



AS SEEN ON  
TV

**HELP! MY TRAFFIC HAS FALLEN  
AND I CAN'T GET UP!**



# SEO & Social Strategies to Drive Engagement



# First, a little about me

**THE SPOKESMAN-REVIEW**

**GANNETT**

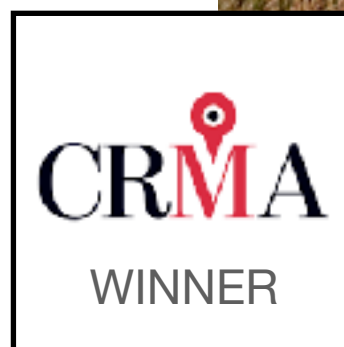


**TEXAS**  
H I G H W A Y S





# and a little more about *Texas Highways*



Texas travel, destinations, events, people, and food

~300,000 annual print circulation

~2m annual digital audience

~260,000 Facebook audience

~109,000 Instagram audience

~47,000 Twitter audience



## **Prior to 2020**

Almost entirely print-focused

Website for monthly content

Digital subscriptions

Limited social presence

## **2020-Present**

1 Digital Strategy Manager,  
1 Product and Engagement Manager

Increased frequency of web content

Significantly increased SEO  
and social focus



**2.15m**

2021 - Total Users

**2.09m**

2022 - Total Users

**1.62m**

2020 - Total Users

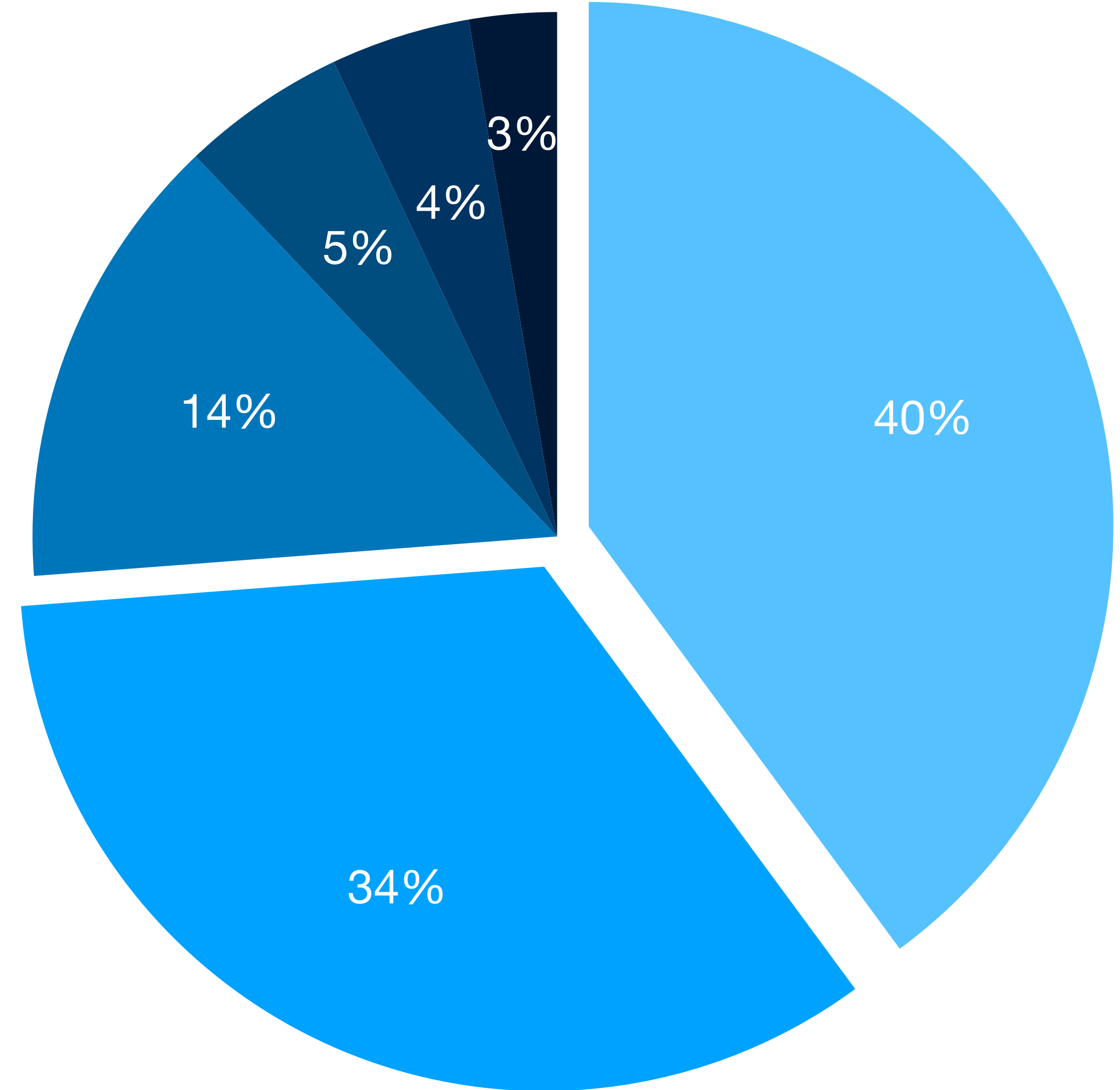
**1.09m**

2019 - Total Users



# Today

- SEO best practices and tools
- Social media strategy
- Engaging across platforms



**Texas Highways acquisition mix**

● Organic Search ● Social ● Direct ● Referral ● Email ● Other



# SEO: Search Engine Optimization

Helping content get found through organic search



from [google.com/search/howsearchworks](https://www.google.com/search/howsearchworks)

Learn more below about the key factors that help determine which results are returned for your query:

Meaning

Relevance

Quality

Usability

Context

## Meaning & Relevance

---

Does the content match the query?

Is the content meaningful?

Do people seem to like what they find?

## Quality & Usability

---

Is this a trustworthy source?

Is the content authentic and useful?

Is the site fast and mobile-friendly?

## Context

---

Is the query relevant to breaking news or current events?

Does the information on the page support the headline?

Does the page link to other places?



**Ask yourself: where can you win?**



things to do in texas



Travel Texas

<https://www.traveltexas.com> › things-to-do

## Top Things to Do & Explore in Texas

Find **things to do in Texas** and uncover unique attractions, explore the outdoors, experience Texas-style cuisine, and enjoy beautiful beaches.

[Attractions & Family Fun](#) · [Outdoor Adventure](#) · [Texas Beaches](#) · [Stargazing in Texas](#)



TripAdvisor

<https://www.tripadvisor.com> › Attractions-g28964-Act...

## THE 15 BEST Things to Do in Texas - 2023 (with Photos)

Attractions: 13,892

Attraction Photos: 421,856



Busy Tourist

<https://www.busytourist.com> › things-to-do-in-texas

## 50 Best Things To Do & Places To Visit In Texas

Oct 19, 2022 — One of the best **things to do in Texas** is to explore the impressive and expansive desert terrain of the Guadalupe Mountains National Park.



Atlas Obscura

<https://www.atlasobscura.com> › things-to-do › texas

## 322 Cool and Unusual Things to Do in Texas

Discover 322 hidden attractions, cool sights, and unusual **things to do in Texas** from Hamilton Pool to Buffalo Bayou Park Cistern.

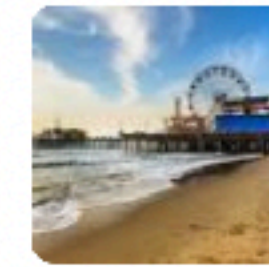


The Crazy Tourist -

<https://www.thecrazytourist.com> › ... › United States

## 25 Best Things to Do in Texas

1. The Sixth Floor ... 2. Six Flags Over ... 3. The Alamo 4. Houston Space ...  
5. San Antonio Riv... 6. Big Bend Nation... 7. Guadalupe Mou...



Attractions of America

<https://www.attractionsofamerica.com> › attractions › te...

## Texas Top 20 Attractions | Things To Do in Texas

Things To Do in Texas 1: The Alamo 2: San Antonio River ... 3: Texas State Capitol  
4: Dallas World Aqua... 5: Padre Island Natio... 6: Space Center Hou...





Austin City Guide  
https://www.austincityguide.com › things-to-do

Top 25 Things To Do in Austin, Texas

7 days ago — 1. Blow Your Mind at Wonderspaces · 2. Ride in Style on a Hearse Limo Tour with Haunted ATX · 3. Check out the World Famous Congress Bridge Bats.

Best Restaurants in Austin · Austin Duck Adventures · View The Domain Austin



Austin, Texas  
https://www.austintexas.org › things-to-do

Things to Do in Austin, TX | Attractions & Live Music

With so many things to do in Austin, you can just as easily spend your morning paddling the lake as you can strolling through a celebrated history museum.



What Should You Not Miss in Austin?

How Do You Spend a Day in Downtown Austin?



Busy Tourist  
https://www.busytourist.com › things-to-do-in-austin-texas

53 Best & Fun Things To Do In Austin (Texas)

Oct 20, 2022 — Popular pastimes include hiking, cycling, fishing, boating, paddling and touring the local gardens ...



TripAdvisor  
https://www.tripadvisor.com › Attractions-g30196-Act...

THE 15 BEST Things to Do in Austin - 2023 (with Photos)

Attractions: 1,199      Attraction Photos: 38,099



TourScanner  
https://toursanner.com › blog › things-to-do-in-austin...

82 Fun & Unusual Things to Do in Austin, Texas

Feb 24, 2023 — 82 Fun & Unusual Things to Do in Austin, Texas. February 24, 2023 ... 5 – Splish, splash and zoom around Typhoon Texas Waterpark Austin.



Time Out  
https://www.timeout.com › austin › best-things-to-do-i...

The 25 Best Things to Do in Austin, Texas Right Now







things to do in texas this weekend



Visit Houston

<https://www.visithoustontexas.com> › events › houston-...

## Houston Events This Weekend | Mar. 31-Apr. 2, 2023

Find **things to do** in Houston this **weekend**! Events going on around town include food & drink festivals, concerts, tours, art exhibits, comedy shows and film ...



Family Destinations Guide

<https://familydestinationsguide.com> › best-things-to-do-i...

## 25 Best Things to Do in Texas (2023) Fun Activities!

Some of the **activities** you can enjoy are camping, horseback riding, hiking, biking, glamping, joining ranger-guided programs, picnicking, taking photos, zip- ...



Visit Dallas

<https://www.visitdallas.com> › Events

## Best Things To Do in Dallas This Weekend

**Make** the most of this **weekend** with our editor's picks. From professional sports to neighborhood festivals and all the events that locals love, there's always ...



Texas Highways

<https://texashighways.com> › events

## Events

The most comprehensive events calendar in **Texas**. Search events by category, region, city, and editors' picks.



365 Things to Do in Houston

<https://365thingsinhouston.com> › This Weekend

## Things to Do This Weekend in Houston, Texas

6 days ago — **Things to Do All Weekend Long** · Men's Final Four Tip Off Tailgate at NRG Park · March Madness Music Festival at Discovery Green · Men's Final Four ...



Travel Texas

<https://www.traveltexas.com> › plan-ahead › events

## Events In Texas | Fort Worth Stock Show, Rodeos & Festivals

There is no shortage of events in **Texas**. ... So keep an eye out on the events calendar to see **what's** coming up as you plan your next ... **April 1, 2023**.





haunted places texas



Maps

Images

News

Videos

Shopping

Books

Flights

About 23,400,000 results (0.43 seconds)



Travel Texas

<https://www.traveltexas.com> › texas-cities › haunted-pl...

## Top Haunted Places to Visit in Texas

From old **hotels** to attractions you know, **Texas** has an expansive paranormal history for you to explore. Seek thrills and chase fears throughout the state at some ...



Texas Highways

<https://texashighways.com> › things-to-do › 5-of-the-m...

## 5 of the Most Haunted Locations in Texas

Clarke once wrote, there stand 30 ghosts, "for that is the ratio by which the dead outnumber the living." So it stands to reason that wandering spirits abound ...



Haunted Rooms America

<https://www.hauntedrooms.com> › texas › haunted-places

## The 14 Most Haunted Places in Texas

4 days ago — 124 W Austin St, Jefferson, TX 75657. The **Haunted** Jefferson Hotel in Jefferson TX. The entire town of Jefferson seems to be rife with paranormal ...



YouTube

<https://www.youtube.com> › watch

## VIDEO: 31 of the most haunted places in South Texas

Oct 1, 2019 — The countdown to Halloween begins. KSAT 12 has a list of 31 reported **haunted** **places** in San Antonio and South **Texas**.



Thrillist

<https://www.thrillist.com> › San Antonio › Travel › Spooky

## The Most Bone-Chillingly Haunted Places in Texas

Oct 28, 2021 — Ah, Halloween, the thrilling season where we can tap into our ghost-hunting





texas wildflowers



Images

Shopping

News

Maps

Videos

Books

Flights

Finance

About 25,900,000 results (0.51 seconds)



Texas Highways

<https://texashighways.com/wildflowers/wildflowers...>

## Wildflowers of Texas



Apr 27, 2022 — What **wildflowers** grow in **Texas**? Here's your starting guide — 30 common and well-celebrated blooms from around the Lone Star State.

<https://texashighways.com/wildflowers/the-wildflo...>

## The Wildflowers of Texas: Our Top 20 Field Guide

2. Indian paintbrush ; 3. Indian blanket ; 4. Drummond phlox ; 5. Prairie verbena ...

### Things to know

#### List

Texas wildflowers list

#### Most common

Most common texas wil

#### How to identify

How to identify texas wi

### People also ask

What wildflowers are found in Texas?



What is the most common flower in Texas?



What are the pink wildflowers in Texas called?



What is wildflower season in Texas?



Feedback

Images for texas wildflowers

# There is a better way





Performance on Search results

EXPORT

Search type: Web   Date: Last 16 months   + New   Last updated: 15 hours ago

Top queries	Clicks	Impressions
texas wildflowers	15,717	63,813
texas highways	11,611	28,745
texas highways magazine	7,526	12,553
haunted places in texas	7,026	22,606
most haunted places in texas	5,108	11,564
green tomato relish	3,606	55,857
corn dodgers	3,144	29,707
camp wood tx	2,599	27,064
texas festivals 2022	2,436	14,189
frio river	1,994	259,268



# Assemble a List of ‘Wins’

For us, this included:

- Wildflowers
- Events
- Distinctly Texas recipes
- Haunted places
- Fairs and festivals

Use these to inform coverage  
and headline/dek/social strategy

The diagram consists of two arrows. The first arrow originates from the text 'Use these to inform coverage and headline/dek/social strategy' and points diagonally up and to the left, ending at the word 'Wildflowers' in the list. The second arrow originates from the same text and points diagonally up and to the left, ending at the word 'Haunted places' in the list.



# Celebrate Spring **Wildflowers** in Texas at These **Festivals** and Trails

From Fredericksburg to Washington-on-the-Brazos, towns across the state host events during blooming season

Written by: Amanda Ogle

Published: March 15, 2023 at 5:05 pm







## Your new content

From the past 28 days, it can take about an hour for content to show



**A Decade After the Tragic Explosion, the Central Texas Town of West Rebuilds Community - Texas Highways** · 2 days ago

👁 153 ⌚ 0m 37s



**Soak Up History and Good Vibes at Camp Hot Wells in San Antonio - Texas Highways** · 2 days ago

Top Search queries: camp hot wells, camp hot wells camping

👁 777 ⌚ 0m 32s



**Texas Highways Is Hiring 2023 Summer Interns - Texas Highways** · 5 days ago

👁 39 ⌚ 1m 12s



< 10-12 of 15 >

**Ask yourself:  
what can I improve?**



← Mobile-Friendly Test

?

https://texashighways.com/

Test results

✓

Page is usable on mobile

This page is easy to use on a mobile device. [Learn more](#)

VIEW TESTED PAGE

Details

Crawl

✓

Crawled successfully on Mar 29, 2023, 6:00:16 PM

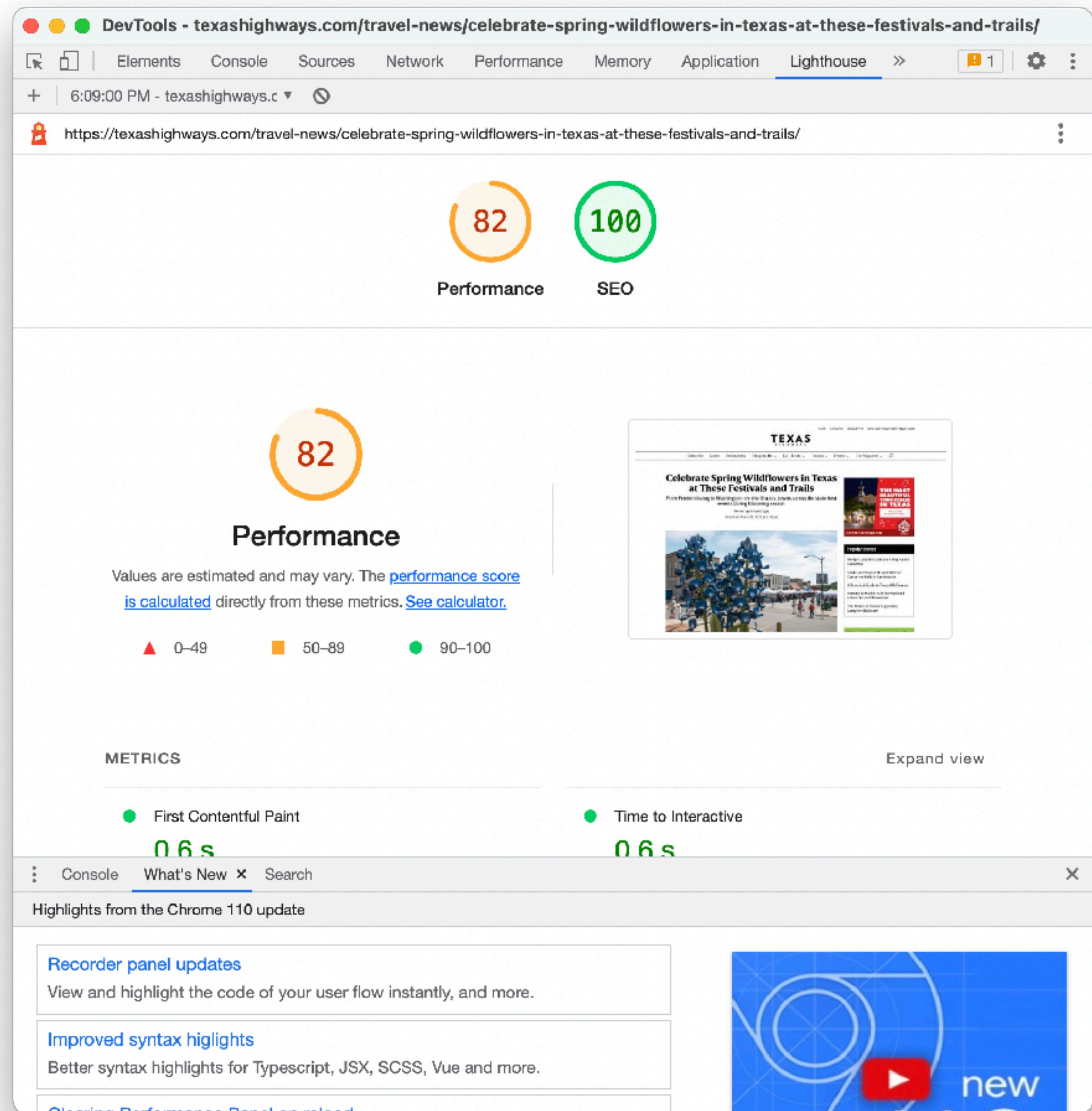
▼

Additional resources

Monitor mobile friendliness for your entire site

GO TO SEARCH CONSOLE





Google Lighthouse score from DevTools





Wildflowers near Blooming Grove in Navarro County. Photo: J. Griffis Smith

*Texas Highways* has chosen 30 of Texas' most common wildflowers to identify and celebrate. It is a brief introduction to the splendor of a Lone Star spring – just a sampling of the more than 5,000 blooming plants in our lush state, so forgive us if we've omitted your particular favorite.

[Are you as wild for wildflowers as we are? Read the rest of our wildflower stories here!](#)



**Bluebonnet**

*Lupinus texensis* — Begins blooming early spring (but Big Bend bluebonnet can bloom as early as January). All six species of bluebonnet that grow in the state have been designated the State





# Before publish, we check

- Does the headline contain relevant keywords that we know are wins or are crucial to the story (ideally both)?
- Does the dek include additional keywords and add context that might answer a reader's search query?
- Is the image optimized (<1mb, jpeg)?
- Does the story include at least two links, internal or external?
- Can we include any **structured data**?



# More on structured data

INDUSTRY

6TH YEAR ON THE LIST

EVOLVING SEARCH INTERFACES

WHAT IT IS

Search engines are the gatekeepers for publishers and retailers looking to reach new audiences. The growth of voice assistants and synthesized search-result pages will solidify that position and make it harder to reach audiences directly.

when are the CMAs in Austin

NewsImagesShopping

About 8,070,000 results (0.58 seconds)

April 2, 2023

**Ask yourself:  
what are people searching?**



● Czech Stop

Bakery in West, Texas

+ Compare

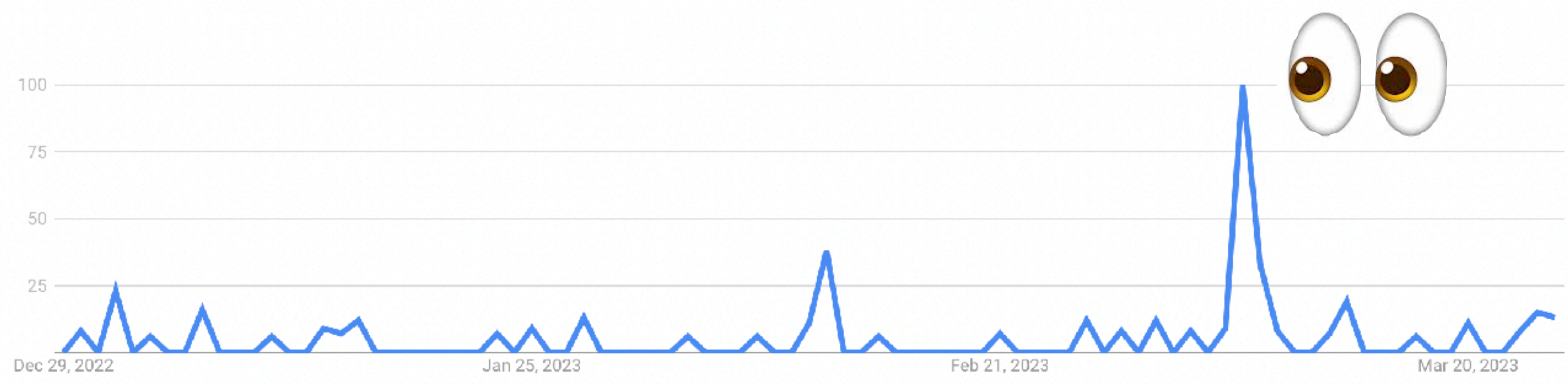
United States ▼

Past 90 days ▼

All categories ▼

Web Search ▼

Interest Over Time ⓘ





# Czech Stop Is Going To Be Okay, Y'all

The popular pit stop is already on the road to recovery after a car drove through the bakery's convenience store side

Written by: Alex Veeneman

Published: March 8, 2023 at 4:30 pm

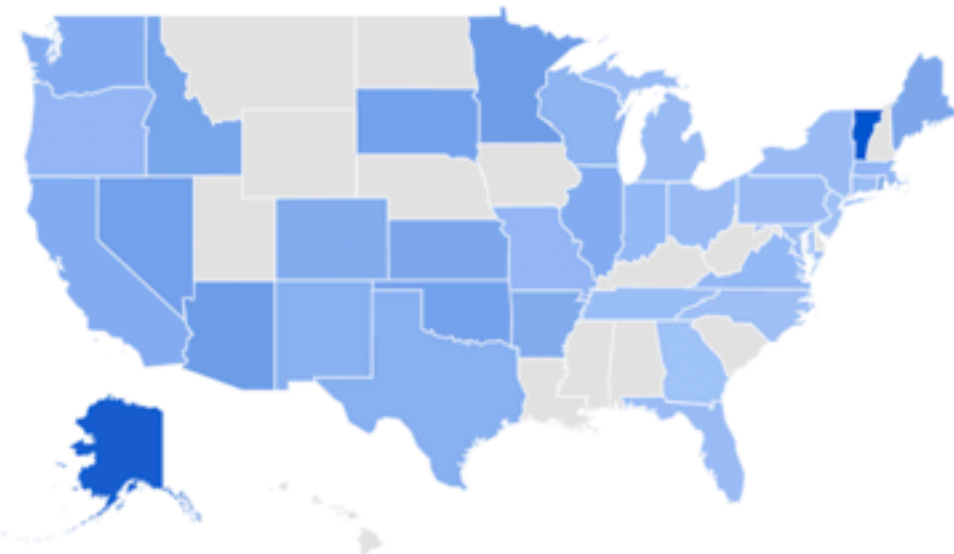






● Pati Jinich

United States, Past 90 days



1	Vermont	100	<div></div>
2	Alaska	93	<div></div>
3	Arizona	36	<div></div>
4	Minnesota	35	<div></div>
5	Nevada	33	<div></div>

< Showing 1-5 of 36 subregions >

Related Topics ?

Rising ▾



1 Chili pepper - Fruit

Breakout ⋮

2 Bean - Food

Breakout ⋮

3 Flour tortilla - Food

Breakout ⋮

4 Vegetable - Food

Breakout ⋮

5 Dessert - Topic

Breakout ⋮

Related Queries ?

Rising ▾



1 pati jinich husband

+90% ⋮

# Using Google Trends

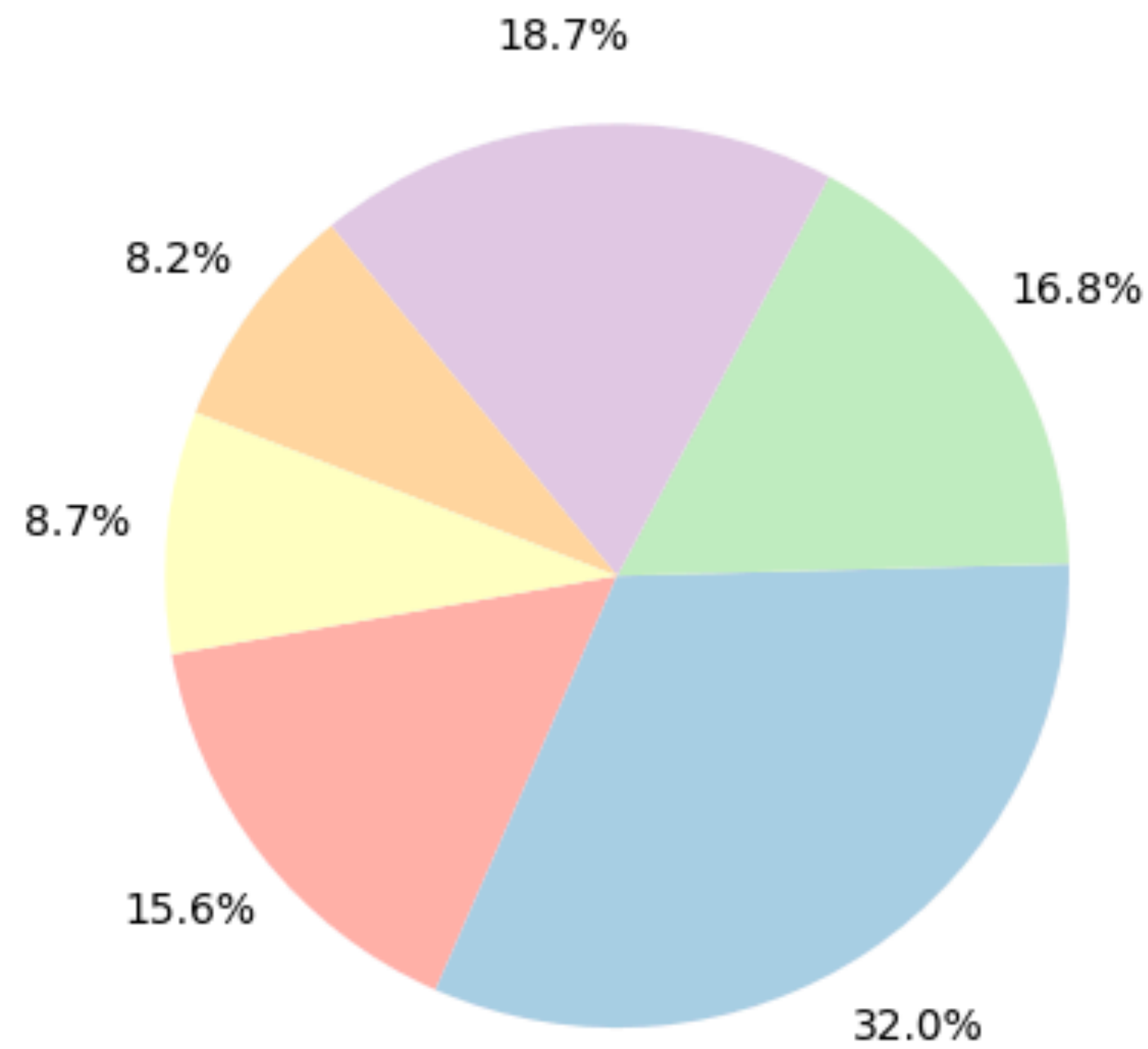
- Check daily to see what's trending in your state or region
- Check when writing a headline to see if there is broader appeal
- Use related searches to improve keywords or link related content
- Explore what's happening around the country and localize



**Engaging on Social**

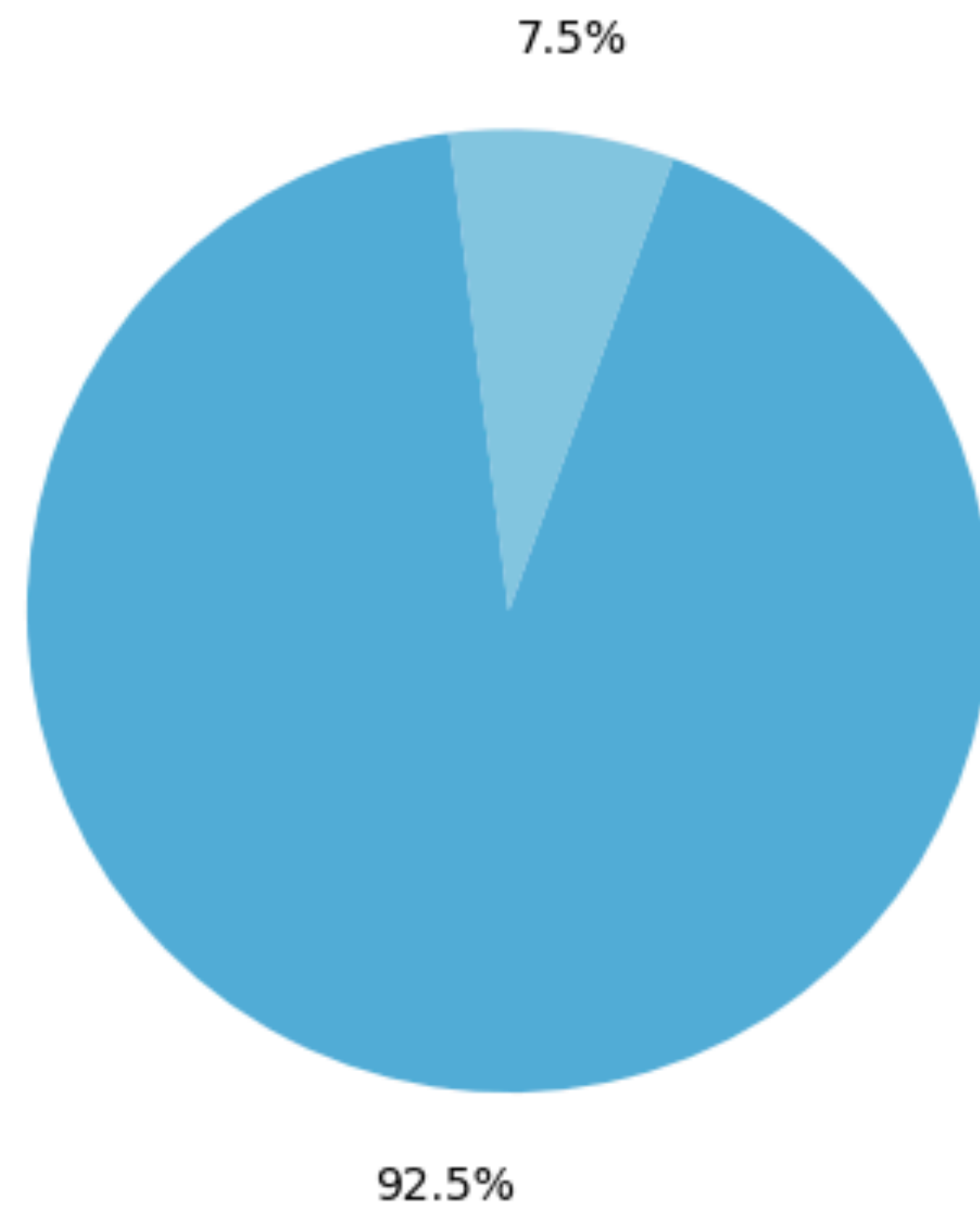






Source of Feed  
content views in the  
United States

- Group
- Friend Original
- Unconnected
- Friend Reshare
- Page Follower
- Other



### Feed content views from viewers in the United States

- post with a link - attached
- post with no links



## Widely viewed domains

- News domains in the list accounted for about 0.5% of all Feed content views.
- The top 20 domains seen here collectively accounted for about 1.1% of all Feed content views in the US during Q4 2022. In Q3 2022, the top 20 domains collectively accounted for about 1.0% of all Feed content views.

Rank	Domain	Content Viewers
1	<a href="#">youtube.com</a>	170.5M
2	<a href="#">tiktok.com</a>	113.9M
3	<a href="#">media1.tenor.co</a>	111M
4	<a href="#">gofundme.com</a>	103.7M
5	<a href="#">cbsnews.com</a>	82.1M
6	<a href="#">people.com</a>	81.6M
7	<a href="#">today.com</a>	73.9M
8	<a href="#">variety.com</a>	72.4M
9	<a href="#">tmz.com</a>	69.2M
10	<a href="#">dailymail.co.uk</a>	61.2M
11	<a href="#">amazon.com</a>	60.6M
12	<a href="#">onlyinyourstate.com</a>	59.3M
13	<a href="#">twitter.com</a>	57.8M
14	<a href="#">insider.com</a>	56M
15	<a href="#">cnn.com</a>	55.2M
16	<a href="#">businessinsider.com</a>	54.2M
17	<a href="#">nypost.com</a>	54M
18	<a href="#">nytimes.com</a>	50.6M
19	<a href="#">cnbc.com</a>	50.5M

**transparency.fb.com**



# 1. Know your platform

## Facebook

Short, introductory social copy

Image and headline speak for themselves

Promote discussion without 'engagement baiting'

2x share

## Instagram

Long, narrative copy

Users likely to find content via 'explore' section

More difficult to link back to full article or site

1x per image, multiple per story

## Twitter

Short, engaging copy

Focus primarily on link sharing

2x share, immediate and later





Texas Highways Magazine

2d · 🌐

...

While there aren't actually any waterfalls when visiting Marble Falls, this fast-growing Hill Country town still manages to provide an action-packed weekend getaway.



TEXASHIGHWAYS.COM

Venture to Marble Falls for Highland Lakes Fun and Relaxation - Texas Highways

📣 Boost this post to reach up to 936 more people if you spend \$14.

Boost post

👍❤️ 304

8 comments 42 shares

👍 Like

💬 Comment

➦ Share

Most relevant ▾



Elizabeth Hatchett  
They have granite

Like Reply 2d



Diana Williams  
❤️❤️❤️❤️

Like Reply 1d



Josie Robinson  
I hate it when my favorite places since childhood are getting overrun with tourists.

Like Reply 2d



Vicki Mann-Hawthorne  
Josie Robinson - right there with you! MFalls, Fredericksburg, Enchanted Rock, Port Aransas...just to name a few. All "discovered" and all too crowded now, for my and hubby's taste. Those were good memories though!

Like Reply 1d



Or Lando  
Josie Robinson yea without tourist those cities would be... menard lol  
They sure love the tourist dollars though

Like Reply 5h





**texashighways** 🌸 "Among the first trees to flower every year in North and Central Texas, the Texas redbud is also one of the most dramatic. These small trees, which are a variety of the more widespread eastern redbud, unfurl little pink or magenta flowers from their bare bark, attracting honeybees, mason bees, and other pollinators. That bounty of insects in turn attracts songbirds, which hunt amid the redbud's flowering boughs and, when the tree starts forming seed pods, happily devour the seeds.

Redbud flowers have the same irregular shape as pea blossoms, and the tree is, in fact, also a member of the legume family. Like many other legumes, its flowers and seed pods are edible. They taste somewhat like green beans with a slightly sour aftertaste.

"To me, it tastes like a real mild cabbage," says Courtney Blevins, a Fort Worth-based urban forester with Texas A&M Forest Service. Redbud flowers can be fried, pickled, or eaten raw on salads."

In our latest issue, we explore how some of Texas' flowering trees deserve just as much love during spring as our wildflowers. Read more about the Texas redbud and other flowering trees via the link in our bio.

✍️: Asher Elbein

📷: @tdimenno

1w





**texashighways**

Fort Worth, Texas



**texashighways** "Fort Worth earned its primary nickname, "Cowtown," during the glory days of cowboys and cattle drives. But another nickname, "Panther City," is experiencing a resurgence. One legend holds that during the late 1800s, Fort Worth was so quiet a panther took a nap in the middle of the street. Whether or not it's true, modern Fort Worth has woken up and is now full of vibrant art, trendsetting food, and boundless energy."

The Daytripper gives his top five spots in Fort Worth via the link in our bio.

: @chettripper

: @toddwhite

9w





**Texas Highways Magazine**  @TexasHighways · Mar 12



The last two months have been unusually balmy, leading to bumper crops of bluebonnets. But make sure to catch them now, because they're only likely to be blooming into early April.



[texashighways.com](https://texashighways.com)

**2023 Wildflower Forecast: Bluebonnets Arrive Early Ahead of a Lush ...**  
Despite last year's drought and a late-winter freeze, this year's crop of wildflowers is predicted to be a bumper one in the Lone Star State.



 25

 108

 6,432





## 2. Post regularly

MESSAGES

TASKS

FEEDS

PUBLISHING

DISCOVERY

REPORTS

COMPOSE

Calendar

Sprout Queue

Drafts

Post via RSS

Needs Approval

Rejected

Asset Library

Notifications

Week of February 19

7 8 9 10 11 12 13

7 8 9 10 11 12 13

7 8 9 10 11 12 13

SUN 19

MON 20

TUE 21

WED 22

THU 23

FRI 24

SAT 25

8:43AM

Enjoy a cup of coffee with a...

9:30AM

Flash sale! Bring in your receipt after...

10:43AM

We have a new line of snacks...

8:04AM

Should a marketing exe...

9:21AM

Why live streaming...

10:02AM

Yum! Wake up this morning with a...

8:54AM

Good morning, everyone! :)

9:15AM

Holiday Marketing Guide

10:18AM

Interested in working at Sprout...

10:30AM

Our new coffee flavor revealed...

DATE RANGE

02/19/2017 → 03/19/2017

FILTERS

TAGS

PROFILES

Refine tags list

@ChISproutCoffee ✓

@MySprout Coffee ✓

Sprout Coffee Co. ✓

@MySprout Coffee ✓

Sprout Coffee Co. ✓

Sprout Coffee Co. ✓

MESSAGE TYPES

Queued Messages ✓

Scheduled Messages ✓

Sent Messages ✓

EXPORT



# Post Regularly

- Conventional wisdom used to be “post on time, every day”
- We’ve had greater success with keeping our post times consistent per platform:
  - 1/daily on Facebook
  - 2-3/daily on Twitter
  - 1/daily on Instagram
- Subject to change for breaking news

Helps ensure readers get most accurate information even if feeds are out of order



 Pinned Tweet

 **Philadelphia Water**   
@PhillyH2O



Philadelphia’s water remains safe to drink and use and will not be impacted by the spill in Bucks County. Based on latest water sampling results, PWD is confident that tap water from the Baxter Drinking Water Treatment Plant remains safe: [phila.gov/2023-03-26-cit...](https://phila.gov/2023-03-26-cit...)

March 28, 2023 6:30 p.m.



# Water is safe

Philadelphia’s drinking water will not be impacted by the spill in Bucks County.

5:41 PM · Mar 28, 2023 · **174.6K** Views

**163** Retweets   **70** Quotes   **303** Likes   **7** Bookmarks





# **3. Engage with the platform**

# Engage with the Platform

- Your (brand) account engagement like affects how often your content is seen, and to whom it is shown
- Engage as a brand with local businesses, celebrities, politicians, and creators to create a tighter connection in the algorithm with local followers



# Has your traffic fallen?

## Key takeaways

### Be smart with SEO

Tools like Google Trends and Search Console can help you identify areas of improvement, but nothing will help as much as mobile-friendly pages and relevant keywords

### Find areas you can win

Smaller amounts of content centered around topics that you already have authority on will outperform a ‘wide net’ of content loaded with keywords.

### Maintain a social strategy

Even as algorithms and owners change, news continues to perform very well on social media—but not as well in the general public feeds as our own.

Use each platform to its advantage and don’t forget to maintain a brand presence to help your content be seen.

# Questions



# **Thank you!**

**bird.tyson@gmail.com**

**@tysonbird**