

# SEO AND THE DIGITAL NEWS MEDIA: FROM THE WORKPLACE TO THE CLASSROOM

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## INTRODUCTION



**The constant struggle to attract new readers  
has led the digital news media to  
adopt search engine positioning strategies  
within their newsrooms**



**It is necessary to continuously pursue the  
optimal convergence between the best  
journalism with the best search engine  
positioning**

## OBJECTIVES AND METHODOLOGY

- 1) To explore what SEO experts think about the role played by search engine optimization as applied to the cyber media in promoting the success of digital journalism
- 2) To determine whether there is a consensus among these groups of professionals about the different elements of SEO
- 3) To make recommendations, in terms of the competencies and skills that should be part of SEO training for journalism students

**33 semi-structured interviews :**

**journalists/professionals, SEO in the digital news media, SEO experts in the field  
of consulting or university professors that teach SEO**

## RESULTS AND CONCLUSIONS

Table 3. Training model for journalists/editors and SEO managers in the digital news media		
Profile	Skills	Training
Journalist	On-page SEO	SEO headlines
		Keywords and content clusters
		SEO image optimization
		News article design: tables and layout
	Trend analysis	Google trends
		Identification of newsworthy event
		Creation of editorial calendar
	Ethics of SEO	SEO and the social task of the journalist
		The debate on the regulation of Internet information
SEO manager	SEO strategies	AMP
		Schema.org
		Internal linking
		Mobile-first indexing
		Optimization of strategies for buying vertical websites
	Tools	Google Analytics
		Google Search Console
		Google Trends
		SEMrush
		Ahrefs
	Types of optimization	Search intent optimization
		Voice search optimization
		Semantic search optimization
		User experience optimization
	Business opportunities	Identification of future search trends to improve web traffic
		Providing consultancy services to firms
		Purchase of vertical websites to generate income



**All three groups of  
professionals identify the need  
to implement the same types  
of strategy in promoting search  
engine optimization**



**There is a perception  
of medium-high  
agreement between  
the three scenarios  
analyzed**



**SEO training should focus on: a)  
strategies for journalists, b)  
strategies for SEO experts within  
journalistic companies (both  
strategic SEO and technical SEO)**

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