BREAKING NEWS SEO: STEPS BEFORE PUBLISHING

Identify keywords: Use a news SEO tool like Trisolute's News Dashboard or manually check Google Trends: Focus on breakout search terms.

Front-load breakout search term in headline.

Keep headline simple and concise; max 60-65 characters recommended for best mobile display.

For events with limited information, write one sentence describing the situation with as many details as you have confirmed. Include link and embed to a verifying, authoritative source.

Finish with call to action: return for updates, push to livestream, app, social etc.

Include photo and/or video: A breaking news graphic or stock image is fine upon first publish if you don't have immediate access to images from the scene. Evergreen video can be useful for events like celebrity deaths.



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BREAKING NEWS WORKFLOW: LIVE OPTIMIZATION TIPS

Move to a **live updates format** for major events. Include “live updates” in your headline to signal to Google to use the live label.

Swap breaking news graphics or stock images for an **image from the scene** as soon as possible. Strong photos help publishers stand out in Google's Top Stories boxes.

Consider search intent: Searches that include “live,” “news” or “updates” call for a live updates post. Use explainers for W5 questions (who, what, when, where, why.) Terms like “photos,” “see” or “watch” call for visuals. “Where is” suggests a map.

Monitor keywords: Refer to the Keyword Manager in Trisolute's News Dashboard or check Google Trends to identify trending keywords. Use secondary keywords in the meta description, subheads, and body copy.

Create related content: Galleries, videos, maps, explainers, biographies/obits, etc. Cross-link and create tags for related content, which helps signal to Google your topic authority. For visual content, use "watch" or "see" in the headline.

Track search performance: The Trisolute News Dashboard provides near real-time performance data and actionable insights to help you perform live optimization tasks and stay ahead of the competition.

Post-mortem analysis: Document and celebrate what worked, note areas of improvement and refine the action plan for the next big news event.



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News SEO resources:

- 8 Insights into News SEO Every Publisher Needs to Know
- Google: SEO best practices for news sites
- SEO for Journalism
- Washington Post SEO guidelines
- Headline word count resources from Search Engine Land
- SEO Roadmap from LearningSEO (Aleyda Solis)

Breaking News SEO:

- WTF is SEO Breaking News Checklist

Google Discover:

- How To Succeed In Google Discover
- Google Answers How To Get Discover Traffic Back After It Dries Up

Topic Authority:

- Topic Authority per Google
- WTF is SEO spreadsheet formula for evergreen content projects

Images/Videos:

- Google image SEO best practices
- Google video SEO best practices

AI Journalism Resources

- Online News Association: A Practical Newsroom Guide to Artificial Intelligence
- JournalismAI Discovery
- Nieman Lab: Creating AI Guidelines in the Newsroom
- AI Content Detector | Zero GPT
- 5-step plan for evaluating newsroom technology experiments



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