Google News Initiative

Best practices for Google Search

with **Tina Xiao**, Global Programs Manager
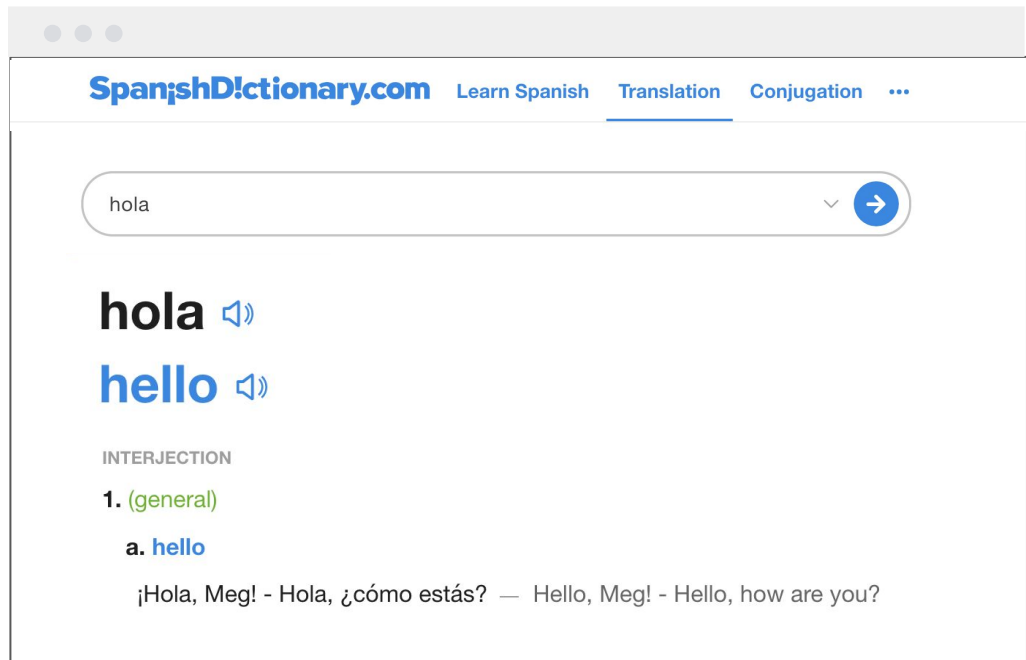
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How Search works
How rankings work
Where news appears

Best practices for Google Search

How Search works

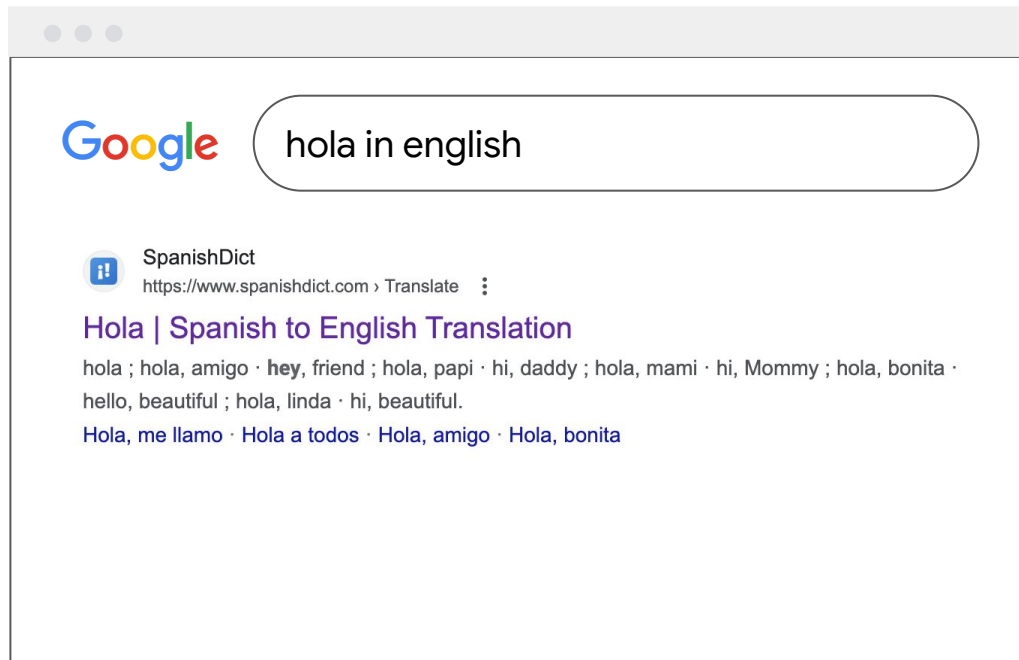1. **Google finds** and downloads pages on the Internet

How Search works

1. Google **finds** and downloads pages on the Internet

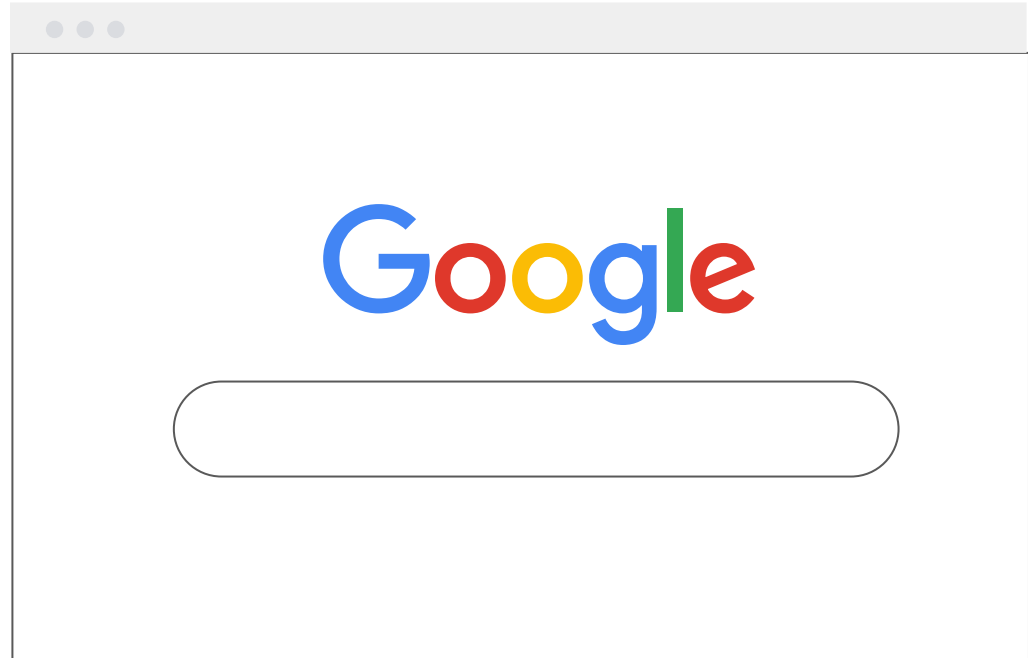2. Google **analyzes** the text, images, and videos in an index

How Search works

1. Google **finds** and downloads pages on the Internet

2. Google **analyzes** the text, images, and videos in an index

3. Google **returns** info from the index when you search

⭐ **Best practice**

Think about what words people might search to find your content
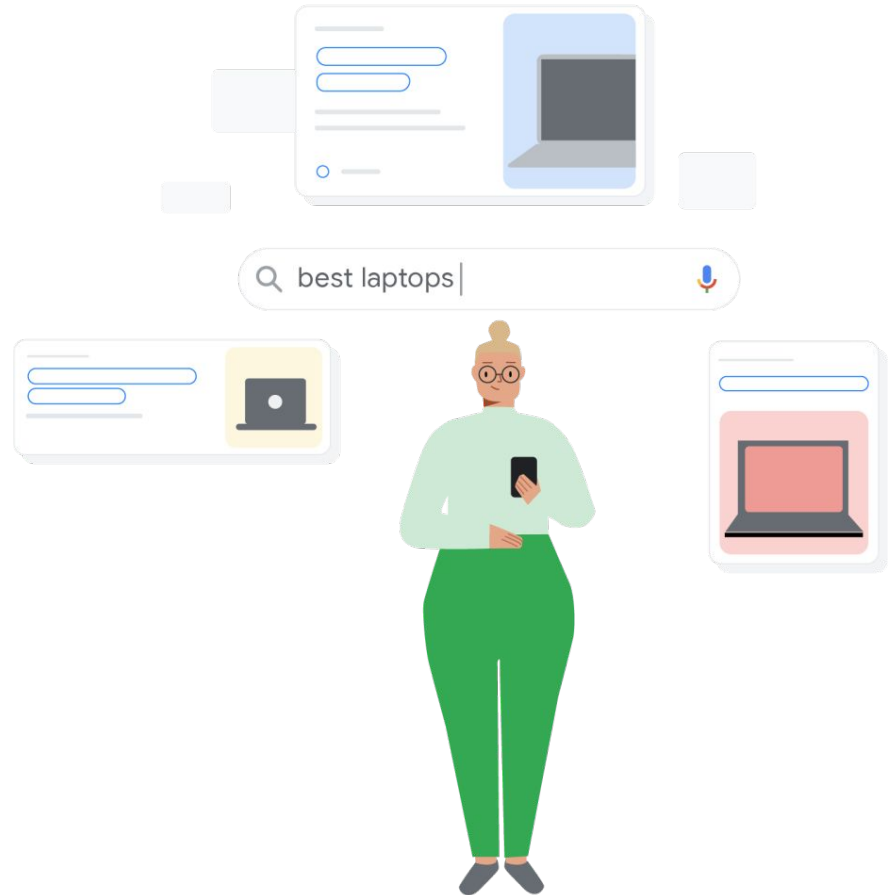
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How rankings work

⭐ **Best practice**

Create helpful, reliable, people-first content

Google ranks results based on

Experience

Expertise

Authoritativeness

Trustworthiness

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Where news appears

On Search, news appears in Top Stories and the News tab
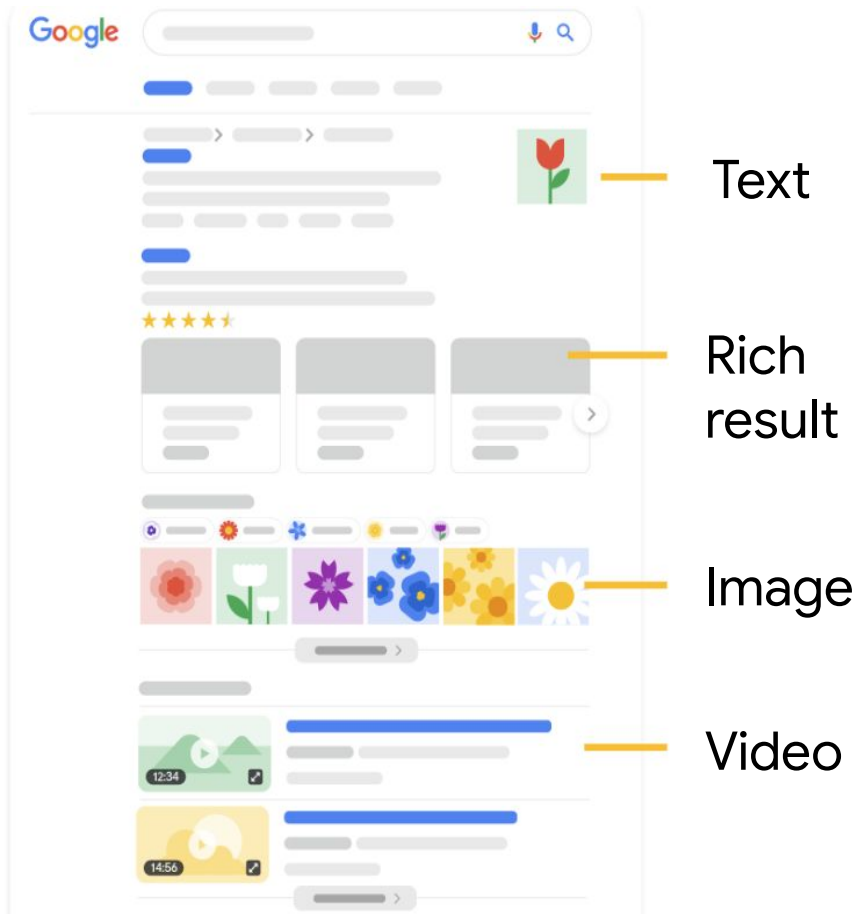
Top Stories

News Tab

Perspectives will share insights from journalists, experts, and more
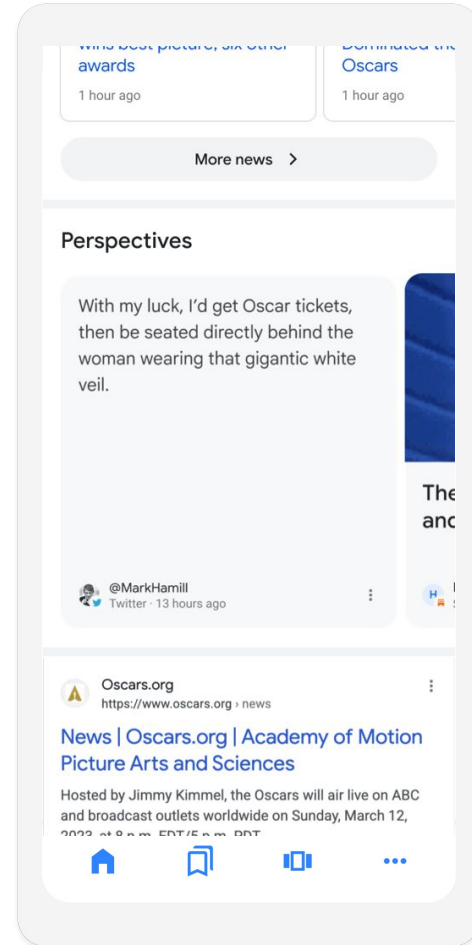
News can also appear in Discover
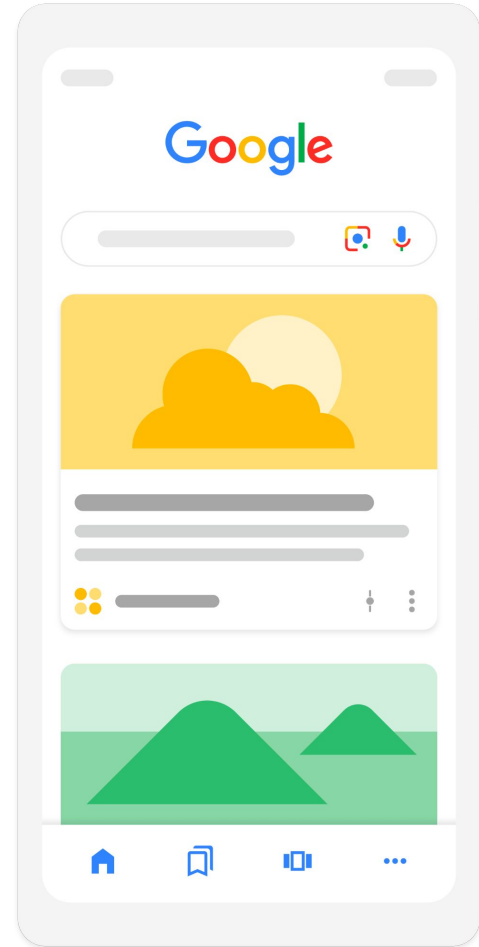
On Search, news appears as

Text
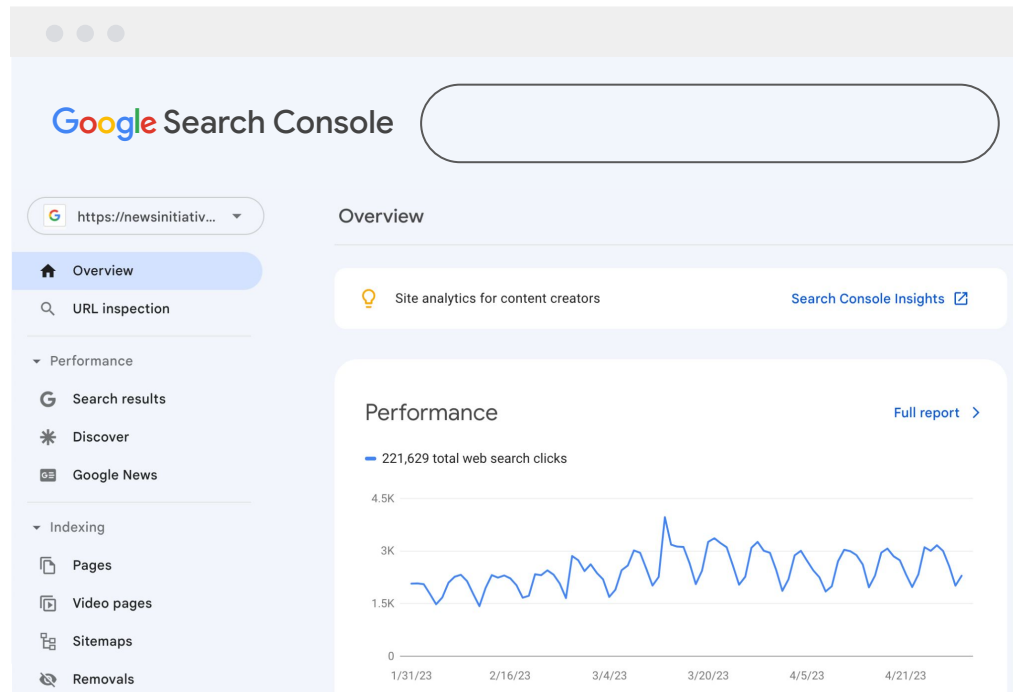
Rich result

Image

Video

⭐ **Resources**

Google Search Central

Google Search Console

Google Trends
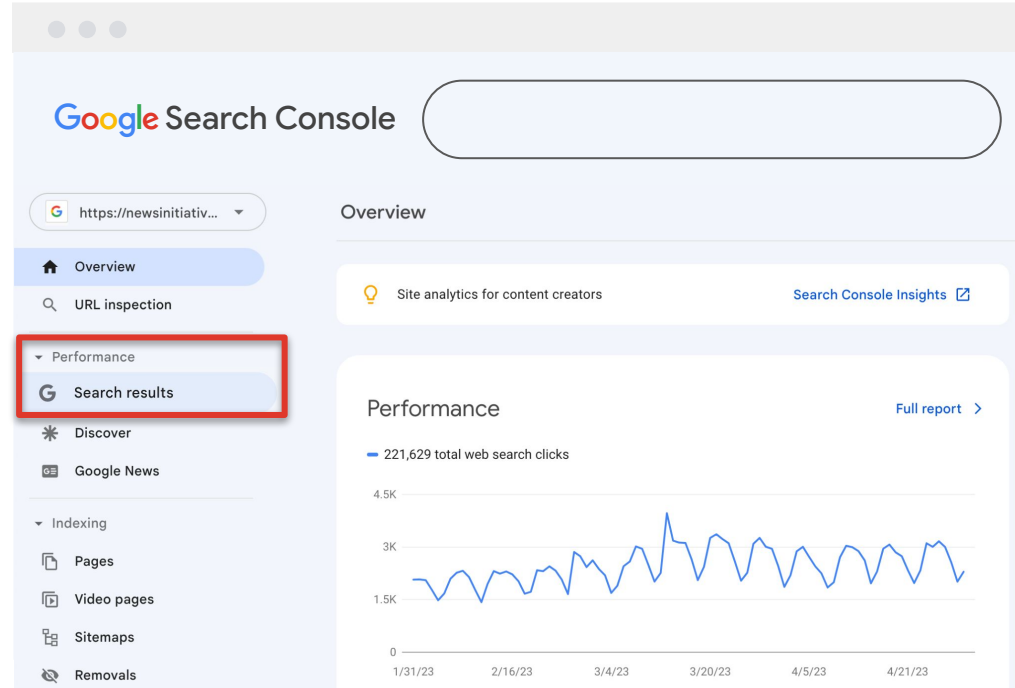
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Get started with
Google Search Console

1. Go to **search.google.com/ search-console**

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Google Search Console

1. Go to **search.google.com/search-console**

2. Select **Search results**

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1. Go to **search.google.com/search-console**

2. Select **Search results**

3. Scroll to see performance by query, device, & content type
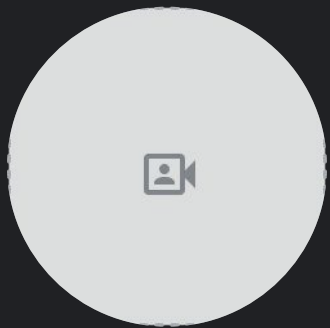
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4. **Get different insights based on date ranges**

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Google finds a page

Google analyzes the page

Google returns info from the index

How rankings work

Experience

Expertise

Authoritativeness

Trustworthiness

Where news appears

Top Stories & News

Discover

Text, rich results, images, video