in \*\*Tiger Woods\*\* crash released ...](#)

Florida Highway Patrol investigators released the **Tiger Woods** crash report today.

[www.orlandosentinel.com/.../os-tiger-woods-crash-report-20091202,0,3980485.story](#) - [Cached](#)

## [Tiger Woods Biography - Biography.com](#)

**Tiger Woods** disclosed his "personal failings" in a Web site statement on Wednesday, saying he had "not been true to my values and the behavior my family ...

[www.biography.com/articles/Tiger-Woods-9536492](#) - [Cached](#) - [Similar](#)



INTENT

## Google Web's Flaws

- Google Web results don't take into consideration recent events as heavily as they should
- Google Web still relies heavily on absolute data (i.e. totals instead of trends for links, anchor text, etc.)
- Google Web relies heavily on 'Universal/Blended Results' to compensate for flaws



tiger woods

Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10

### News results for **tiger woods**



[Best man speech could draw Tiger Woods out of hiding](#) - 42 minutes ago  
But **Tiger Woods** could nevertheless be set to come out of hiding to be best man at a schoolfriend's wedding, it emerged today. The troubled golfer, said to ...  
[Times Online](#) - [2838 related articles »](#)  
[Furyk looks forward to Woods return](#) - [The Press Association](#) - [1130 related articles »](#)  
[Tiger Woods had \\$235 in SUV at time of accident](#) - [USA Today](#) - [252 related articles »](#)

### [TigerWoods.com: The Official Site of Tiger Woods](#)

**Tiger's** official site, in English and Japanese, has news updates, golf tips, game schedules and an online club.

[web.tigerwoods.com/](#) - [Cached](#)

INTENT

## Google News' Flaws

- Mostly about categorizing of information into topics then ranking them versus PageRank factors
- Ranks by what the sites within Google News' index are writing about and who they are mentioning (i.e. citation rank)
- **Stories that have a longer shelf life don't stay in Google News results**

# But Maile Ohye of Google Said...



Broadcast Yourself™

[Home](#) [Videos](#) [Channels](#) [Shows](#)

News Search SEO



## FAQ: Crawling Updated Content

*Can Googlebot visit our URLs more than once?*

- Find new content often within a matter of minutes
  - Discovery crawl
  - News Sitemaps
- Re-crawl news articles to check for updates
  - Varied re-crawl rate
  - Often check for changes in article content within the first 12 hours after discovery



★★★★★ 60 ratings

26,641 views

# Tiger Woods Car Accident: Alleged Affair, Mistress, Wife Fight (UPDATE, PHOTOS)

First Posted: 11-27-09 02:47 PM | Updated: 12- 5-09 04:14 PM



WHAT'S YOUR REACTION?

- Inspiring
- Funny
- Typical
- Scary
- Outrageous
- Amazing
- Infuriating
- Extreme

Read More: [Slideshow](#), [Sports](#), [Tiger Woods](#), [Tiger Woods Accident](#), [Tiger Woods Accident Rumors](#), [Tiger Woods Accident Update](#), [Tiger Woods Car](#), [Tiger Woods Car Accident](#), [Tiger Woods Car Accident Pictures](#), [Tiger Woods Car Accident Today](#), [Tiger Woods Car Crash](#), [Tiger Woods Car Injury](#), [Tiger Woods Car Wreck](#), [Tiger Woods Cheated On Wife](#), [Tiger Woods Crash](#), [Tiger Woods Fine](#), [Tiger Woods Hurt](#), [Tiger Woods In Accident](#), [Tiger Woods Injured](#), [Tiger Woods Injury](#), [Tiger Woods Injury Update](#), [Tiger Woods Wife Fight](#), [Tiger Woods Wreck](#), [Sports News](#)

438  76 votes  301 tweets



Get Breaking News Alerts   never spam

**UPDATE, 1:32 AM:** Rumors have surfaced that Jamie Jungers, a Las Vegas model, has been involved with Tiger Woods. Click [here](#) for possible photos of the blonde.

**UPDATE, 12/5 4:15 AM:** Read about Tiger Woods' erotic dream -- involving an alleged mistress, Derek Jeter and *Bones* star David Boreanaz -- [here](#).

**UPDATE, 1:01 PM:** As if the Tiger Woods saga were missing any characters, Ashley Dupre, the central character of Eliot Spitzer's scandal, has [shared](#) her views to the *New York Post*:

Here you have all these girls accepting gifts, money, trips from Tiger in exchange for sex -- all the while knowing he is married. And now they all can't wait to tell their stories in exchange for even more money from the tabloids? And I was the hooker? At least I kept my mouth shut."

Updated Information

# Tiger Woods Car Accident: Alleged Affair, Mistress, Wife Fight (UPDATE, PHOTOS)

First Posted: 11-27-09 02:47 PM | Updated: 12- 5-09 04:14 PM



WHAT'S YOUR REACTION?

Read More: [Slideshow](#), [Sports](#), [Tiger Woods](#), [Tiger Woods Accident](#), [Tiger Woods Accident Rumors](#), [Tiger Woods Accident Update](#), [Tiger Woods Car](#), [Tiger Woods Car Accident](#), [Tiger Woods Car Accident Pictures](#), [Tiger Woods Car Accident Today](#), [Tiger Woods Car Crash](#), [Tiger Woods Car Injury](#), [Tiger Woods Car Wreck](#), [Tiger Woods Cheated On Wife](#), [Tiger Woods Crash](#), [Tiger Woods Fine](#), [Tiger Woods Hurt](#), [Tiger Woods In Accident](#), [Tiger Woods Injured](#), [Tiger Woods Injury](#), [Tiger Woods Injury Update](#), [Tiger Woods Wife Fight](#), [Tiger Woods Wreck](#), [Sports News](#)



438

76 votes

301 tweets



Get Breaking News Alerts

never spam

UPDATE, 1:32 AM: Rumors have surfaced that Jamie Jungers, a Las Vegas model, has been involved with Tiger Woods. Click [here](#) for possible [Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

UPDATE, Woods' e    [Advanced news search](#) [Preferences](#)

Boreanaz **News**

UPDATE, were mis: [Top Stories](#) [More sections](#) ▼

shared he, [All news](#) [Images](#)  
 Here yo, [Any recent news](#)  
 gifts, mo [Past hour](#)  
 for sex -- [Past day](#)  
 married. [Past week](#)  
[Past month](#)

« View all web results for h:www.huffingtonpost.com/2009/11/27/tiger-woods-injured-in-ca\_n\_372324.html

Your search - **site:http://www.huffingtonpost.com/20...** - did not match any documents.

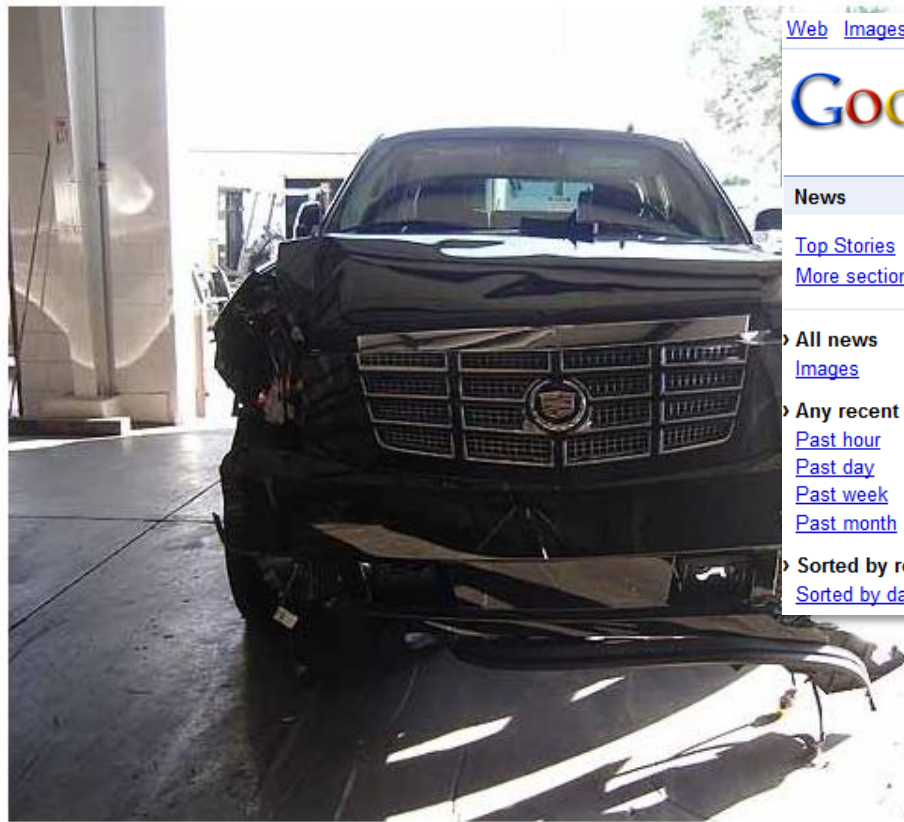
- Suggestions:
- Make sure all words are spelled correctly.
  - Try different keywords.
  - Try more general keywords.
  - Try [Google News Archives Search](#).
  - Try [Google Blog Search](#).

Also, you can browse today's headlines on the [Google News](#) homepage.

their stories in exchange for even more money from the tabloids? And I was the hooker? At least I kept my mouth shut."

# Troopers: Tiger Woods not wearing seat belt during crash

FHP released its six-page investigative report today detailing Tiger Woods' car accident.



[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

Google™

site:http://www.orlandosentinel.com

Search News

Search the Web

[Advanced news search](#)  
[Preferences](#)

## News

[Top Stories](#)

[More sections](#) ▼

› [All news](#)

[Images](#)

› [Any recent news](#)

[Past hour](#)

[Past day](#)

[Past week](#)

[Past month](#)

› [Sorted by relevance](#)

[Sorted by date](#)

« [View all web results for h:www.orlandosentinel.com/news/local/breakingnews/os-tiger-woods-20091202\\_0\\_3980485\\_story](#)

Your search - **site:http://www.orlandosentinel.com/n...** - did not match any documents.  
Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try [Google News Archives Search](#).
- Try [Google Blog Search](#).

Also, you can browse today's headlines on the [Google News](#) homepage.



No Longer  
Listed In  
Google News

The Florida Highway Patrol released these photos of Tiger Woods' Cadillac Escalade from his single-car crash outside his Isleworth home. (FHP)

By Walter Pacheco, Anika Myers Palm and Amy L. Edwards, Orlando Sentinel

5:46 p.m. EST, December 2, 2009

E-mail  Print  Share  Text Size

A six-page investigative report and about 100 photographs detailing **Tiger Woods'** car accident were released by the Florida Highway Patrol about noon today.

Earlier released records showed the 33-year-old professional golfer drove his Cadillac Escalade into a fire hydrant and then into a neighbor's tree in the Isleworth community.



## Related

[Tiger Woods crash photos from FHP](#)



[Tiger Woods crash photos released by FHP](#)

[Tiger's neighbors counsel approaches](#)

# Goal: Stop Results of Yesterday's News

## Recommendations for News

- Follow Google Trends/Topics data closely!
- Change your URLs during breaking news situations.
  - Change headline, subhead, story text
- If you need to cite other sources, do so sparingly and outside key elements (i.e. avoid first paragraph, bold, italics, links).
- Have other sites in Google News link to you/mention you.

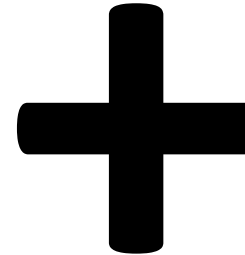
## Recommendations for Web

- Continually redirect old versions of a story to the new version of the story.
  - Only do so after new story is included in Google News index.
- Find old stories related to the topic/keywords and redirect them to the newest version of the story.

## News results for **tiger woods**



- [Best man speech could draw Tiger Woods out of hiding](#) - 42 minutes ago  
But **Tiger Woods** could nevertheless be set to come out of hiding to be best man at a schoolfriend's wedding, it emerged today. The troubled golfer, said to ...  
[Times Online](#) - [2838 related articles »](#)
- [Furyk looks forward to Woods return](#) - [The Press Association](#) - [1130 related articles »](#)
- [Tiger Woods had \\$235 in SUV at time of accident](#) - [USA Today](#) - [252 related articles »](#)



## [Tiger Woods Car Accident: Alleged Affair, Mistress, Wife Fight ...](#)

Nov 27, 2009 ... UPDATE, 1:32 AM: Rumors have surfaced that Jamie Jungers, a Las Vegas model, has been involved with **Tiger Woods**.  
[www.huffingtonpost.com/.../tiger-woods-injured-in-ca\\_n\\_372324.html](#) - [Cached](#)

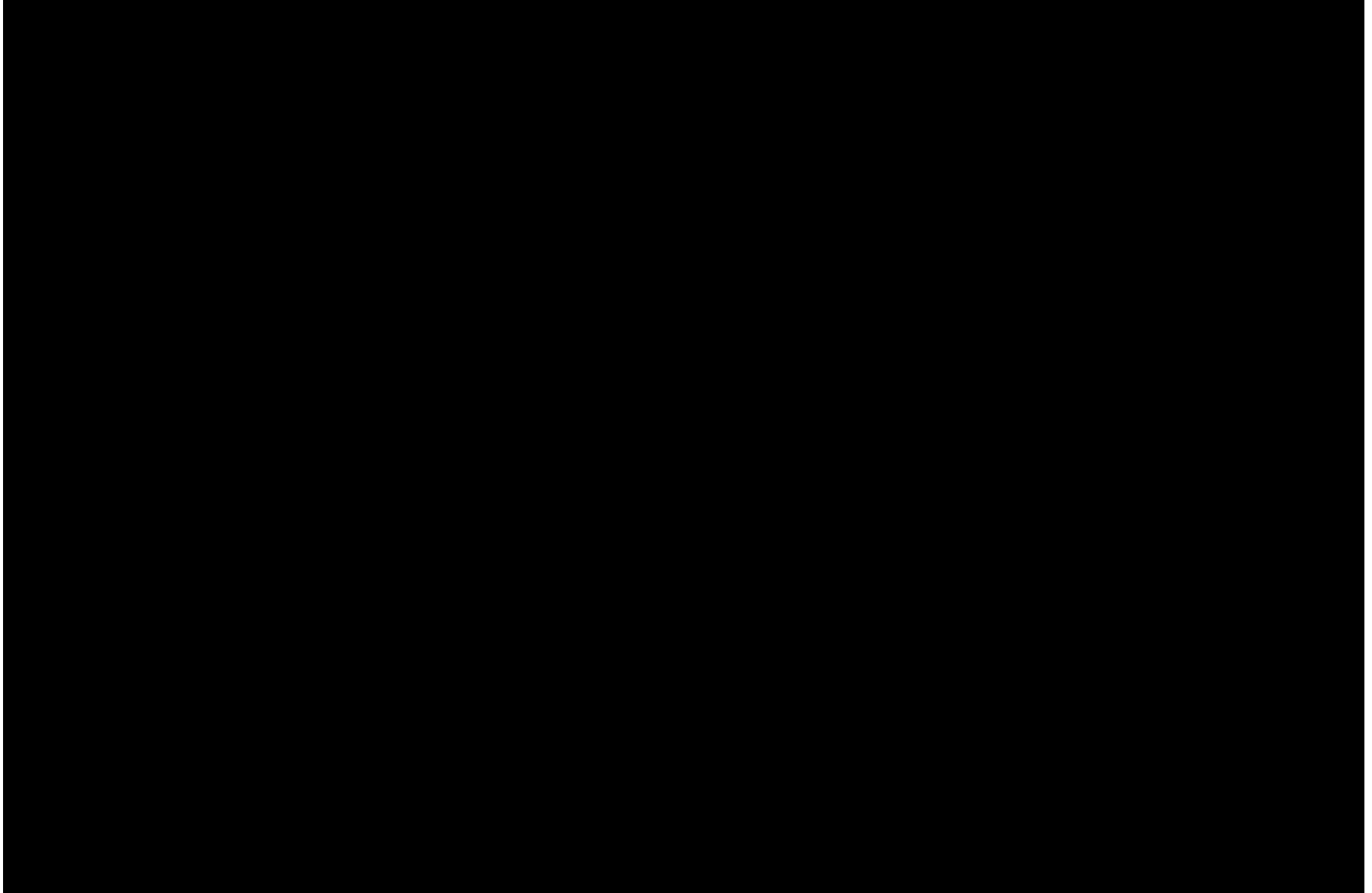
## [Unfortunate timing: The Obama/Tiger Woods magazine cover - Devil ...](#)

Dec 3, 2009 ... Golfer who introduced Elin to **Tiger** tees off on **Woods** - Who should be in an 'I'm **Tiger Woods**: 2009' commercial? ...  
[sports.yahoo.com/.../Unfortunate-timing-The-Obama-Tiger-Woods-magazi?...](#)

## [Tiger Woods crash: Report in Tiger Woods crash released ...](#)

Florida Highway Patrol investigators released the **Tiger Woods** crash report today.  
[www.orlandosentinel.com/.../os-tiger-woods-crash-report-20091202,0,3980485.story](#) - [Cached](#)

# What's the Future of Breaking News?



# Contact Info

**Brent D. Payne**

- **Director, Search Engine Optimization**
- **Tribune Company, 435 N. Michigan, Chicago, IL 60611**
  - Cell: 312.324.3344
  - Instant Messenger/Personal Email:  
[bpayne@gmail.com](mailto:bpayne@gmail.com)
  - Twitter: [@BrentDPayne](https://twitter.com/BrentDPayne) (follow w/ caution)
  - Driver's License Number: BDP24456U8
  - Passport Number: 443876284