

# WINOL

Winchester News Online

Online Marketing  
for News Websites

@paulwould  
[www.paulwould.com](http://www.paulwould.com)

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## Google News

- a. News Quality Guidelines
- b. Technical Guidelines
- c. News Sitemap

# News Quality Guidelines:

- The content on the website must be considered **news content**:
  - Google News generally does not include how-to articles, advice columns, job postings or informational content such as weather forecasts.
- **No marketing** - sites that are used primarily as marketing tools for a product or service will not be included
- Reporting must be **original and unique**:
  - Aggregated content will need to be separated from original content (robots.txt).
- "The best news sites exhibit clear **authority and expertise.**"
- Users value news site with **accountability**:
  - Author biographies and clear contact information.
- Sites should be **user-friendly**:
  - URL redirects should be used rarely.
  - Clearly written articles with correct spelling and grammar!
  - Google can only include sites that follow their [Webmaster Guidelines](#).



## 1. Google News

### a. News Quality Guidelines

# Technical Guidelines:

The following technical guidelines are designed to allow the Google News algorithm to recognise news articles on your website.

- Each **URL** must contain a unique and permanent number of at least 3 digits to ensure Google only crawls new articles.
- **Links** must be HTML links with anchor text - Google News cannot crawl JavaScript, graphic links or links found in iframes.
- Articles must be **formatted in HTML** - Google News cannot crawl and index PDFs and other non-HTML file formats.
- Google News **user agent** must be allowed to crawl and access content on your site (robots.txt).
- Google News cannot currently include **multimedia content** however can crawl copy included with multimedia files and sometimes includes YouTube content.

# News Sitemap File:

It is recommended that you submit a Google News Sitemap file:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:news="http://www.google.com/schemas/sitemap-news/0.9">
  <url>
    <loc>http://www.example.org/business/article55.html</loc>
    <news:news>
      <news:publication>
        <news:name>The Example Times</news:name>
        <news:language>en</news:language>
      </news:publication>
      <news:access>Subscription</news:access>
      <news:genres>PressRelease, Blog</news:genres>
      <news:publication_date>2008-12-23</news:publication_date>
      <news:title>Companies A, B in Merger Talks</news:title>
      <news:keywords>business, merger, acquisition, A, B</news:keywords>
      <news:stock_tickers>NASDAQ:A, NASDAQ:B</news:stock_tickers>
    </news:news>
  </url>
</urlset>
```

<http://support.google.com/news/publisher/bin/topic.py?hl=en-GB&topic=2527688&rd=1>

## 1. Google News

### c. News Sitemap

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## Authorship & Online Profile

- a. Advantages of Author Attribution
- b. Website Markup & Google+

## It is good for SEO:

Getting search engine results like this improves your search engine click-through rates:

The image shows a search engine result for a blog post. The post title is "paulwould.com - Marketing blog by Paul Wood" and the URL is "www.paulwould.com/". The author is identified as "by Paul Wood" with a small profile picture. The text of the post begins with "Feb 24, 2013 – There is a new advertising campaign that is blighting my prime-time TV viewing at the moment. #newaclass. The campaign is advertising the ...". An orange arrow points from the author attribution to a "Contributor to" box on the right. This box lists three contributors: "paulwould.com", "Urban Element", and "@paulwould".

## It is good for your career:

The result above has enhanced the profile of my own blog and also shows that Google knows that the content indexed is 'by Paul Wood' - which links through to my Google+ profile. Google is building up an index of all of the content I am responsible for across various websites.

If you aren't building up an online author profile you are missing a trick - my bet is that news organisations will be employing based on an author's online clout in the future!

WINOL can also build an online profile based on its status as a publisher.

## 2. Authorship & Online Profile

### a. Advantages of Author Attribution



## Linking Content to Author Profile:

1. Make sure you have a profile photo with a recognisable headshot.
2. Make sure a byline containing your name appears on each page of your content.
3. Make sure your byline name matches the name on your Google+ profile.
4. Verify that you have an email address on the same domain as your content - If this is not possible there is [another method of setting up Google Author markup](#).

<https://plus.google.com/authorship>

NB. You must have a Google+ account and profile in order for this to work.

WordPress has a number of free plugins that can help setup and manage the above process.

## 2. Authorship & Online Profile

b. Website Markup & Google+

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## Technical SEO

- a. Website Crawling
- b. Website Architecture
- c. Canonicals
- d. Copy and Paste Link Management
- e. Schema.org

# What is website crawling?

Website crawling is the process of using a tool or robot to move through the links on your website to find errors, bugs and other items that require attention.

# Why crawl your website?

Google doesn't like rewarding crappy sites - fix broken links and other errors to make Google's life easier when it crawls your site!

# Tools to crawl your site with:

- [IIS SEO Toolkit](#)
- [Screaming Frog SEO Spider](#) (up to 500 URLs per crawl)
- [Xenu Link Sleuth](#)
- [Integrity](#) (Mac)

## 3. Technical SEO

### a. Website Crawling

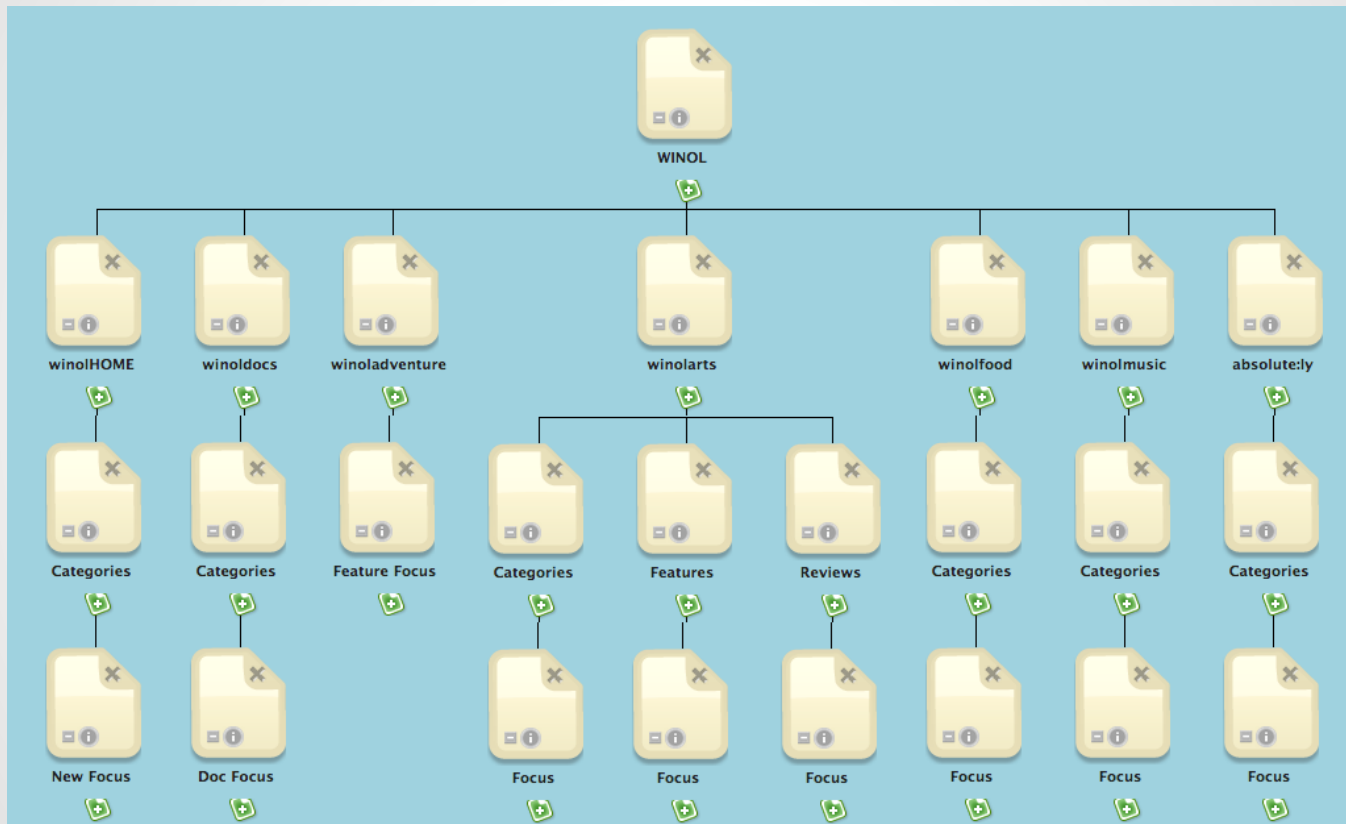
## WINOL crawl results:

Following a crawl of the WINOL site using IIS SEO Toolkit the following errors were reported:

Error	No. Found
Broken links / URL broken	28,989
Page contains unnecessary redirects	18,765
Meta description is missing	15,107
H1 tag missing	14,556
Duplicate content issues	748
Double redirects	364
Invalid markup	319
Multiple h1 tags	233
Title too long	163
Missing image ALT tag	139

# Visual Sitemap:

The website sitemap structure must set out a logical content hierarchy that is easy to understand for search engines and users.



## What is a canonical tag?

"[A canonical page is the preferred version of a set of pages with highly similar content.](#)" - The canonical tag identifies what the canonical URL is for any duplicated page.

## Why use a canonical tag?

It stops duplicate content issues. As a bonus, if someone scrapes your site (uses a robot to steal your content) they may also pick up your canonical tag and the content will only be indexed under its canonical URL.

## What does a canonical tag look like?

```
<link rel="canonical" href="http://www.example.com" />
```

The tag should be placed in the <head> section of each page.

## Example of need to use canonical tag:

<http://winol.co.uk>

<http://winol.co.uk/winolHOME>

These URLs lead to the same content on your website but in the eyes of a search engine are unique URLs and as such should contain unique information.

By placing the following tag in the <head> section of your homepage template you can allow search engines to index the correct version of your homepage:

```
<link rel="canonical" href="http://winol.co.uk" />
```

## Tynt - CopyPaste:

"When users copy and paste content into blogs, websites or social networks, CopyPaste auto-inserts the page URL, creating organic backlinks that improve search rankings"

[http://tynt.com/product\\_copypaste.php#axzz2OTSmfXYn](http://tynt.com/product_copypaste.php#axzz2OTSmfXYn)

### 3. Technical SEO

#### d. Copy and Paste Link Management



# Website Content Markup:

Schema.org " provides a collection of schemas, i.e., html tags, that webmasters can use to markup their pages in ways recognized by major search providers. " Schema markup can lead to you search results recieving rich snippets. The below example shows a result using the event schema.

<http://schema.org>

## Schemas that WINOL could make use of:

- [NewsArticle](#)
- [Blog](#)
- [Comment](#)
- [VideoObject](#)
- [Photograph](#)
- [Review](#)



### [Football Tickets and Event Details | Ticketmaster UK](#)

[www.ticketmaster.co.uk/browse?category=11](http://www.ticketmaster.co.uk/browse?category=11)

Buy **Football Tickets** from the Official Ticketmaster UK site. Find details ...

Mon 25 Mar [Brazil V Russia - Stamford Bridge London, GB](#)

Mon 25 Mar [Brazil V Russia - Hospitality Package - Stamford Bridge London, GB](#)

Fri 29 Mar [Watford FC V Burnley FC \(Home ... - Vicarage Road Stadium ...](#)

## Content SEO

- a. Headlines & Page Titles
- b. Meta Descriptions
- c. Image ALT tags & Filenames

## Headline:

**Media: Amazing tales from planet tabloid.**

- For the user.
- For the day the news breaks.
- Should appear on page of news article.

## Page Title:

```
<title> Media: Amazing tales from planet tabloid. | WINCHESTER NEWS ONLINE</title>
```

- For the search engine - logical, meaningful and keyword focussed.
- For indexing your article correctly on Google for archive purposes.
- Should appear in the source code of news article.

## Action:

In many cases (as above), your page title and headline should be two different things. Your headline can draw in the reader but the phrase "planet tabloid" does not mean much to a search engine. Using a more relevant page title would allow Google to index your page in the search results more successfully and increase the long term traffic the article receives.

## 4. Technical SEO

### a. Headlines & Page Titles

## BBC News uses meta descriptions:

```
<meta name="Description" content="There is no evidence so far that a "third party" was involved in the death of Russian tycoon Boris Berezovsky, police say."/>
```

[Boris Berezovsky death: 'No evidence of third-party involvement' - BBC](http://www.bbc.co.uk/news/uk-21914864)

[www.bbc.co.uk/news/uk-21914864](http://www.bbc.co.uk/news/uk-21914864)

11 hours ago – There is no evidence so far that a "third party" was involved in the death of Russian tycoon Boris Berezovsky, police say.

← Clean summary of story makes for a better search result.

## WINOL doesn't:

['Danger to the public' jailed for seven years - Winchester News Online](http://winol.co.uk/.../03/danger-to-the-public-jailed-for-seven-years/)

[winol.co.uk/.../03/danger-to-the-public-jailed-for-seven-years/](http://winol.co.uk/.../03/danger-to-the-public-jailed-for-seven-years/)

An Andover man has been jailed for seven years after he robbed and threatened a teenager with a craft knife earlier this year. Lewis Day Robinson from ...

Writers should write meta descriptions to summarise their stories when they submit them to the site. Meta descriptions form an important part of what the user sees when they find your search results on Google.

NB: Meta descriptions should be no longer than 160 characters.

## 4. Technical SEO

### b. Meta Descriptions

# How do search engines look at images?

Most of the time search engines will use image ALT tags, filenames and surrounding text-based content to work out what an image is.

Google Image Search can be a good source of traffic and is an important part of photojournalism.



Filename:

8533343155\_5d2bc9bf21\_b-300x200.jpeg

ALT tag:

"Courtesy of Southampton University Physics Centre"

This image could be optimised by using the following filename and ALT tag:

southampton-bear-in-space.jpg

"Bear in Space - Courtesy of Southampton University Physics Centre"

## 4. Technical SEO

c. Image ALT Tags & Filenames

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# The End!

Send questions / comments / complaints to:

[paulwood@londonsveryown.com](mailto:paulwood@londonsveryown.com)

Tweet - [@paulwould](https://twitter.com/paulwould)

The End!

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www.paulwould.com