

Specific SEO Opportunities for Online News Sites

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Tribune

Introduction

We are different in a good way...

- Crawl rates are considerably more frequent
- Endless pipe of quality content
- Google likes us more (but still doesn't need us)
- High authority
- Direct relationships with the search engines

We are different in a bad way...

- Expiring content
- Duplicate content
- Never ending changes to our content
- Horrid CMS/site structure
- Direct relationships with the search engines ;-)

THEN WHY NOT . . .

...Learn to Play the Game
Differently!!

Online News Organizations' Unique Opportunities

Google
Trends

Microsoft
xRank

Content
Repurposing

List of Ingredients

Google Web

Crawling site at least once per hour

Web Sitemap updated every 5 min.

Google News

Submitted and approved for all site sections

News Sitemap updated immediately

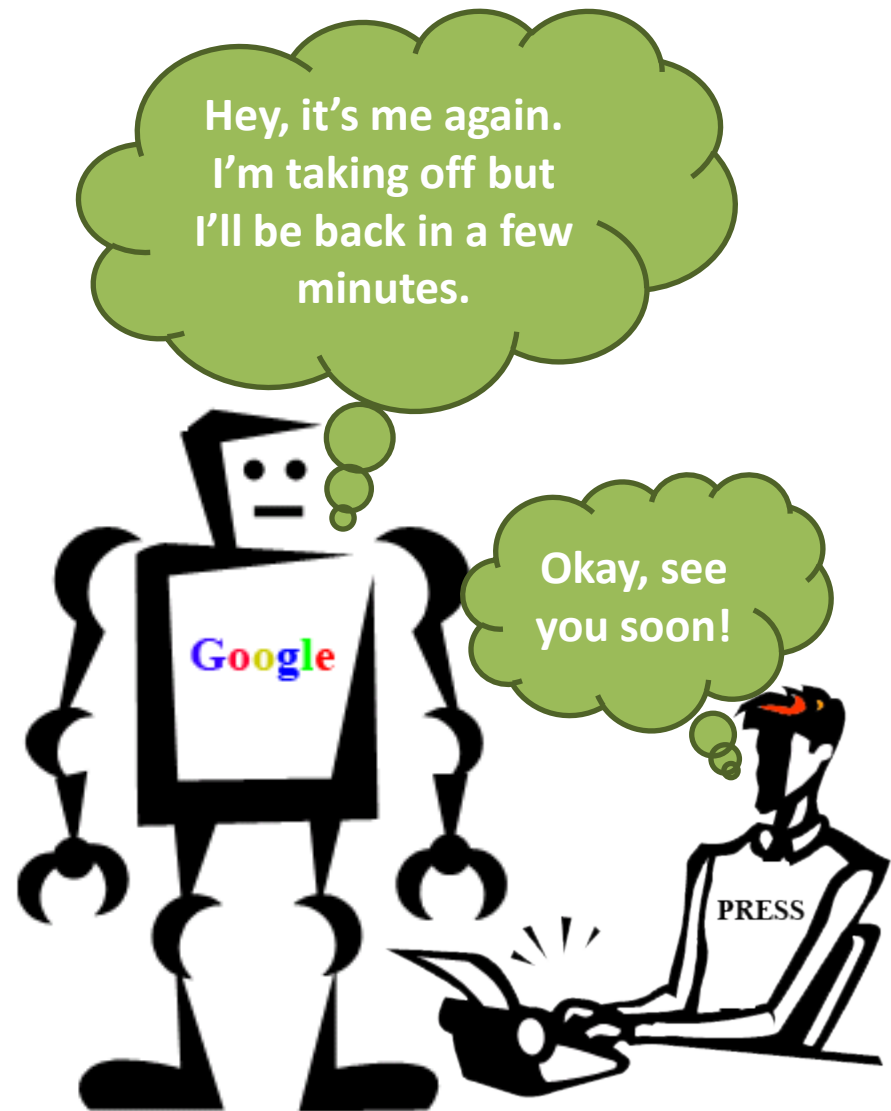
Site Control

Ability to post links to the home page

Ability to edit header information

Server

Ability to 301 redirect URLs





Google Trends: What is it?

Jan 21, 2009 - [change date](#)

Updated 20 minutes ago

[iGoogle Gadget](#) New! [Site Feed](#)

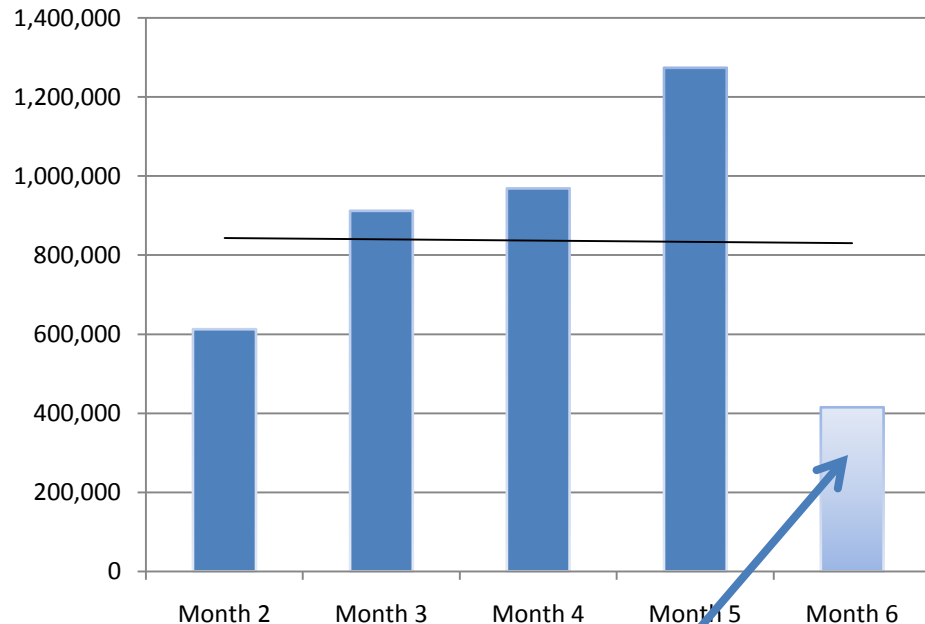
- [obama retakes oath](#)
- [dan abrams](#)
- [karen shaw petrou](#)
- [lost premiere](#)
- [shane dronett](#)
- [jim demint](#)
- [james willis](#)
- [pet food recall](#)
- [richard parsons](#)
- [maestro harrell](#)
- [ali wentworth](#)
- [toll brothers](#)
- [sarah spain](#)
- [glengarry glen ross](#)
- [lost season 5 premiere](#)
- [rylan fuchs](#)
- [brooke colvin](#)
- [military one source](#)
- [abc lost](#)
- [rush limbaugh obama](#)
- [obama s first day](#)
- [george carlin 7 words](#)
- [jeff kent](#)
- [cliff bar](#)
- [lie to me](#)
- [oregon mayor](#)
- [secretary of state](#)
- [ken langone](#)
- [peanut recall](#)
- [david vitter](#)
- [marfa texas](#)
- [usps tracking](#)
- [apple earnings](#)
- [taxslayer](#)
- [lost schedule](#)
- [moore county schools](#)
- [lexus sc](#)
- [cooley godward](#)
- [kenny anderson](#)
- [what does the secretary of state do](#)
- [shannon wilcox](#)
- [kelli williams](#)
- [seven words you can never say on television](#)
- [jersey jackpot raffle](#)
- [lost season 4 recap](#)
- [ibm layoffs](#)
- [andrew cuomo](#)
- [gitmo](#)
- [spinderella](#)
- [lost tv show](#)
- [pure romance](#)
- [peanut butter recall list](#)
- [lobbyist](#)
- [j crew](#)
- [what time does lost come on](#)
- [serinda swan](#)
- [kitty dukakis](#)
- [lost tonight](#)
- [turbo tax](#)
- [saturn sky](#)
- [danville shooting](#)
- [michelle obama dress size](#)
- [what channel is lost on](#)
- [lost destiny calls](#)
- [american idol judge fired](#)
- [sigourney weaver the view](#)
- [larry fitzgerald sr](#)
- [march for life](#)
- [brockton enterprise](#)
- [rich cronin](#)
- [keeley hazell gallery](#)
- [cottage farms](#)
- [petsmart recall](#)
- [obama executive orders](#)
- [razzies](#)
- [juan williams](#)
- [rivers cuomo](#)
- [alex jacke](#)
- [obama oval office](#)
- [mypay](#)
- [jeri ryan](#)
- [salute to heroes inaugural ball](#)
- [western connecticut state university](#)
- [disney layoffs](#)
- [razzies 2009](#)
- [guantanamo bay](#)
- [pay freeze](#)
- [loose cannons](#)
- [what channel is abc](#)
- [buffalo wing shortage](#)
- [ashley russell](#)
- [sarah larson](#)
- [razzies 2008](#)
- [squirrel appreciation day](#)
- [abc schedule](#)
- [obama jacket](#)
- [purple tunnel of doom](#)
- [h and r block](#)
- [lillian roth](#)
- [lost numbers](#)

<http://www.google.co.uk/trends>



Google Trends: Why?

Page Views from G' Trends Efforts Only



Residual Traffic

Cheap to Implement

- 3 interns @ 30% time ea = Total cost of \$2,000 / month

Lots of Traffic

- Tribune averages 800,000 page views per month

Instant Gratification

- Same day results (often same hour)

Link Building Gold Mine

- Big wins here = Big pay off in natural inlinks



Google Trends: How?

obama retakes oath

Hotness: **Volcanic**

Related searches:

obama retake oath, obama retakes oath of office, obama takes oath, caroline kennedy withdraws, obama take oath

Peak:

2 hours ago

Only chase after 'Volcanic' or 'On Fire' search terms, others don't have the volume to justify the effort

Watch graph, catch terms while they're still spiking

Note the related searches, use them in your body text

dan abrams

Hotness: **On Fire**

Related searches:

dan abrams msnbc, huffington post, politico, daily kos, huff post

Peak:

4 hours ago

Location:

10% - New York, NY



Hot Trends (USA)

Jan 21, 2009 - [change date](#)
Updated 51 minutes ago

1. [obama retakes oath](#)
2. [dan abrams](#)
3. [karan shaw petrou](#)
4. [lost premiere](#)
5. [shane dronett](#)
6. [jim demint](#)
7. [james willis](#)
8. [pet food recall](#)
9. [richard parsons](#)
10. [maestro harrell](#)
11. [ali ventworth](#)
12. [toll brothers](#)
13. [sarah spain](#)
14. [glengarry glen ross](#)
15. [lost season 5 premie...](#)
16. [nylan fuchs](#)
17. [brooke cobin](#)
18. [military one source](#)
19. [abc lost](#)
20. [rush limbaugh obama](#)

Showing 1 - 20
[Next >](#)

[View entire list](#)

[iGoogle Gadget](#) [New!](#)
[Site Feed](#)

obama retakes oath

Hotness: **Volcanic**

Related searches:

obama retake oath, obama retakes oath of office, obama takes oath, caroline kennedy withdraws, obama take oath

Peak:

2 hours ago

News articles

Obama retakes oath of office

AFP - 45 minutes ago
WASHINGTON (AFP) — In a highly unusual move, US President Barack Obama retook the oath of office from Chief Justice John Roberts after stumbling when he...

Obama retakes oath, really is president now

Kansas City Star, USA - 11 minutes ago
By Wednesday afternoon, legitimate constitutional scholars were saying Obama ought to retake the oath, just to make sure he was really president. ...

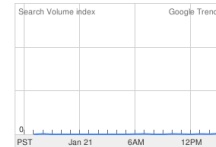
Obama retakes oath

Winnipeg Sun - 4 minutes ago
Chief Justice John Roberts delivered the oath to Obama on Wednesday night at the White House — a rare do-over. The surprise moment came in response to ...

Obama retakes fluffed presidential oath

The Press Association - 11 minutes ago
Barack Obama has retaken the US presidential oath of office, after the inaugural blunder that was heard throughout the world. Supreme Court Chief Justice ...

[More news results >](#)



Blog posts

Obama Retakes Oath Of Office In The White House

Jan 20, 2009
Obama Retakes Oath Of Office In The White House - The Huffington Post
<http://www.huffingtonpost.com/feeds/vertical/politics/index...>

Obama retakes oath of office after flub - Democratic Underground

Jan 20, 2009
Obama retakes oath of office after flub ... 19. Obama retakes the oath of office after a busy first day. Source: McClatchyDC. WASHINGTON — Chief Justice John G. Roberts was ushered into the Map Room of the White House on Wednesday ... <http://www.democraticunderground.com/>

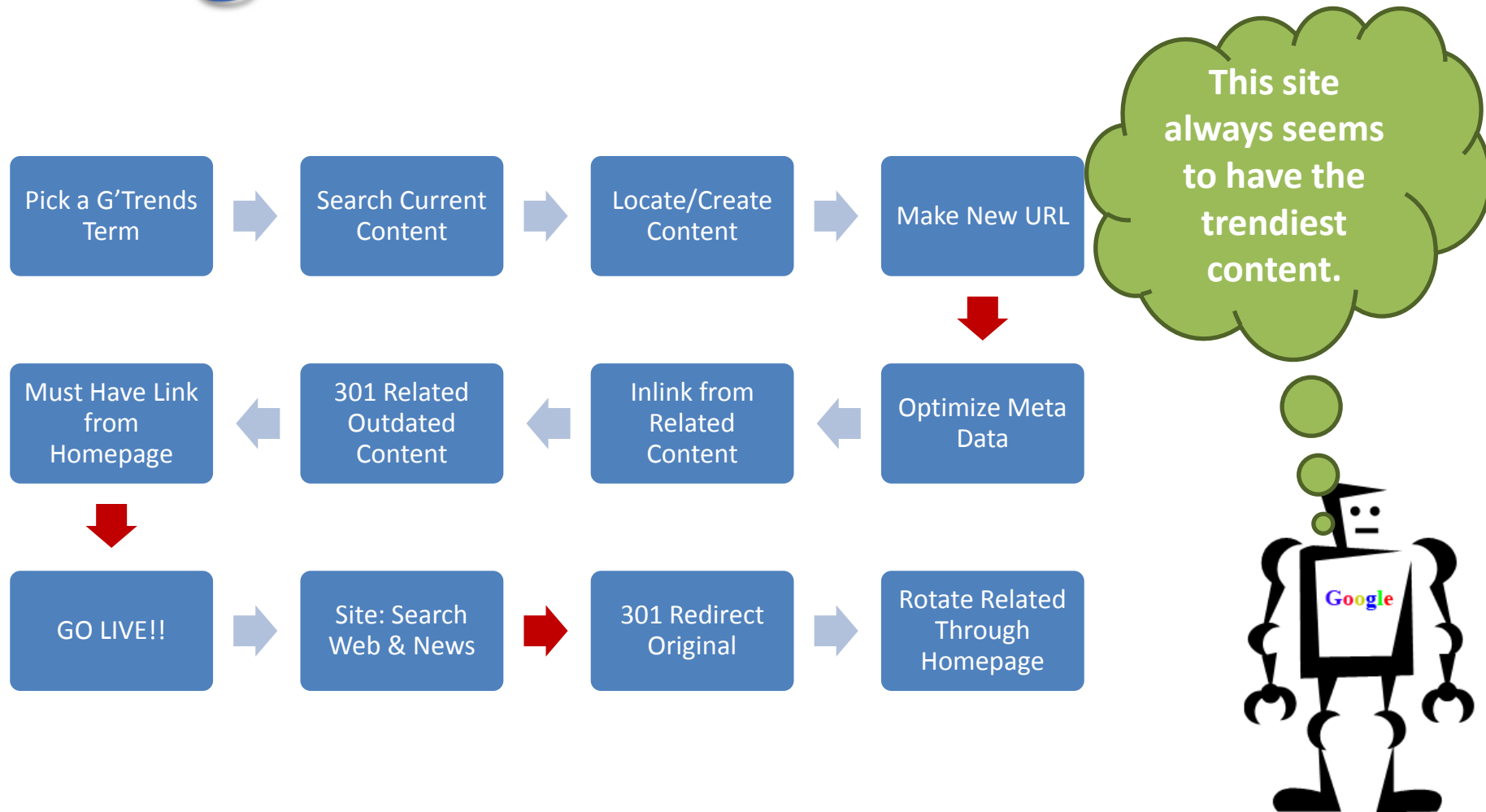
Sandra Rose - Obama Retakes Oath of Office

Obama Retakes Oath of Office. After fumbling the oath of office yesterday, Barack Obama took the oath again at the White House tonight without the pomp and circumstance of yesterday's affair. Amid Constitutional concerns, Chief Roberts ... <http://sandrarose.com/>

[More blog results >](#)

<http://www.google.co.uk/trends>

Google Trends: How?



Total Allocated Time: 15 - 20 min.

Microsoft's xRank: What is it?

Celebrity

Celebrity Top Movers
Tue Feb 17, 2009

- 33 [Stevie Wonder](#)
- 250 [Tim McGraw](#)
- 229 [Bette Davis](#)
- 228 [Wesley Snipes](#)
- 186 [Susan Sarandon](#)
- 194 [Ingrid Bergman](#)
- 246 [Brian Eno](#)
- 13 [Jennifer Lopez](#)
- 23 [Cristiano Ronaldo](#)
- 80 [Serena Williams](#)
- 56 [Depeche Mode](#)
- 91 [Spandau Ballet](#)
- 4 [Madonna](#)
- 249 [Petula Clark](#)
- 5 [Paris Hilton](#)
- 20 [Mariah Carey](#)
- 58 [Marilyn Monroe](#)

1 **Rihanna**



- [Chris Brown 'sorry and saddened' over alleged Rihanna assault](#)
Guardian Unlimited 1 day ago
- [R&B couple Rihanna and Chris Brown miss Grammys as he is quizzed by ...](#)
Daily Mail 6 days ago
- [Rihanna Appalled by Brown's Apology?](#)
extra tv 2/17/2009

[more news...](#)

Compare celebrities



Date	xRank
Jan 27	3
Feb 3	3
Feb 10	2
Feb 17	1

Feb 17 [Rihanna And Chris Brown, Chris Brown And Rihanna](#)

Feb 12 [Rihanna And Chris Brown, Chris Brown And Rihanna](#)

Feb 10 [Chris Brown And Rihanna, Chris Brown Rihanna](#)

Hmm.
Gates, got
xRank
right at
least.

Trends Data

- Updates multiple times per day
- Graph of trend history

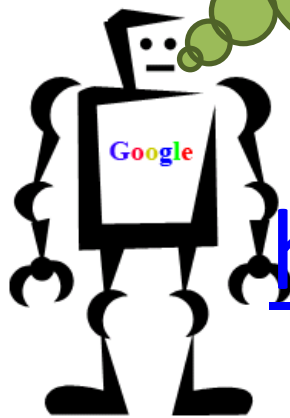
Categories

- Celebrities
- Musicians
- Politicians

Related Articles

- News
- Images
- Videos

<http://search.live.com/xrank>



Microsoft's xRank: Why?

Low Resources / Low Risk

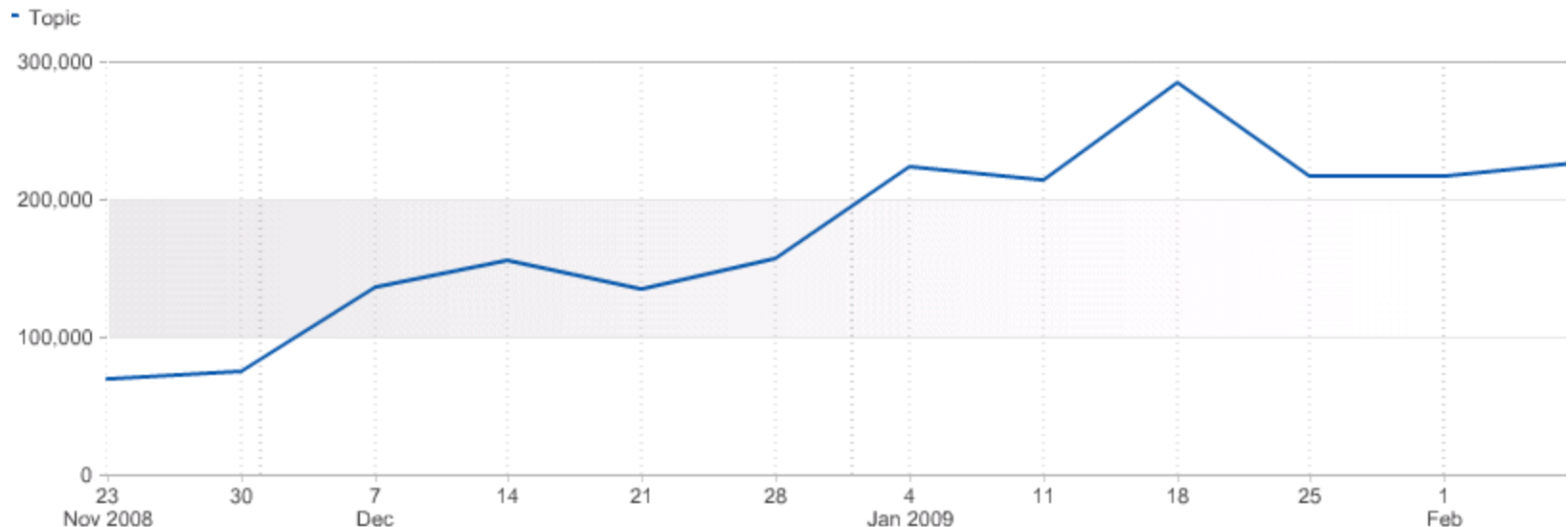
- One intern at 30% time
- \$700 per month

Very High Volume Opportunities

- Lil Wayne = 9.1 Million / month
- Chris Brown = 4.1 Million / month

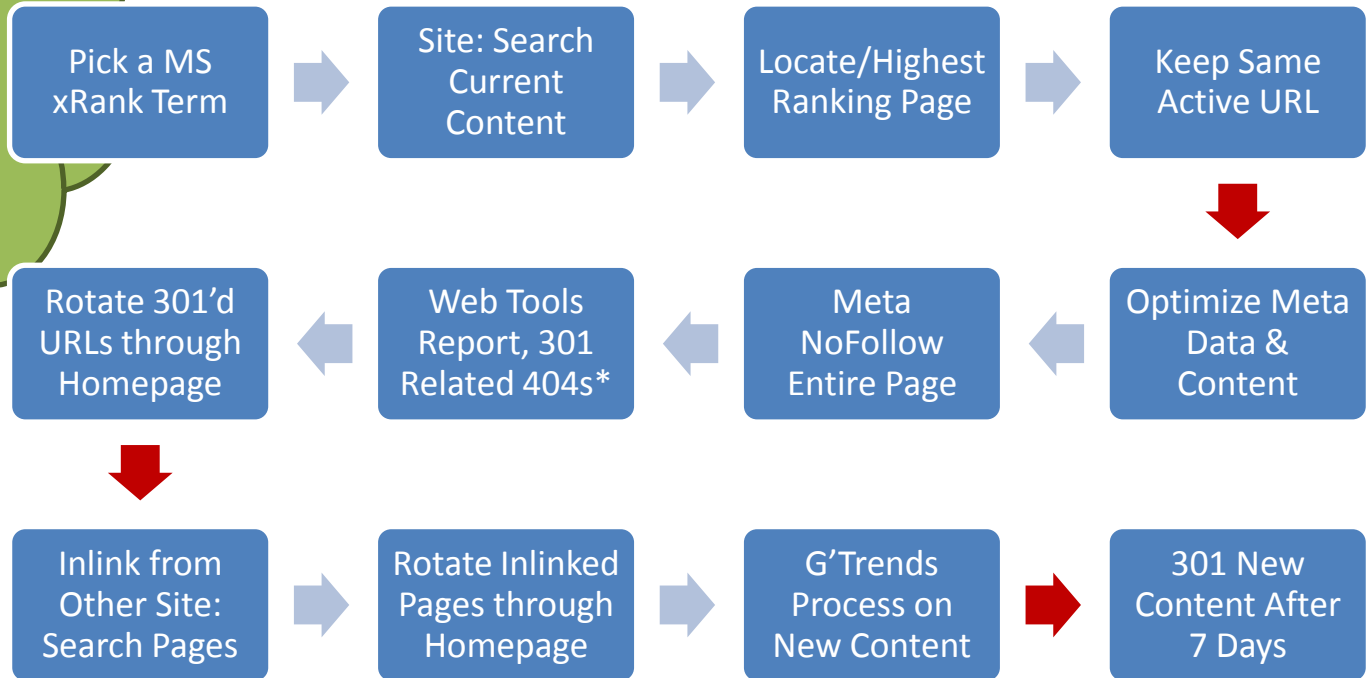
Tribune's Stats on Similar Efforts

- 45 Days = 2.5x Increase in Visits
- PVs / V = 1.2x Increase

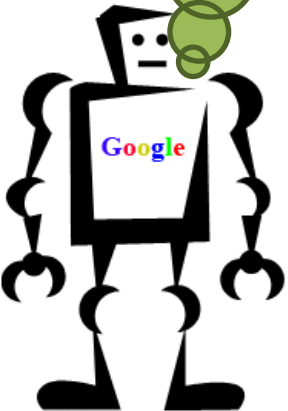


Microsoft's xRank: How?

Finally an authoritative site about 'xyz'. This makes my life easy!



Total Allocated Time: 90 - 120min.



Repurpose Old Content

Web News Blogs

Results 1 - 100 of about 2,420,000 for michelle obama

News results for [michelle obama dress](#)



[Can Jason Wu Do More Than Dress Michelle Obama?](#) - 19 hours ago
 Wu, 26, became an overnight star when **Michelle Obama** wore his white, one-
 to the inaugural balls. He makes the kind of clothes Mrs. **Obama** ...
[Slate](#) - [162 related articles »](#)
[Maria Pinto, Michelle Obama's designer, hopes for Hollywood fame](#) -
[Los Angeles Times](#) - [3 related articles »](#)
[Maria Pinto Explores Curves: Eyes Academy Awards](#) -
[Wall Street Journal Blogs](#) - [17 related articles »](#)

[Michelle Obama's Dress: Who made Michelle's dress, plus photos ...](#)

20 Jan 2009 ... **Michelle Obama's dress** and other wardrobe choices have been a breath
 fresh air in the fashion industry. Learn about her **dress** at the big ...
[www.chicagotribune.com/news/politics/obama/chi-michelle-obama-dress-](#)
[story_0,1949360.story](#) - 137k - [Cached](#) - [Similar pages](#)

[Amnau Eele's Black Artists Association complaint about Michelle ...](#)

28 Jan 2009 ... Amnau Eele's Black Artists Association complaint about **Michelle Obama's**
 choice of **dress** designers spurs backlash ...
[www.chicagotribune.com/news/politics/obama/chi-talk-designerjan28_0,2001013.story](#) - 128k -
[Cached](#) - [Similar pages](#)
[More results from www.chicagotribune.com »](#)

[Michelle Obama's Dress: A Bold Choice in Designer Isabel Toledo - TIME](#)

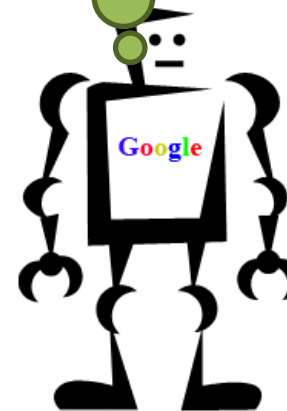
20 Jan 2009 ... Choosing an elegant, optimistic yellow, **Michelle Obama** begins her term as
 First Lady wearing an ensemble by Cuban-American designer Isabel ...
[www.time.com/time/nation/article/0,8599,1872763,00.html](#) - [Similar pages](#)

[Michelle Obama's Jason Wu Dress - Photo Essays - TIME](#)

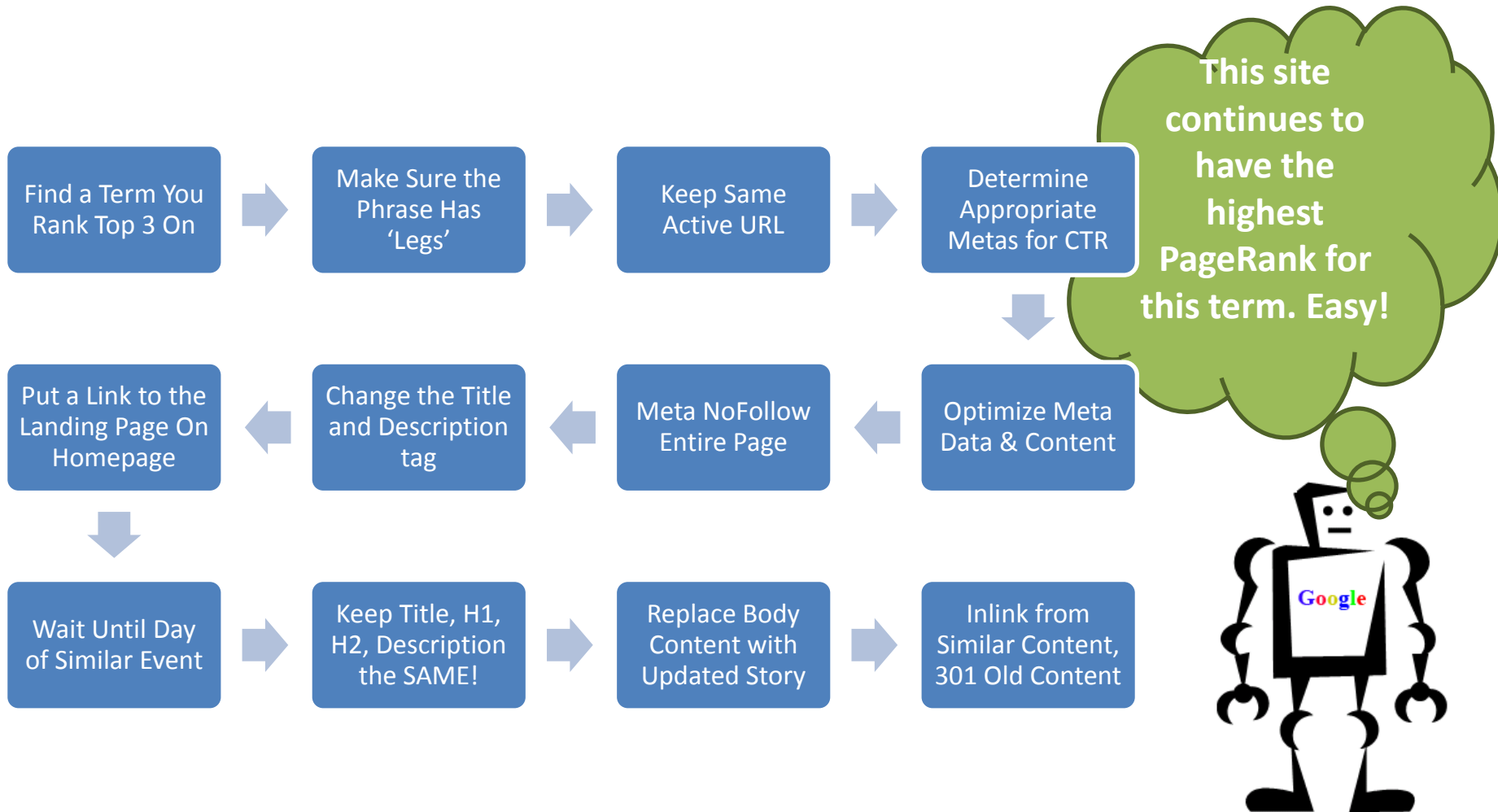
Michelle Obama's Jason Wu Dress. A young designer is tapped by the First Lady to design
 her gown for the inauguration night festivities ...
[www.time.com/time/photogallery/0,29307,1872988,00.html](#) - 28k - [Cached](#) - [Similar pages](#)
[More results from www.time.com »](#)

Hey, you still have
 that great
 'Michelle Obama
 dress' content?
 Tons of people are
 looking for it again.

Umm. I have
 what your
 searchers
 want, yeah.



Repurpose Old Content: How?



Total Allocated Time: 30 - 45min.

Meta Data: Examples

Title

- Michelle Obama's Dress: Who made Michelle Obama's dress, plus photos -- Chicago Tribune

Description

- Michelle Obama's dress and other wardrobe choices have been a breath of fresh air in the fashion industry. Learn about her dress at the ...

Headline (H1)

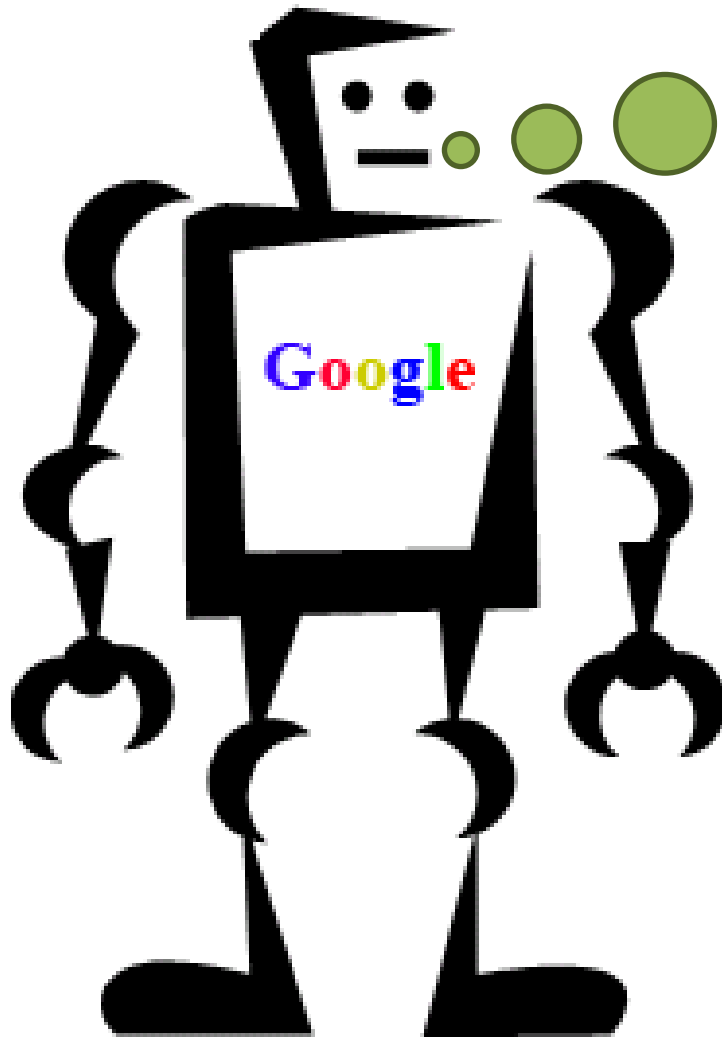
- Who made Michelle Obama's dress?

Subheadline (H2)

- Michelle Obama's dresses attract attention on Inauguration Day [not actually used]

URL/Slug

- /chi-michelle-obama-dress-story



Different
is Good!!

Contact Info

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