

# SEO/SMO for Journalists



How to get web hits, engage readers  
without sounding like a machine

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# SEO, SMO

- SEO stands for **search engine optimization**, which means using words to get a higher ranking on Google/Bing search engines so more people click on.
- SMO stands for **social media optimization**, which means using social media to draw readers in (FB, YouTube, FourSquare, Delicious, Twitter, Flickr, etc.).



## Why we care

- 65% of college graduates get news online
- 1 billion people on FB
- One-third gets news from FB
- Search engine growth slowing, social media growth exploding



# Why we care

- Blog, email, podcast “news” traffic flat
- 3% get news from twitter

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## More Americans Getting News Digitally and from Social Networks

	2010	2012	Change
<b><i>Got news yesterday</i></b>	%	%	
NET Online/Mobile*	34	39	+5
Online	34	34	0
Cell, tablet, other mobile	--	17	--
Social networking	9	19	+10
Email	14	16	+2
Twitter	2	3	+1

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### ***Regularly get news...***

Online	46	46	0
Search engines	34	33	-1
Social networking	7	20	+13
Mobile device	9	15	+6
Email	12	13	+1
Blogs	9	12	+3
Podcasts	3	5	+2
Twitter	2	3	+1

PEW RESEARCH CENTER 2012 News Consumption Survey.  
\* 2010 survey asked only about news online. 2012 also asked about news on cell phones, tablets and other mobile devices.

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# SEO: How does it work?

- Big, secret spiders
- High school rules
- Keywords, metadata
- Keywords in URL

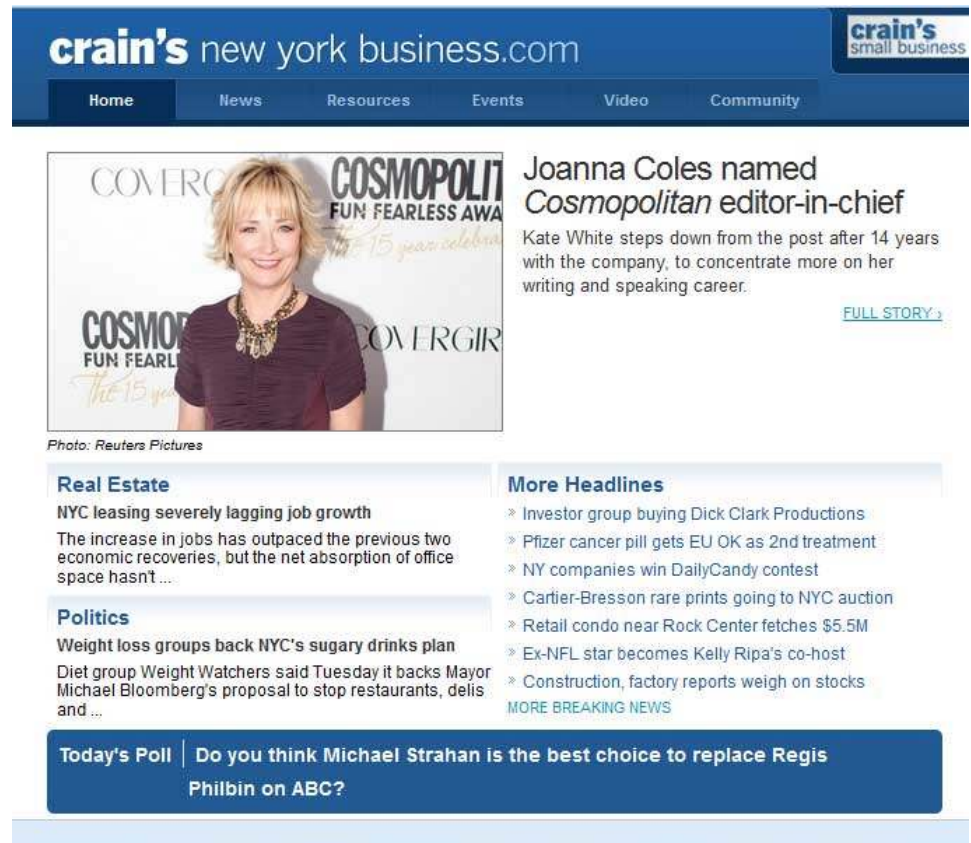


# Words you control

- How well your words match the relevance of a query
- Capturing readers' attention
- Compelling them to click on your item

# How to match queries

- Use key terms
- Use proper names
- Use unique terms
- Know your audience



The screenshot shows the homepage of **crain's new york business.com**. The navigation bar includes links for Home, News, Resources, Events, Video, and Community. The main content area features a large article titled "Joanna Coles named *Cosmopolitan* editor-in-chief" with a sub-headline "Kate White steps down from the post after 14 years with the company, to concentrate more on her writing and speaking career." A "FULL STORY" link is provided. Below the article are sections for "Real Estate" (NYC leasing severely lagging job growth), "Politics" (Weight loss groups back NYC's sugary drinks plan), and "More Headlines" (Investor group buying Dick Clark Productions, Pfizer cancer pill gets EU OK, etc.). A "Today's Poll" section asks "Do you think Michael Strahan is the best choice to replace Regis Philbin on ABC?".

# The nitty gritty

- What keywords are in your content?
- What are people searching for?
- Will it draw your audience, back your brand?

LIVE FROM CHARLOTTE!

Our politics team hits the ground reporting LIVE from the Democratic National Convention

## 'Godmother of Cocaine' dies in hail of bullets; vicious Miami queenpin once put hit on enemy's 2-year-old son

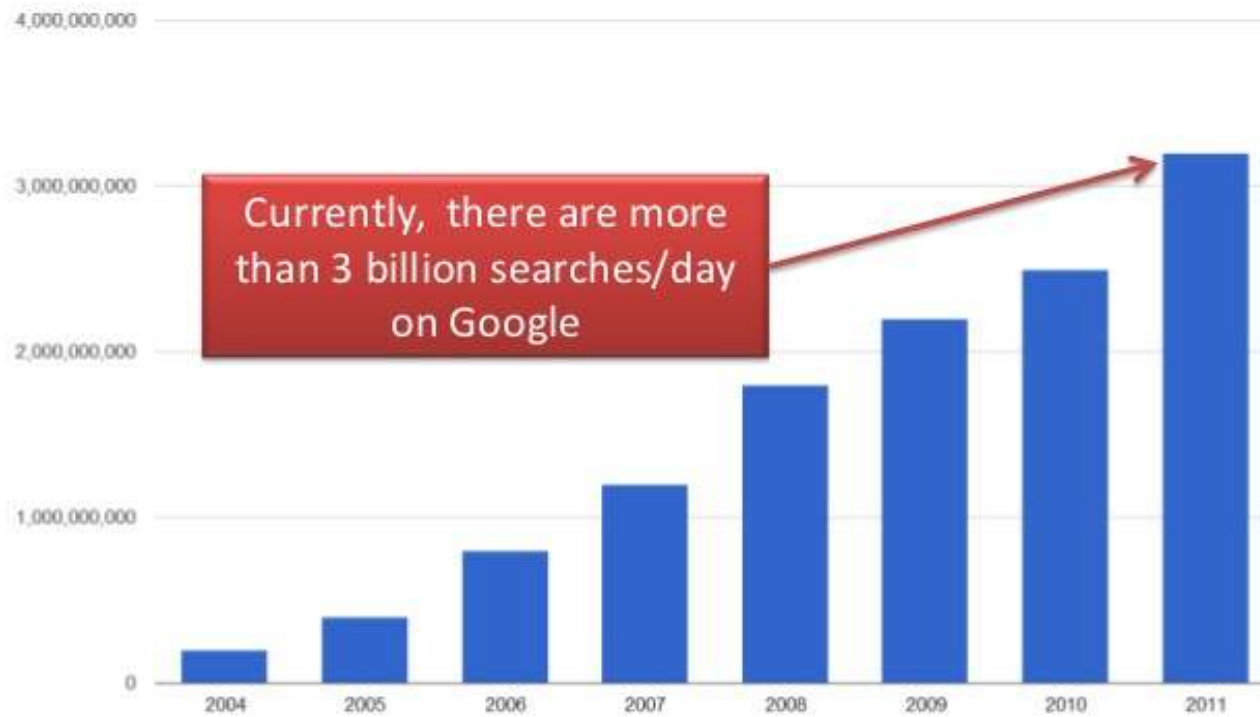


Griselda Blanco, 69, was shot to death in front of her pregnant daughter-in-law as she walked out of a butcher's shop in Medellin. [read full story »](#)



# Why Google?

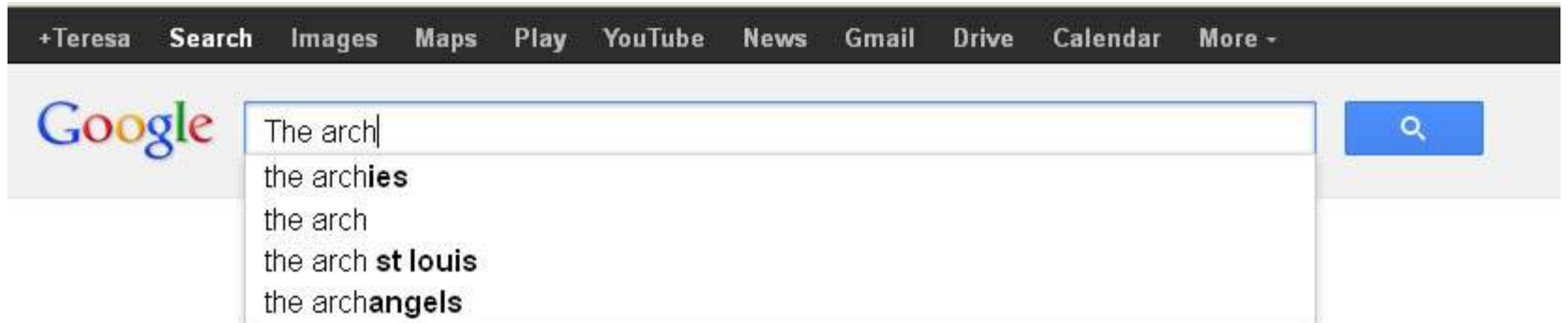
## Growth of Google Queries



<http://www.quora.com/How-many-search-queries-does-Google-serve-worldwide-every-day>

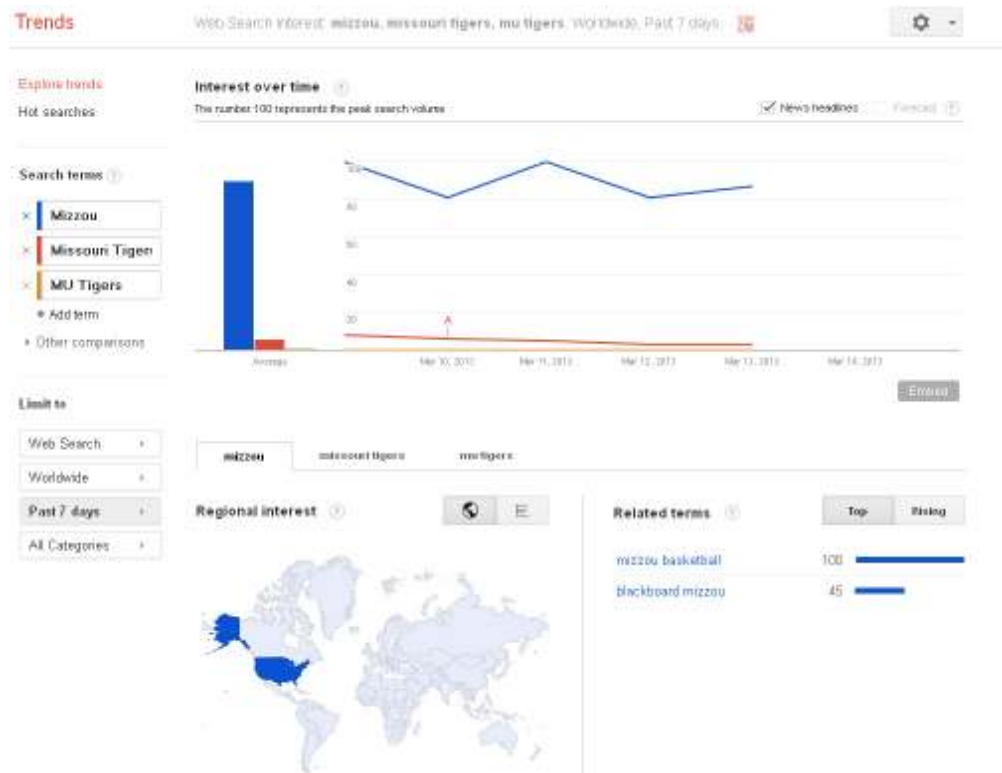
# Figuring out keywords

- Easiest way is start typing in search bar, follow suggestions



# Figuring out keywords

- Google Trends (google.com/trends) lets you enter terms, see which is trending higher



# Figuring out keywords

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

Trends

Web Search Interest: **mizzou, missouri tigers, mu tigers**. Columbia-Jefferson City (United States), Past 7 days.



Explore trends

Hot searches

Search terms

- ✕ Mizzou
- ✕ Missouri Tiger
- ✕ MU Tigers
- + Add term
- Other comparisons

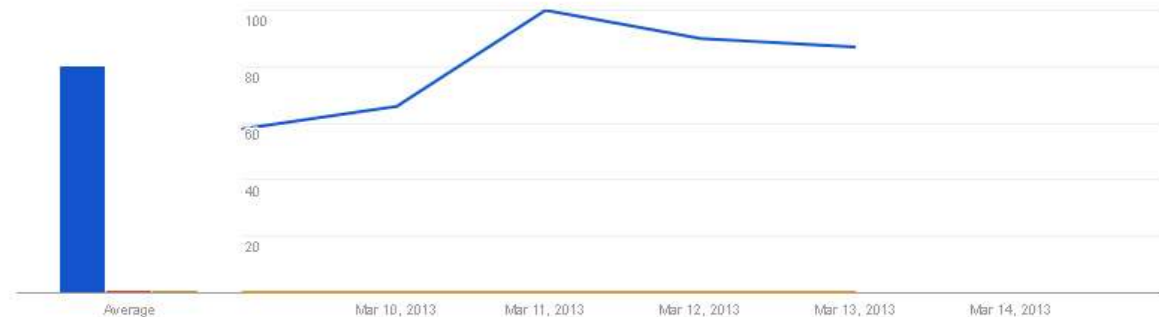
Limit to

- Web Search ▸
- Columbia-Jefferson City ▸
- Past 7 days ▸
- All Categories ▸

Interest over time

The number 100 represents the peak search volume

News headlines  Forecast



Embed

mizzou missouri tigers mu tigers

Regional interest

Worldwide > United States > Missouri > Columbia-Jefferson City



Related terms

blackboard mizzou

100

Top Rising

# Figuring out keywords

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

Explore trends

Hot searches

Search terms ?

- × Mizzou
- × Missouri Tiger
- × MU Tigers

+ Add term

▶ Other comparisons

Limit to

- Web Search ▶
- Nebraska ▶
- Past 7 days ▶
- All Categories ▶

Not enough search volume to show graphs.

Suggestions:

- Make sure all words are spelled correctly.
- Try different search terms.
- Try more general search terms.
- Try fewer search terms.
- Try searching data for all years and all regions.

# Figuring out keywords

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

Explore trends

Hot searches

Search terms ?

All search term

+ Add term

▶ Other comparisons

Limit to

Web Search ▶

St Louis ▶

Past 7 days ▶

All Categories ▶

No search terms to explore

Add one or more terms to the search box.

Related terms ?

Top

facebook	100	<div style="width: 100%;"></div>
you	95	<div style="width: 95%;"></div>
google	70	<div style="width: 70%;"></div>
craigslist	60	<div style="width: 60%;"></div>
youtube	60	<div style="width: 60%;"></div>
yahoo	45	<div style="width: 45%;"></div>
weather	40	<div style="width: 40%;"></div>
news	30	<div style="width: 30%;"></div>
walmart	25	<div style="width: 25%;"></div>
amazon	25	<div style="width: 25%;"></div>

Embed

Rising

new pope	+1,550%
pope	+500%
justin timberlake	+300%
north korea	+200%
daylight savings time	+70%
craigslist st. louis	+60%
menards	+60%
siue	+60%
costco	+50%
daylight savings 2013	+50%

Embed

# Figuring out keywords

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



Wallpaper Fut

## Galaxy S4

560,000+ searches

Related searches: samsung galaxy s4, samsung, samsung s4, htc one, s4

**Galaxy S4**: Lukewarm reactions to Samsung's new phone - [Washington Post](#)

Samsung announced a litany of new features for its Galaxy S4 smartphone on Thursday meant to dazzle smartphone...

**Samsung's Galaxy S4**: What the Apple analysts are saying - [Fortune](#)

FORTUNE - Evolutionary, not revolutionary, was the general consensus. As for what Samsung's new phone means for A...



ABC News

## Carnival cruise

980,000+ searches

Related searches: carnival dream

**Carnival cruise line** in more troubled waters - [CBS](#)

While those are happy names for cruise ships, some Carnival Cruise Lines passengers say their recent onboard experi...

**Second Carnival Cruise Ship Having Trouble at Sea** - [ABC News](#)

Another day, another Carnival cruise ship is having issues. The company announced late Thursday night that the Carniv...



TIME

## Ides of March

980,000+ searches

**Beware the Ides of March**: Assassinations That Shock the World - [TIME](#)

Shakespeare immortalized the date with a phrase now recognized around the English-speaking world - "Beware the Id...

**Ides of March**: Foreboding stems from Julius Caesar's murder in 44 BC - [ABC News](#)

March 15, 2013 (CHICAGO) (WLS) - Ides of March, or Ides Martias, became synonymous with a feeling of foreboding af...



ESPN

## Kobe Bryant

58,000+ searches

**Injured Bryant Was Fouled**, NBA Says - [New York Times](#)

Injured Bryant Was Fouled, NBA Says. By THE ASSOCIATED PRESS. Published: March 14, 2013. **Kobe Bryant** said Da...

**No word on if Kobe Bryant will play on Friday** - [USA TODAY](#)

It remains to be seen if Bryant will be sidelined, but a person with knowledge of the situation said on Thursday afternoon...



National Geographic

## Higgs Boson

58,000+ searches

**Physicists Increasingly Confident They've Found the Higgs Boson** - [National Geographic](#)

Physicists announced this week that they are more confident than ever that the "Higgs-like" particle discovered last year i...

**CERN Physicists See Higgs Boson in New Particle** - [New York Times](#)

Physicists at CERN, the European Organization for Nuclear Research, said Thursday that the new particle discovered wil...



# Figuring out keywords

- OpenCalais (<http://viewer.opencalais.com/>) lets you go even deeper





Show RDF Entry Page

Social Tags:

- Skin
- Christianity
- Jorge Bergoglio
- Germany
- Socioeconomics
- Pope John Paul II
- Pope Benedict XVI

Entities:

- City
- Country
- Facility
- Movie
- Organization
- Person
- Position
- Radio Station

Events & Facts:

- Generic Relations
- Person Attributes
- Person Career
- Quotation

**Jorge Mario Bergoglio (Person)**  
Relevance: 77%  
Count: 23  
person type: N/A  
nationality: N/A  
common name: Jorge Mario Bergoglio

**Generic Relations**  
relation object: Jorge Mario Bergoglio  
verb: show

For more than a billion Roman Catholics worldwide, he's **Pope Francis**. For Argentina's poor, he's **Pope Francis**. For Buenos Aires, he's **Pope Francis**. For the capital, he's proudly known as one of the true "slum pope."

Villa 21-24 is a slum so dangerous that most outsiders don't dare enter, but residents say **Jorge Mario Bergoglio** often showed up unannounced to share laughs and sips of mate, the traditional herbal tea shared by groups using a common straw.

People here recall how the **Buenos Aires archbishop** ditched a limousine and would arrive on a bus to their little chapel; how **he** sponsored narrations and carpentry classes, consoled single mothers and wasted the feet of recovering drug addicts; how **he** became one of them.

"Four years ago, I was at my worst and I needed help. When the Mass started **he** knelt down and washed my feet. It felt so hard. It was such a beautiful experience," said **Cristian Marcelino**, 27, a **garbage collector** trying to kick a cocaine addiction through the church's rehab program.

"When I saw the news on the TV, I began screaming with joy, and look, I'm still trembling," **Reynoso** said. "El Chabon (The Dude) is so humble. **He's** a fan of **San Lorenzo** (the soccer club), talk to **him** like a friend."

Long after **he** became a cardinal in 2001, this "prince of the church" wore a simple black T-shirt with a white collar. For many of the slum's Cosaque Virgin of the **Miracles Church**, it's not his attire that their friend is the pope.

"**He** was always part of our slum," housewife **Lidia Yaldivieso**, 41, said after praying while resting **her** pain on a statue of St. Expedius, patron saint of urgent and impossible causes. **Her** son has cerebral palsy and is learning carpentry at the **church's** technical school.

"When I heard the news I couldn't believe it. Having a "papa villero" (slum pope) is the most beautiful thing that can happen to us. I still remember **him** going on long walks through our muddy streets talking to our children," **Yaldivieso** said.

Inside the concrete block chapel, there's a painted message commemorating **Bergoglio's** inauguration, and another big painting of **Pope John Paul II**, but no sign of **Benedict XVI** whatsoever. In the altar, there's a large black-and-white poster of **Carlos Mugica**, an iconic Argentine **slum priest** who was killed in 1974 by a right-wing death squad intent on eliminating the "liberation theology." **he** preached.

**Bergoglio** never favored liberation theology because of its alliances with armed leftist guerrilla movements in the 1970s. But **he** has done much to follow in **Mugica's** footsteps, sponsoring a outreach program in **Argentina's** slums.

This can be messy work, obliging priests to challenge drug dealers for the slum-dwellers' allegiances, and putting their beliefs, even their lives, at risk. Sometimes compromises must be made.

Just a few steps from the chapel, melted candles stand in a red shrine to the pagan folk hero **Antonio "Tachibá" Gil**, a 19th-century outlaw revered among **Argentina's** poor for sharing his bounty with the poor.

**Entities:**

- City**
  - Buenos Aires, Argentina
- Country**
  - Argentina
- Facility**
  - Peter's Square
  - San Lorenzo
- Movie**
  - Francis of Assisi
  - Pope John Paul II
- Organization**
  - Miracles Church
- Person**
  - Antonio "Gaucito"
  - Benedict XVI
  - Carlos Mugica
  - Cristian Marcelo Reynoso
  - Francis
  - Jaider Flores
  - Jorge Mario Bergoglio
  - Lidia Valdivieso
  - Lorenzo "Toto" de Vedia
  - Mercedes Trovato
- Position**
  - archbishop
  - garbage collector
  - parish priest
  - priest
  - prince
  - slum priest
- Radio Station**
  - Radio FM La

**Events & Facts:**

- Generic Relations**
  - Jorge Mario Bergoglio, chat
  - Jorge Mario Bergoglio, shy
  - he, Francis, be
  - Jorge Mario Bergoglio, hesitant
  - Cristian Marcelo Reynoso, part of our slum, be
  - Jorge Mario Bergoglio, the feet of 12 young men at a rehab center, be
  - Cristian Marcelo Reynoso, a fan of San Lorenzo, be

**Jorge Mario Bergoglio (Person)**  
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 Count: 23  
 persontype: N/A  
 nationality: N/A  
 commonname: Jorge Mario Bergoglio

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Many Argentines are as likely to pray for miracles from "**Gauchito**" as they are from authorized <

"For more than 20 years **he** came here. **He's** always been close to us and **his** impact on this slum

Cameras followed **Bergoglio** once as **he** washed the feet of 12 young men at a rehab center. "T a newspaper with a huge, one-word headline: "FRANCISCO."

"You can tell that the **church** is going to change," **Vedia** said. "The fact that **he** chose the name rancis message and now `Francisco' can live it."

In **his** first appearance at St. **Peter's Square**, the first Latin American pope bowed to the crow e same sort of humility that won their hearts.

In the 13th century, St. **Francis of Assisi** made it **his** mission to respond to the poor and show l

**Pope Francis'** "mission is now to go on a pilgrimage to all lands, to walk with the people, to lead



## What not to do

- Worry about repeated words
- Use puns
- Count on the art
- Worry about bad breaks
- Put every word in a headline

## “Good” Content vs. “GREAT” Content

Satisfies the searcher’s basic information requirements

Written by a human and not duplicated elsewhere

Long enough to fulfill basic needs of engines for depth/uniqueness

Grammatically correct; free of spelling/punctuation errors

Surprises and delights the searcher by being remarkable

Produced by extraordinary writers/designers/producers

May leverage video, audio, graphics & photos to convey a unique, shareable experience

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## Don't forget

- Your main goal is to help people who want to read your content find it. Once they find it, you want them to click on it. That's where your brain kicks in.



# Three things not to forget

- Ask yourself, if you were googling this subject, what words would you type into a search engine?
- Don't tie yourself up in knots writing a gibberish summary to appeal only to a search engine. Use your writing skills and write a straight, clear lead paragraph.
- You are human – that's an asset so play it up

# Final thought



“Society is  
always taken  
by surprise at  
any new  
example of  
common  
sense.”

**Ralph Waldo Emerson**  
(1803 - 1882)