



Google News Initiative

Best practices for Google Search

with Tina Xiao, Global Programs Manager





Google News Initiative

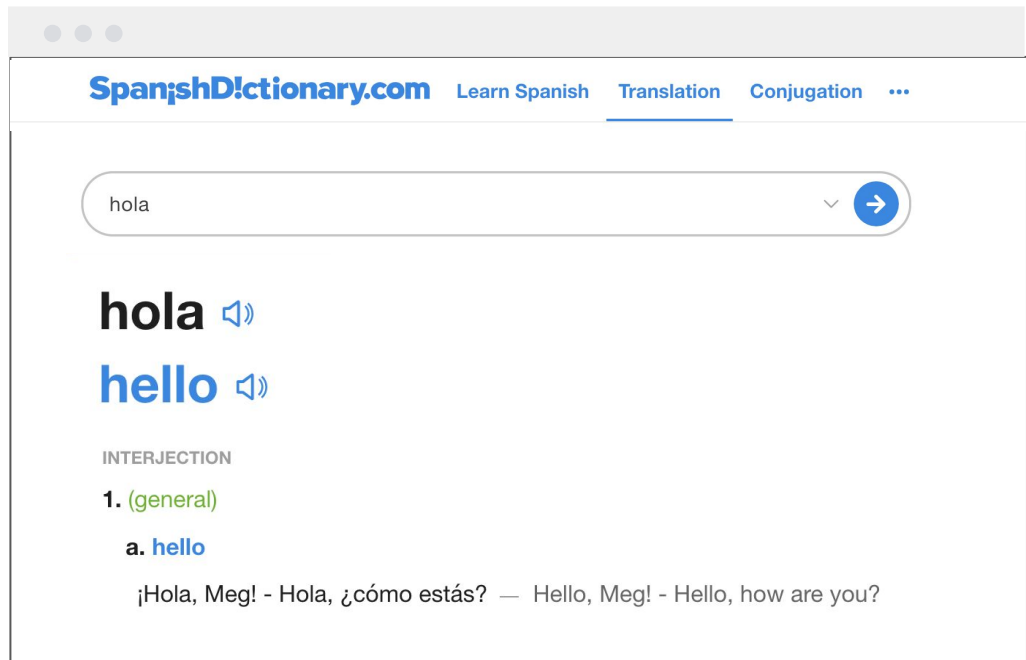
How Search works How rankings work Where news appears

Best practices for Google Search



How Search works

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



How Search works

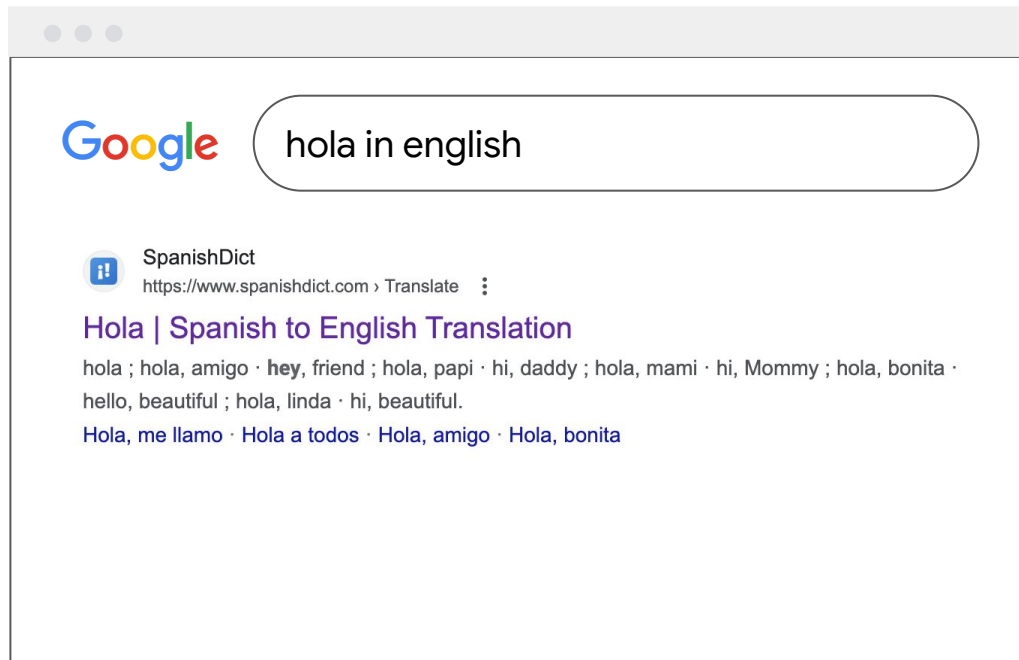
1. Google finds and downloads pages on the Internet
2. Google analyzes the text, images, and videos in an index



The screenshot shows a web browser window with the URL [SpanishD!ctionary.com](https://spanishdictionary.com). The page has a navigation bar with links for "Learn Spanish", "Translation", and "Conjugation". A search bar contains the word "hola". Below the search bar, the word "hola" is displayed with a speaker icon, followed by "hello" also with a speaker icon. A tooltip box points to the search bar with the text: `<meta name="description" content="Translate Hello. See 6 authoritative translations of Hello in Spanish with example sentences, phrases and audio pronunciations.">`. Below the word "hello", the word is categorized as "INTERJECTION" and listed as "1. (general) a. hello". At the bottom, example sentences are provided: "¡Hola, Meg! - Hola, ¿cómo estás? — Hello, Meg! - Hello, how are you?"

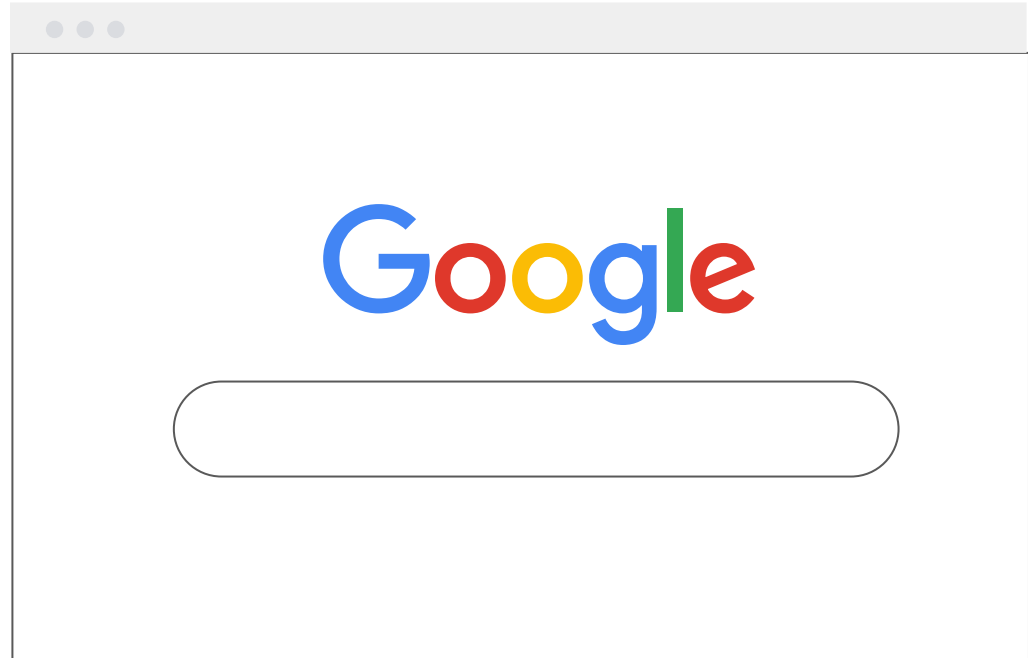
How Search works

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

How Search works

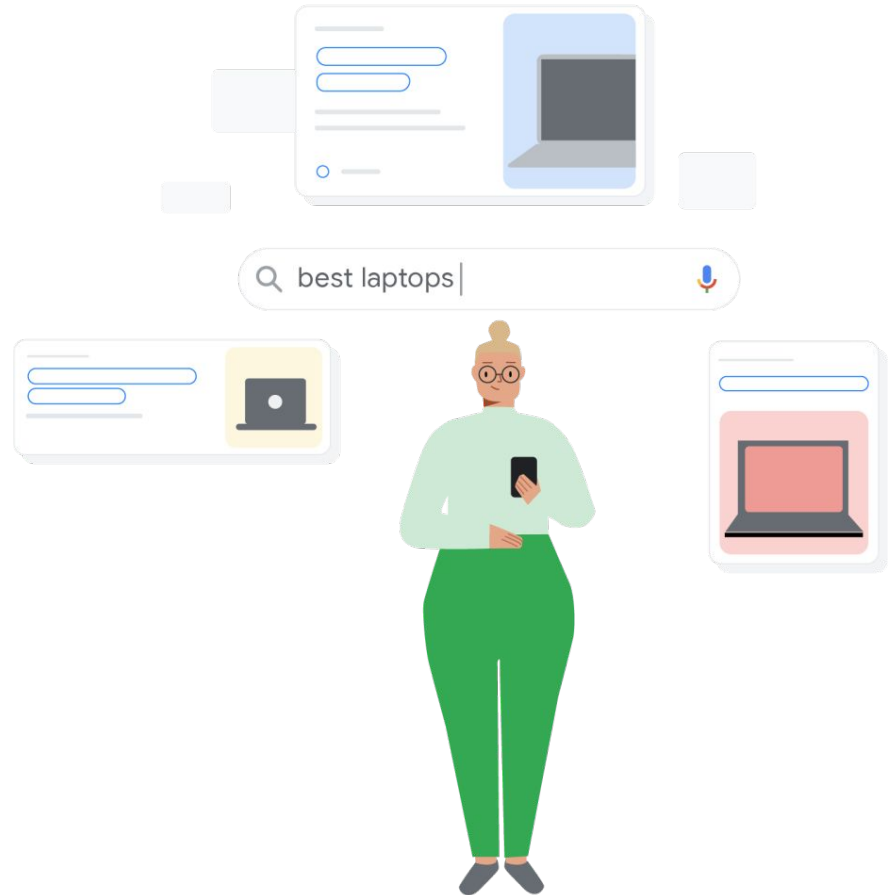
How rankings work

Where news appears



★ Best practice

Create helpful, reliable,
people-first content



Google ranks results based on

Experience

Expertise

Authoritativeness

Trustworthiness

Google ranks results based on

Experience

Expertise

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Where news appears

How Search works

How rankings work

Where news appears



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

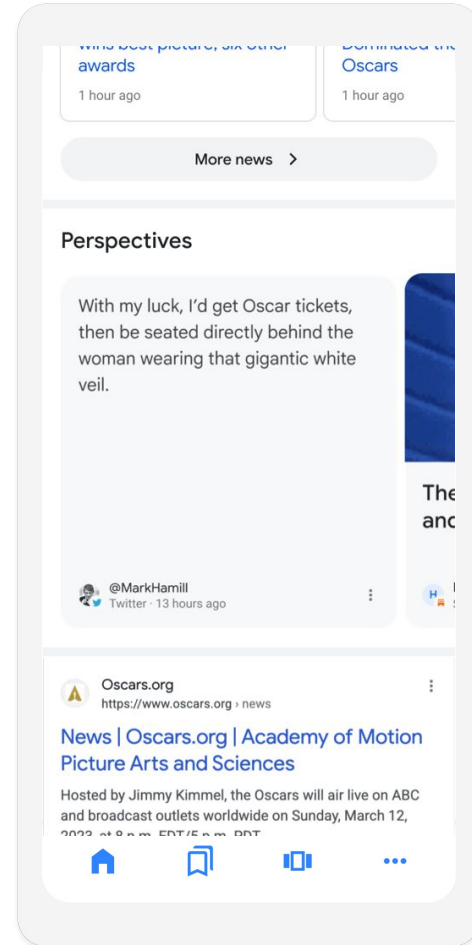
Top Stories

A screenshot of a Google search for "cherry blossoms". The search bar is at the top with the Google logo on the left and search, voice, and image icons on the right. Below the search bar, the text "Top stories" is displayed with a menu icon. Two news stories are shown in a grid. The first story is from SB Nation, titled "GDT: On average, today is peak cherry blossom viewing in Washington", with a thumbnail image of people viewing cherry blossoms and a timestamp of "1 day ago". The second story is from Brooklyn Paper, titled "Spring has sprung in Brooklyn: A guide to cherry blossoms at the Brooklyn...", with a thumbnail image of cherry blossoms and a timestamp of "3 days ago".

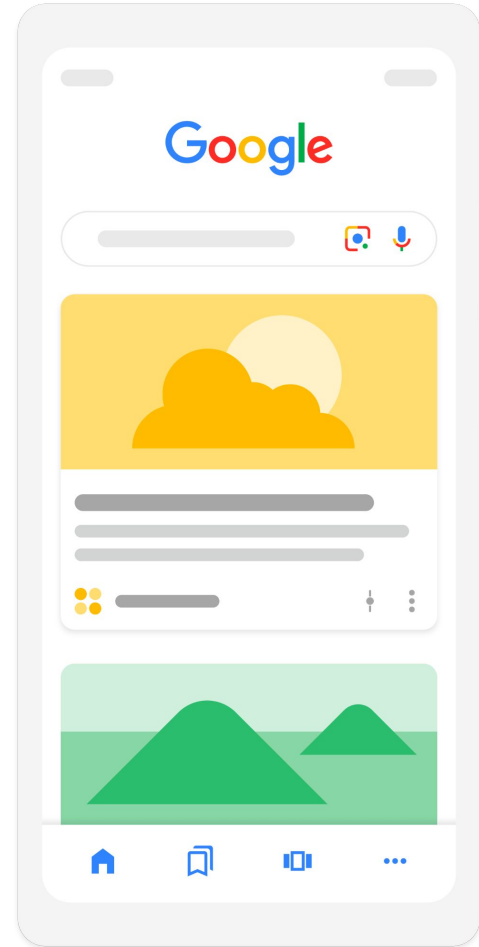
News Tab

A screenshot of a Google search for "cherry blossoms" with the "News" tab selected. The search bar is at the top with the Google logo on the left and search, voice, and image icons on the right. Below the search bar, there are navigation tabs for "All", "Images", "News", "Shopping", "Videos", and "More". The "News" tab is highlighted. Below the tabs, the text "About 6,980 results (0.47 seconds)" is displayed. A news story is shown with a thumbnail image of cherry blossoms. The story is from The Seattle Times, titled "UW cherry blossoms reach peak bloom", with a sub-headline "The University of Washington cherry blossoms have finally reached peak bloom after a colder-than-usual start to meteorological spring." and a timestamp of "5 hours ago".

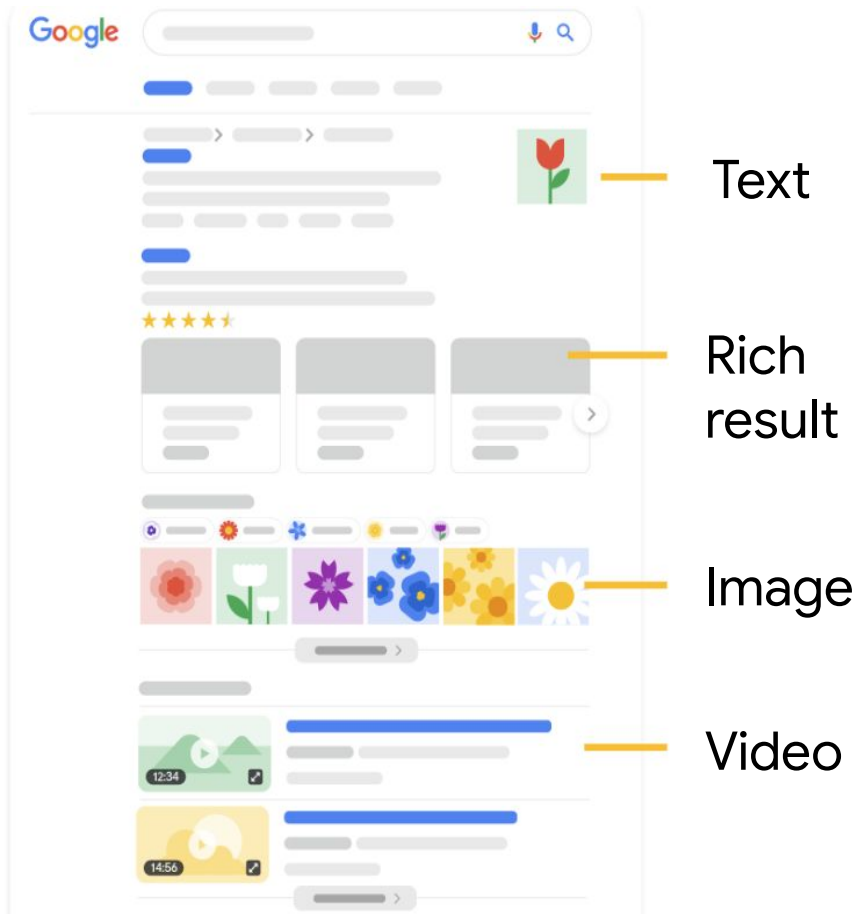
Perspectives will
share insights
from journalists,
experts, and more



News can
also appear in
Discover



On Search, news appears as



★ Resources

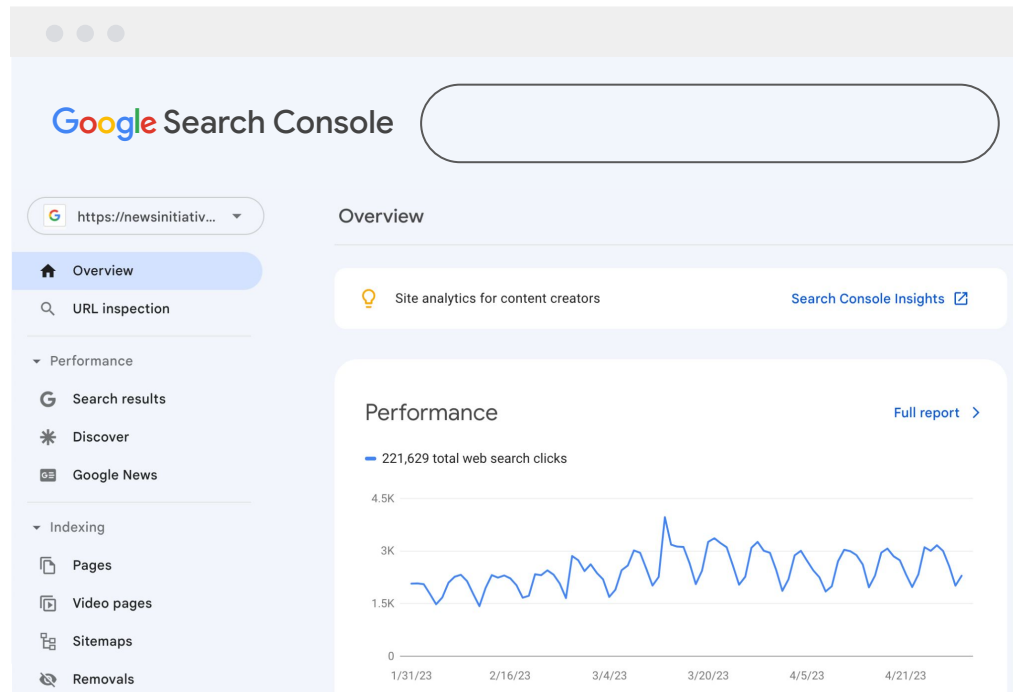
 Search Central

 Search Console

 Trends

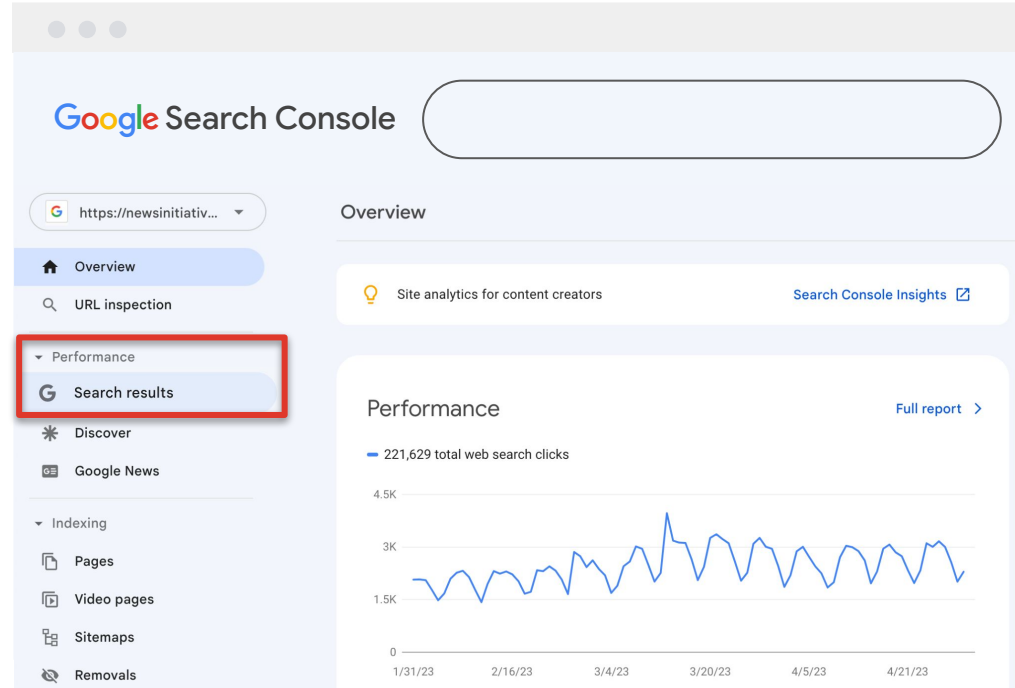
Get started with Google Search Console

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



Get started with Google Search Console

1. Go to search.google.com/search-console
2. Select **Search results**



The screenshot displays the Google Search Console interface. The left-hand navigation menu is visible, with the 'Performance' section expanded. The 'Search results' option is highlighted with a red rectangular box. The main content area shows the 'Overview' section, which includes a card for 'Site analytics for content creators' and a 'Performance' chart. The chart displays '221,629 total web search clicks' over a period from 1/31/23 to 4/21/23. The chart shows a fluctuating line representing search clicks, with a peak around 3/20/23.

Google Search Console

https://newsinitiativ...

Overview

Site analytics for content creators [Search Console Insights](#)

Performance [Full report](#)

221,629 total web search clicks

4.5K
3K
1.5K
0

1/31/23 2/16/23 3/4/23 3/20/23 4/5/23 4/21/23

Get started with Google Search Console

1. Go to search.google.com/search-console
2. Select Search results
3. Scroll to see performance by query, device, & content type

Google Search Console

https://newsinitiativ...

Overview

URL inspection

Performance

Search results

Discover

Google News

Indexing

Pages

Video pages

Sitemaps

Removals

Performance on Search results

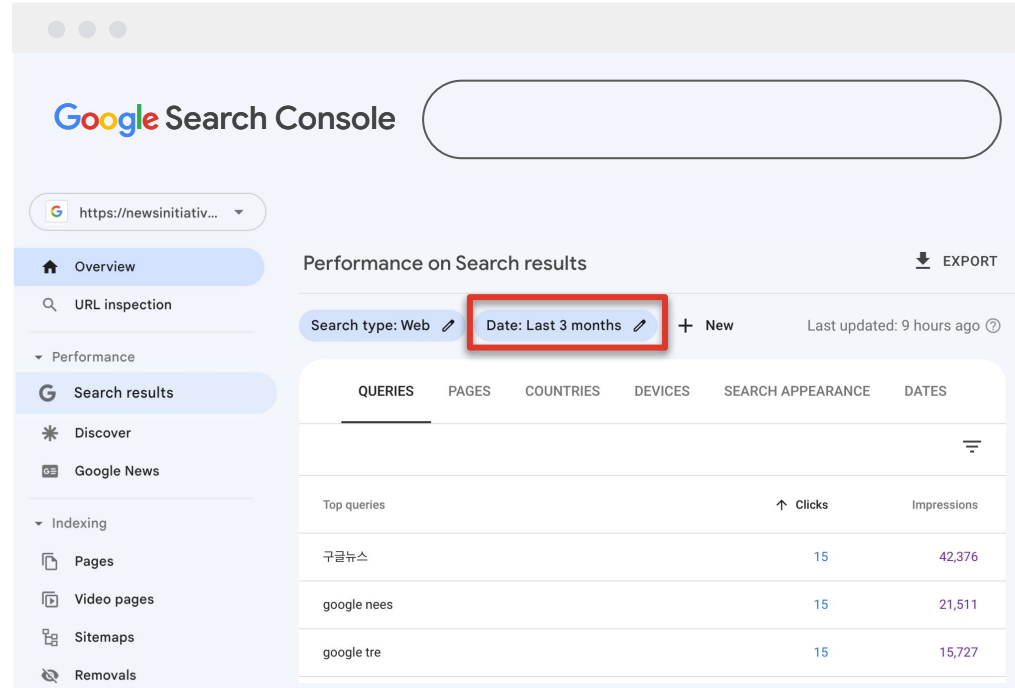
EXPORT

Search type: Web Date: Last 3 months + New Last updated: 9 hours ago

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↑ Clicks	Impressions
구글뉴스				15	42,376
google nees				15	21,511
google tre				15	15,727

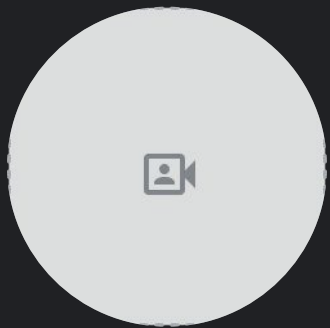
Get started with Google Search Console

1. Go to search.google.com/search-console
2. Select **Search results**
3. Scroll to see performance by query, device, & content type
4. Get different insights based on date ranges



The screenshot displays the Google Search Console interface. The left sidebar contains navigation options: Overview, URL inspection, Performance, Search results (selected), Discover, Google News, Indexing, Pages, Video pages, Sitemaps, and Removals. The main content area is titled 'Performance on Search results' and includes an 'EXPORT' button. Below this, there are filters for 'Search type: Web', 'Date: Last 3 months' (highlighted with a red box), and '+ New'. The 'Last updated' timestamp is '9 hours ago'. A table with columns 'QUERIES', 'PAGES', 'COUNTRIES', 'DEVICES', 'SEARCH APPEARANCE', and 'DATES' is shown. The table content is as follows:

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↑ Clicks	Impressions
구글뉴스				15	42,376
google nees				15	21,511
google tre				15	15,727



Google News Initiative

Best practices for Google Search

How Search works

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