



# Supercharging your content

DAVID ARKIN | NEW YORK PRESS ASSOCIATION

## A little about me

- 20 years of content and audience experience
- Was head of content at GateHouse Media (Gannett)
- Co-owned a unique real estate solution in Texas
- Work with newspapers, TV stations, magazines, digital only



**David Arkin**

Founder

David Arkin Consulting

## Consulting services

- Fractional audience & operations help
- Branded content, newsletter, SEO and social media programs
- Content creation services

**Your content  
and authority is  
powerful. Use it.**

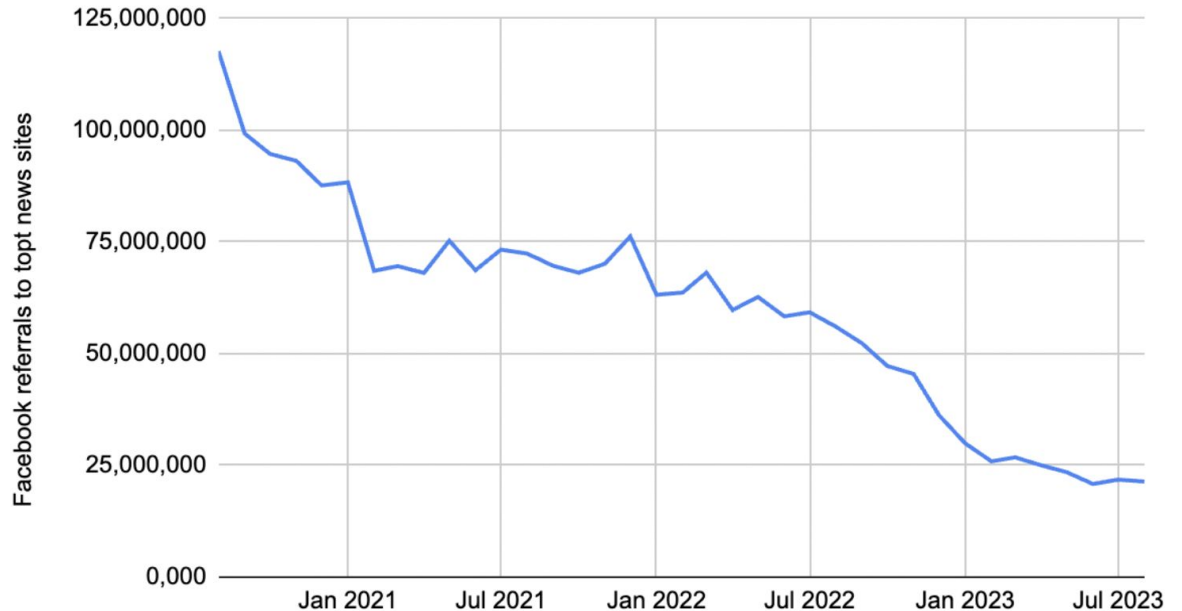


# Is your audience growing?

- Social media drops
- Lack of trust
- SEO changes
- Lots of choices

Facebook referrals to top news sites

Via Digiday



Provided by Similarweb



**But how you serve  
and reach people is  
drastically changing**

# E-E-A-T

Experience, Expertise, Authoritativeness, Trustworthiness

- High-quality content and sources, about/contact pages, links, updates



### Does your content demonstrate first-hand or life **EXPERIENCE** on the topic being discussed?

For example, is it clear that your product review content is from a person who has used the product they're writing about?

### Is your site or author a trusted **AUTHORITY** on this topic? Are you or your site a go-to source for knowledge?

While not all topics have a single authoritative source, when they do, it's usually highly reliable.

For example, a government site will be considered an authority on information about passport renewals.



### Is your content author well-established, and do they have relevant **EXPERTISE** and skills on the topic?

For example, have you established that your content with medical advice is being given by a medical expert?

### Is your content and site **TRUSTWORTHY**? Is it accurate, correctly attributed, and sourced?

The other E-E-A-T criteria play into trust, but if your site is not to be trusted, it will outweigh your other efforts.


For example, does your site include accurate contact information and up-to-date HTTPS and SSL certifications?

# Google really wants you to prove it

- Explaining how you created the content is huge:

Have been to the place before  
A source validates the info  
Fact checking it  
FOIA'd records  
Links that provide sourcing

Transparency and Honesty Are the Best Policies		
	Page 1 Results	Top 3 Results
Detailed About Us page	91%	91%
Author name	46%	43%
Editorial standards published	43%	49%
Social proof on-site	36%	32%
Author links to personal website	18%	16%
"Fact checked" indicated on page	16%	14%
Author links to LinkedIn	11%	10%
Organization listed as the author	8%	7%





# Really understand keywords

1. Get first names and last names, full organizational names in headlines
2. Use acronyms only if it's an acronym that someone would search by
3. Type in keywords into a search bar (\* between 2 phrases = other searches)
4. Use lead in words: Live NM election results, Texas high school football playoffs





# A few keyword examples



## As the SAT goes digital, this is how the Valley Stream Central District gets ready

Starting next spring, the familiar features of the SAT test-taking experience — filling out answer sheets, paging through booklets, and sharpening No. 2 pencils — are officially no more. ... [more](#)



### ISRAEL -HAMAS WAR

**Israel-Hamas war live updates:  
Attacks in Iraq and  
Syria raise tensions for a region on  
edge**

### VARIETY

**Aerosmith responds to viral  
University of Minnesota  
dance team 'Dream On'  
routine**

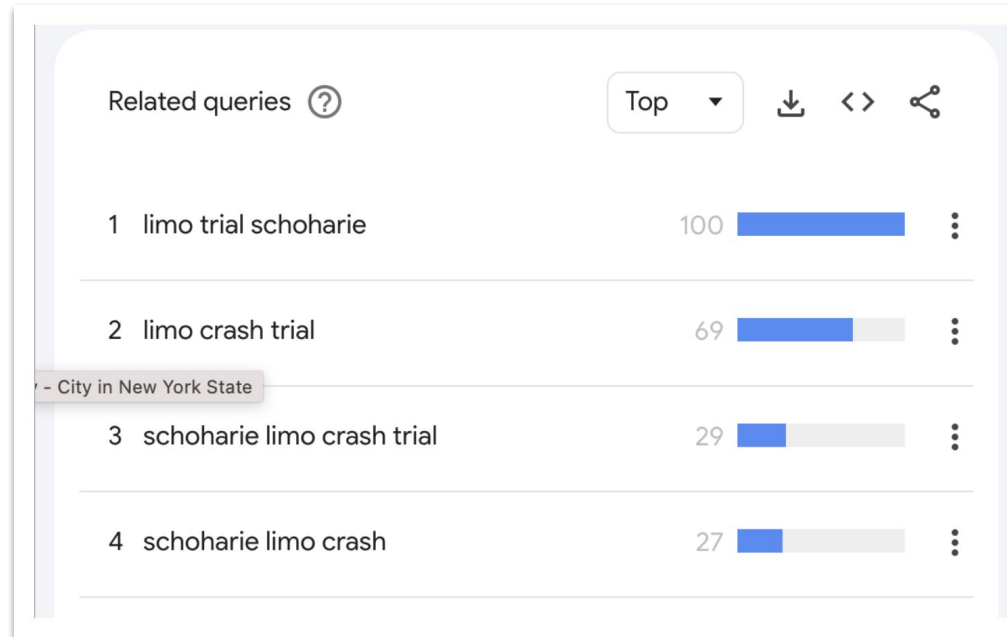


# Where keywords really worked

## Schoharie Limo Trial Guilty: Nauman Hussain convicted on all counts; 'Justice,' victim's mother says (with videos)

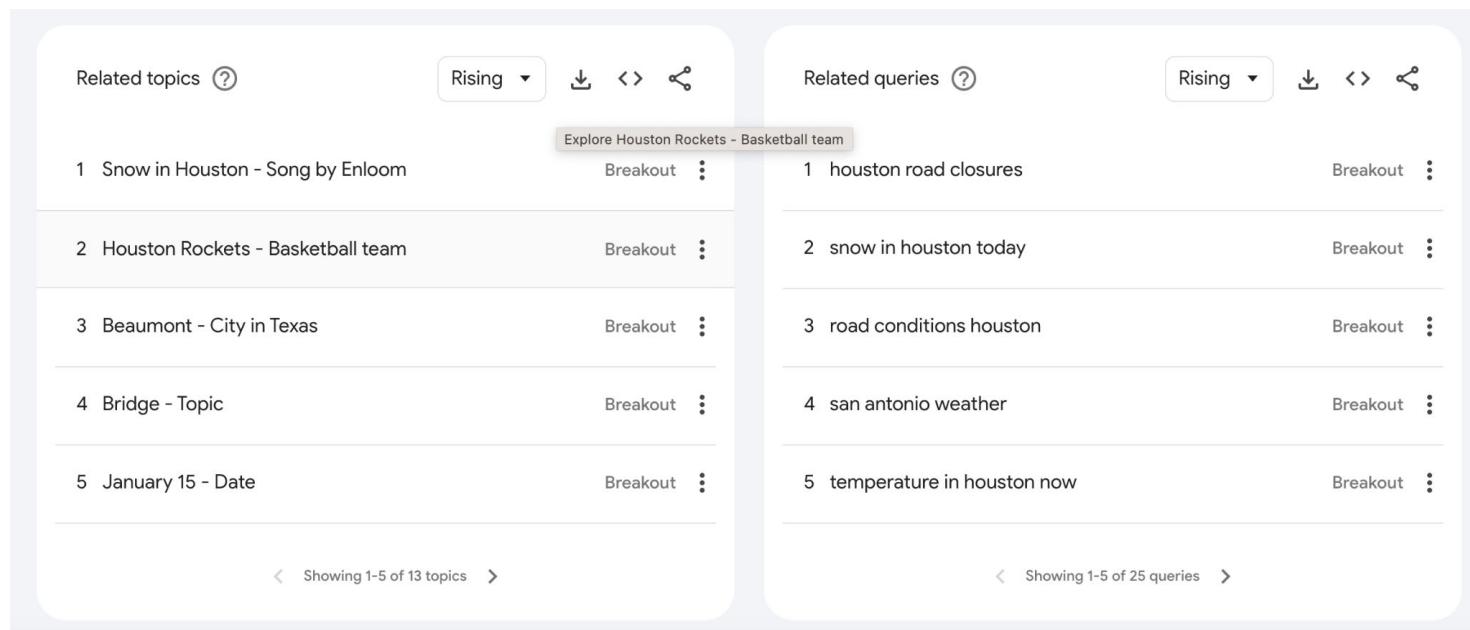
By Chad Arnold [May 17, 2023](#)

[https://www.dailygazette.com/news/schoharie-limo-trial-guilty-nauman-hussain-convicted-on-all-counts-justice-victim-s-mother-says/article\\_19b573cd-6ac0-5bf2-aef7-5ad118d1fa85.html](https://www.dailygazette.com/news/schoharie-limo-trial-guilty-nauman-hussain-convicted-on-all-counts-justice-victim-s-mother-says/article_19b573cd-6ac0-5bf2-aef7-5ad118d1fa85.html)



# Google Console is important

These are very useful for seasonal content and upcoming news events



The screenshot displays two panels from the Google Search Console interface. The left panel, titled 'Related topics', shows a list of five topics: 'Snow in Houston - Song by Enloom', 'Houston Rockets - Basketball team', 'Beaumont - City in Texas', 'Bridge - Topic', and 'January 15 - Date'. The right panel, titled 'Related queries', shows a list of five queries: 'houston road closures', 'snow in houston today', 'road conditions houston', 'san antonio weather', and 'temperature in houston now'. Both panels include a 'Rising' dropdown menu and icons for download, expand, and share. A tooltip 'Explore Houston Rockets - Basketball team' is visible over the second item in the 'Related topics' list.

Rank	Topic/Query	Action
1	Snow in Houston - Song by Enloom	Breakout
2	Houston Rockets - Basketball team	Breakout
3	Beaumont - City in Texas	Breakout
4	Bridge - Topic	Breakout
5	January 15 - Date	Breakout

Rank	Query	Action
1	houston road closures	Breakout
2	snow in houston today	Breakout
3	road conditions houston	Breakout
4	san antonio weather	Breakout
5	temperature in houston now	Breakout

< Showing 1-5 of 13 topics >

< Showing 1-5 of 25 queries >



# Do these SEO best practices

- Understand keywords
- Show your expertise
- Have great headlines, meta descriptions and URLs



# Help people get jobs done through content

- Find information I need in my life
- Show me that it's from a trusted source
- Help me do something with the information
- Involve me in the process
- Link it all together so I find more of what I need



# SEO: How you can monetize content

- Sponsorships tied to guides (or a series)
- Reels associated with a topic
- Branded content (use guides as leads)
- Newsletters tied to a topic (all the best ...)
- Homepage/section lists
- Contests, quizzes and polls

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THIS GUIDE PROUDLY SPONSORED BY



Frost Banking has been providing banking services in the Dallas community since 1955.

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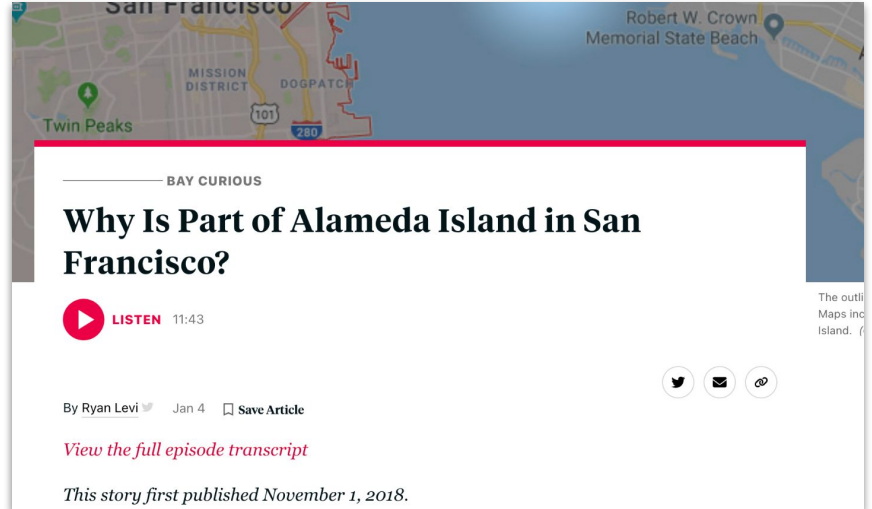
Life may be about to get tougher for the [unvaccinated](#) -- and it's not only because of their significantly increased risk of getting [COVID-19](#) and becoming very sick.

A rising chorus of states, cities and private sector titans have implemented new vaccine requirements for their employees and patrons. It marks a new, less negotiable phase in the fight against the coronavirus, after months of cajoling and material goodies leading the vaccination campaign.

# Answer questions from readers

Answer questions that readers are trying to find the answer to.

- Use forms, callouts on social media, look at emails you receive, phone calls you get and what you can see in Google Trends.
- Connecting your content to what people are searching for is a great strategy



San Francisco

Robert W. Crown Memorial State Beach

Twin Peaks

MISSION DISTRICT


DOGPATCH

101

280

BAY CURIOUS

## Why Is Part of Alameda Island in San Francisco?

 LISTEN 11:43

By [Ryan Levi](#) Jan 4 [Save Article](#)

[View the full episode transcript](#)

*This story first published November 1, 2018.*

The outli  
Maps inc  
Island. (

<https://www.kqed.org/news/11702058/why-is-part-of-alameda-island-in-san-francisco>




# When will my street be plowed? And other winter FAQs, answered



BRIDGET HIGDON Staff Writer

Published on Nov 9, 2020



  
Sign-on bonus  
up to  
**\$2,500\***  
FOR QUALIFYING POSITIONS

Now Hiring

# Sheboygan FAQ: What is being done with the former Save-A-Lot building?

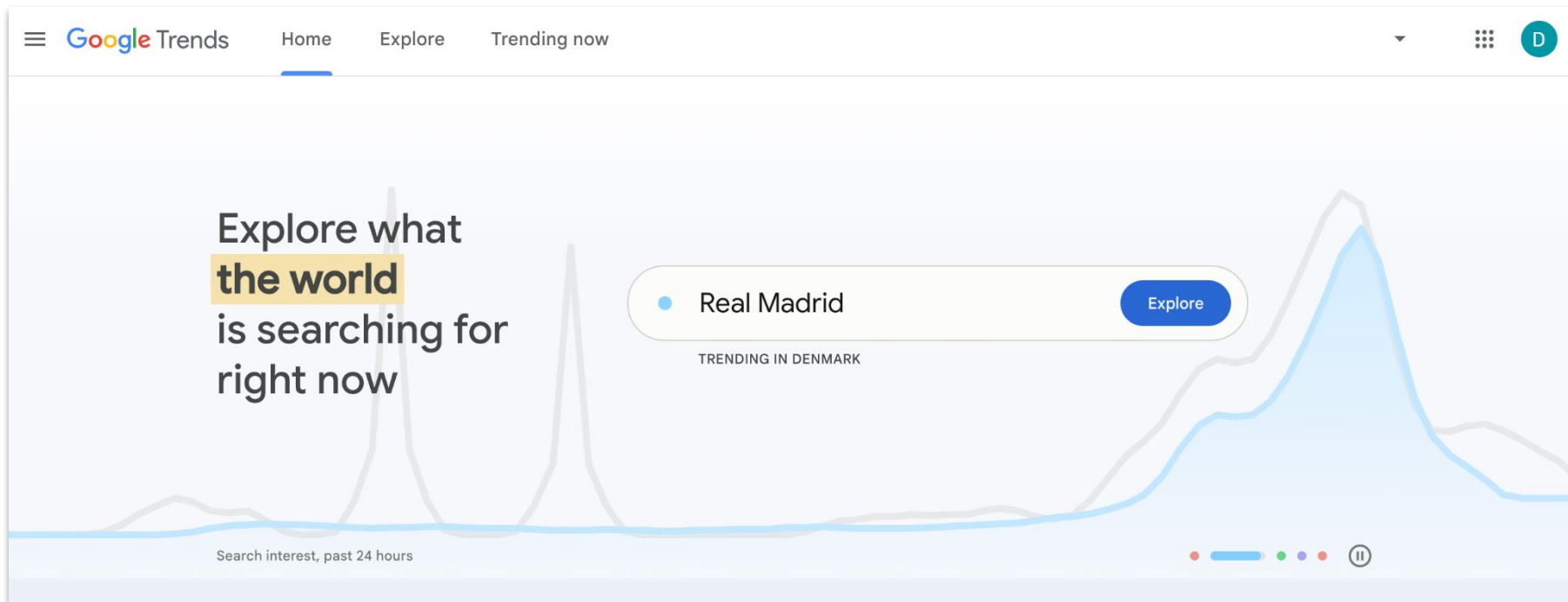


written by [Tara Jones](#)

Published on Oct 4, 2020

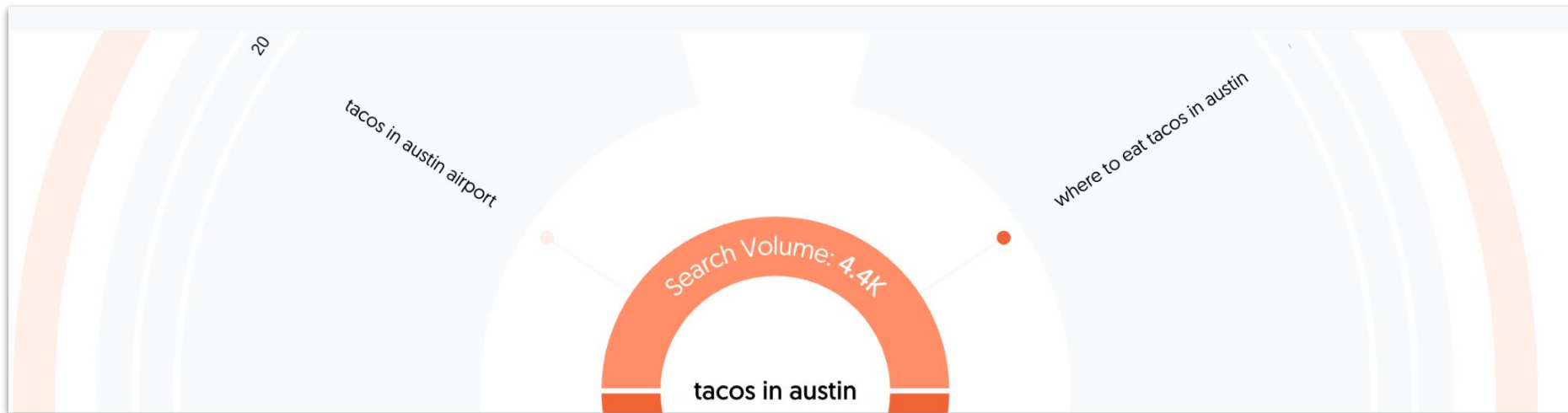


# Where to find reader questions



# Answer the Public

Type in a search term and see questions, prepositions, related searches

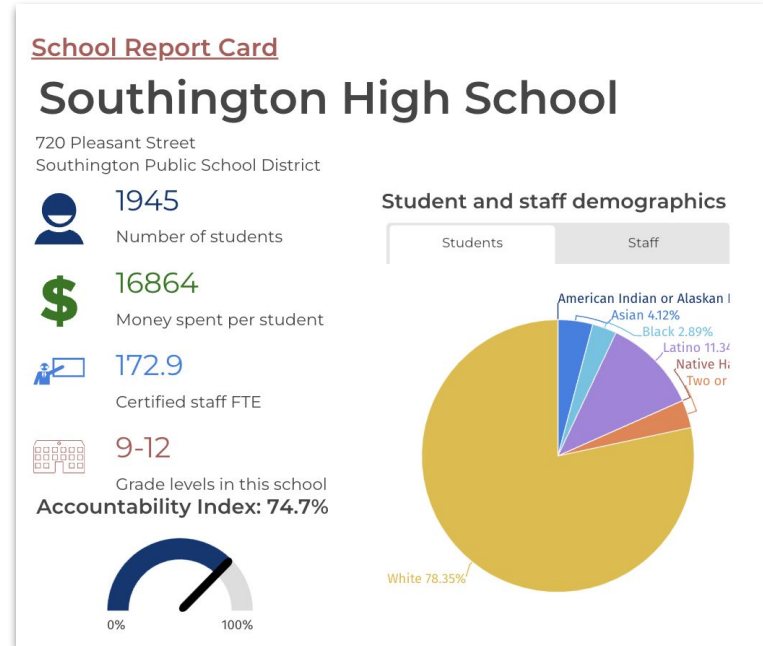


**Content can come from  
places you maybe didn't expect**

# Schools content has huge search potential

- School profiles with report card data
- School calendars for each district
- Bus routes and school lunch menus
- School boundary zones

Your authority can deliver big SEO results



# School calendar example

**STORY:** [Gwinnett County Public School's official 2023-2024 calendar](#)

**Pageviews:** #5 overall for month – #2 and #3 were other calendars)

**Site:** Rough Draft Atlanta

**Gwinnett County Public Schools – FINAL  
2023-24 SCHOOL YEAR CALENDAR**

<p>4 Independence Day (Systemwide Holiday)</p> <p>19 Administrative Staff Meeting</p> <p>24-28 Required Pre-planning/ Staff Development [#1-5]</p> <p>31 Required Pre-planning/ Staff Development [#4]</p>	<p><b>JULY 2023</b></p> <table border="1"> <thead> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>Th</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> <tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	S	M	T	W	Th	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						<p><b>JANUARY 2024</b></p> <table border="1"> <thead> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>Th</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr> <tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr> <tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr> <tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr> <tr><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td></tr> </tbody> </table>	S	M	T	W	Th	F	S		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				<p>1 Winter Break (School Holidays)</p> <p>2,3 Teacher Planning/Staff Development [#8-9] (Student Holiday)</p> <p>4 Begin 2nd Semester (Day 1)</p> <p>15 MLK Jr. Day (Systemwide Holiday)</p>
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# Education rankings

Use Niche to provide all sorts of interesting aggregated stories that help readers discover the best places for schools and where to live

[www.niche.com](https://www.niche.com)

## 5 top-rated elementary schools in Rio Rancho

By Elizabeth Tucker / Journal Staff Writer Apr 8, 2024 Updated Apr 9, 2024



Ernest Stapleton Elementary School



# How to get free schools content

There are a variety of wire services that are free and offer relevant content:

- [Stacker Local](#): List-based data stories
- [Center Square](#): Statehouse content
- [NerdWallet](#): Personal finance content



# A local example

- **Stacker headline:** States where the most residents are struggling to find their next meal
- **NewsCenter1 headline:** [South Dakota ranked higher for residents that struggle to find their next meal compared to other states](#)

Impact: 26,000 page views

States where the most residents are struggling to find their next meal

Updated Jul 21, 2023



<https://stacker.com/local>

# Real estate beyond expensive homes

Readers love clicking on cool homes but they are actually looking for more:

- [Price range what you can afford](#)
- How to pick a community
- Commute times, newcomers info
- Answer real estate questions

For sale: Check out the last original Texas farmhouse located in McKinney Historic District

Oct 5, 2022 Updated Oct 6, 2022



# SEO content for homeowners



## RECOMMENDATIONS

Here are some of the most recommended lawn mowing companies in McKinney

Maintaining your lawn in the Texas heat can be difficult, but luckily there are many lawn service companies in McKinney to make this task easier.

# A unique sponsored content model



**Jeffrey Arron**  
Allie Beth Allman &  
Associates



**Nicole Smith  
Woodard**  
eXp Realty



**John Butcher**  
The Butcher Group



**Erin Young Garrett**  
Allie Beth Allman &  
Associates



**Jay Marks**  
Jay Marks Real Estate



**Jeff Cheney**  
Cheney Group

Our experts have all of the answers about real estate and recommendations. 

**Ask your question!**

# Making the model work

- We have built a mini-Check Out DFW that's helping readers discover where to live
- The brand is integrated into the site's overall pages, structure, social media and newsletters
- We're creating all of the content for the publisher, but the program allows flexibility

## MOVING



**All about Milton: A rural city that's anything but remote**

April 12, 2023 | 2:52 pm



**Meet Your Neighbors with the latest Neighborhood Apps in Alpharetta**

April 11, 2023 | 1:45 pm



**Breaking down the history of Johns Creek, Georgia**

April 6, 2023 | 11:33 am



**How to set up your must-have utilities in Johns Creek**

March 30, 2023 | 3:50 pm



**Brookhaven utilities made easy: How to set up water, gas, electricity, internet and more**

March 28, 2023 | 12:53 pm



**Discovering Brookhaven: A Guide for New Residents**


March 24, 2023 | 4:40 pm

# Create regular evergreen content

Create content that readers can turn to so they can get jobs in their life done:

- [Things to do guides](#) (festivals, etc.)
- [Top picks on where to eat](#) (topics, places)
- Where to go (outdoors, travel)
- Free or discounted things to do
- How stuff works/[FAQ](#) (roads, laws, etc.)

## Bring the kids along for these 4 free activities in the Black Hills

Tara Jones May 5, 2023 Updated Aug 23, 2023 



# Develop anchor SEO from evergreen

- Works well for special sections content
- Take a single topic and build the anchors:

Best summer festivals in the Cap Region

Best summer fests in City 1, 2, 3

Best summer fests for families

Best summer fest for families in City, 1, 2, 3



GUIDES

Best Kid-Friendly  
Restaurants in  
Naperville



# Get more out of great photography

Repackage the best of your content in a variety of features:

- Favorite photos of the week/month
- Favorite sports photos by sport, season
- [Round up all of the photos you shot for an event](#) (3-day festival ex.)
- [Historical photos that tie to an event](#)

Sports photos from the first month of fall sports



# Make sure your readers are involved

There are many ways to do this:

- Create regular call outs for photos
- [Feature reader photos prominently](#)
- Subscriber or Facebook Fan of the Day
- [Create stories off of reader questions](#)
- Run reader advisory boards



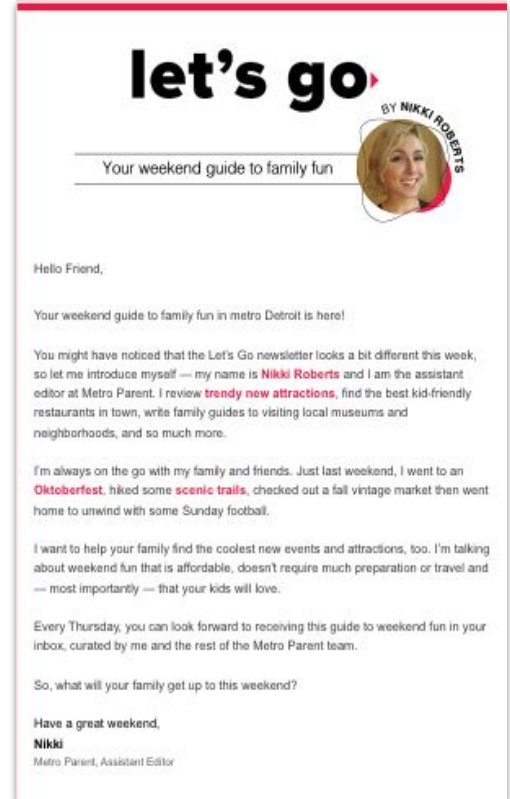
# Go deeper with newsletters

- Moved a weekly things to do newsletter to a longform narrative style
- Now comes from a writer with a photo and welcome

Turning weekly general parenting newsletter to an aggregated list around a topic, using city-location content

— Holiday guide, sweets guide, lights guide, etc.

[Check it out](#)



# Newsletter: Acquiring emails


- Social News Desk offers the ability to acquire emails through Facebook content
- Target an audience (those who don't follow your page) and other demographics
- Readers are asked to provide email to get content


 **Sudbury.com**  
Sponsored · 

Stalled system has frustrated Sudbury landlords demanding action | Read more and sign up for our free daily email.




 Get the latest Sudbury local news and information each day. [Sign Up](#)





The image creative used in your ad will show up here.

**Contact information** 

To read this story, sign up for the Help me Hank newsletter and get updates from Hank Winchester, Local 4's consumer investigative reporter.

Email

Enter your answer.

Full name

Enter your answer.

[Next](#)



## Why prioritize Reels?



Instagram Reels offer an opportunity for publishers to engage with a younger audience and showcase their content in a creative way.



The future of social is leaning towards short-form video content, and publishers who embrace this trend are likely to stay relevant.



Creating Reels is not only fun and engaging, but it also allows publishers to diversify their content and reach a wider audience.

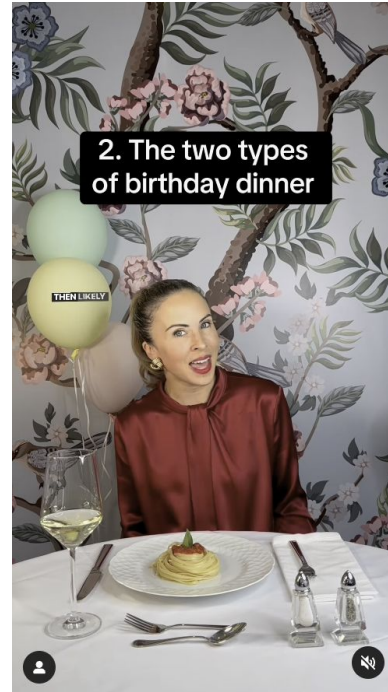
# Templates can be a powerful approach

QUESTION

HERE'S A  
SHORT  
QUESTION  
THAT FITS  
ABOUT HERE

Answering a  
question

[https://www.canva.com/design/DAF3MXxV2QQ/52P4yX199vQ7KFbfpNdoBq/watch?utm\\_content=DAF3MXxV2QQ&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=editor](https://www.canva.com/design/DAF3MXxV2QQ/52P4yX199vQ7KFbfpNdoBq/watch?utm_content=DAF3MXxV2QQ&utm_campaign=designshare&utm_medium=link&utm_source=editor)



3 things to know in  
continuing video

[https://www.instagram.com/reel/C0U\\_HrZtuQkY/](https://www.instagram.com/reel/C0U_HrZtuQkY/)

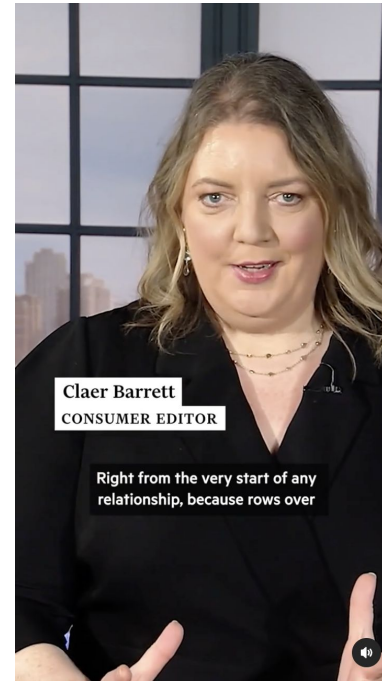
# Explain important topics and build trust



## Teen Vogue

Editor explains in real terms insights from reporting on weight loss drugs.

<https://www.instagram.com/reel/CwV4T5kt8-v/?hl=en>



## Financial Times

Journalist expands on advice column with personal storytelling and supplemental b-roll.

<https://www.instagram.com/reel/C12NYEusfvn/>



# How we help publishers with branded content, audience growth



We provide branded content services for newspapers, city magazines, parent magazines, TV stations and more

- We have a branded content bootcamp that's al a carte allowing you to decide what you need (strategy, content, pitching)
- Editorial and leadership assistance (managing a team, filling in for open positions)
- New product development: A real estate vertical, newsletter, social media





## *Let's chat*

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