

# BrightEdge Industry Focus: Media and Publishing Marketing and SEO

After 500 years with a relatively slow rate of change the digitization of news and media, starting with the consumer Internet in the late 1990s, caused momentous and in some cases cataclysmic shifts for newspapers, magazines, books, TV, music, and movies. Within 20 years the companies throughout the industries either evolved or disappeared.

The encouraging news is that in the digital era total ad spend has doubled and new media companies were born and thrived: Google, Facebook, Twitter, Pinterest, Amazon, Netflix, YouTube, Craigslist, and Spotify. Traditional media companies that evolved with the industry include: Time.com, Forbes.com, WallStreetJournal.com, CNN.com, NewsCorp/Fox.com, IAC/HSN, ConsumerReports.com, Latimes.com, WashingtonPost.com, and TheGuardian.com to name a few.

The birth and growth of the digital ecosystem has had a tremendous impact on the media and publishing industry. Advertisers must consider the falling print circulation, which in turn has impacted how they approach the market and invest their budget. Advertisers spent [6.8 percent less in 2016](#) than they did in the previous year, and it is expected to drop another 6.8 percent in 2018.

As the media and publishing industries have matured in the digital space, there has also been a tremendous movement towards integration with social media. Customers today turn to social media to discuss the latest news and even organize protests. Publishers and media brands have taken advantage of this opportunity to promote their organizations. For example, sports channels have live-streamed events, such as NFL games. The various social platforms have also been used to livestream commercials or product releases. This integration has shown promise as a means to engage audiences and get people excited about what the company has to offer.

Successfully engaging with consumers in the modern era requires brands in the media and publishing industry to integrate with mobile marketing and personalization. Knowing people's location for promotions and experiences can make a tremendous difference in the quality of user experiences.

## Top Trends impacting the Media/publishing space

### **Digitization**

As mentioned the digitization of news and media has had a tremendous impact on those in the industry. Customers have become less inclined to buy and read print publications and more likely to get their news and entertainment through online publications. Brands, therefore, need to continue to invest in websites, apps, and social media to stay relevant with the customers.

### **Personalization**

Digitization allows 1-to-1 media experiences that are configurable by the end user delivered in a format that suits the device they will consume it on. This increases engagement by maximizing relevancy and enables logic-based recommendations for additional and adjacent content.

### **Original Content**

As distribution and storage became ubiquitous, instant, and virtually free, the pendulum has swung back to “content as king” as can be seen with massive shift to original content creation and licensing at Netflix, Hulu, Amazon, and now even Comcast. Creating and controlling exclusive content has become a hallmark of successful digital publishers of all types.

### **Social Media**

An estimated [2/3 of American adults](#) report using social media to get at least some of their news, which is an increase from the 62 percent that reported doing so in 2016. This includes 1 in 5 reporting that they use social media for this purpose, “a lot.” Publishing and media clients need to consider how they can use the social platforms to better engage with their target audiences and use them to promote their products, stories, and features. Using posts and videos can excite people about the content these brands want to promote and encourage more people to engage with the organizations, both in print and through digital publications.

### **Mobile-First Strategies**

BrightEdge research indicates that 62 percent of queries take place on mobile devices, and those in media and publishing need to be cognizant of this trend as well. People digest their news and articles regularly on the go, while commuting, on lunch breaks, and just when out during their daily lives. Keeping the mobile intentions of your readers in mind while producing content can help ensure that they can easily engage with your material while online.

### **AMP**

This trend has been popular for the past few years, but it still requires careful consideration by those in the media and publishing industries. AMP sites have begun to dominate the news articles posted online, making it a significant aspect of any successful strategy by those in media and publishing.

## **Voice Search**

An estimated 20-30 percent of mobile queries are now made using voice. This impacts all industries, including those in media and publishing as they fight for the attention of consumers. This will become particularly significant for those in media and publishing to cover regular news events. Personal assistant devices, which are completely voice-activated, are often used to inquire about daily headlines and related news. As customers begin to use these types of searches regularly to get headlines and other types of news, the organizations must make sure that their publications have been optimized for these intentions.

### **Creating content for voice and media searches**

Media and publishing brands will want to make sure that their content is produced with mobile and voice searchers in mind. This includes following these best practices:

1. Make it easy for mobile users to click to contact the brand, such as click-to-call buttons and similar functions that can be easily used by those using touch screens.
2. Research the keywords used by mobile and voice searches. These keywords can then be incorporated into applicable content to help the material appear high on the voice and mobile SERPs.
3. Make sure the site can be easily read on mobile devices. This includes using fonts, text sizes, images, and videos that show up easily on mobile devices. Certain types of images and videos may not be supported by all mobile devices, which means that using them will result in a poor user experience for your on-the-go consumers.
4. Keep the intent of mobile users and voice searchers in mind when creating content geared towards these audiences. For example, voice searches will often want a quick synopsis with the option of clicking through to read more. Keeping these intents in mind can help you create content that aligns well with the needs of your readership and viewership.

## Data from Data Cube about media/publishing

The Data Cube gives us some interesting information about the state of digital search for those in media and publishing. There are over 12,000 keywords available related to publishing.

Content Research POWERED BY DATA CUBE  
Perform keyword and competitive strategy research based on a Domain, URL or Keyword

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Google US publishing Search

View All Results Identify High Volume Keywords Discover Long Tail Keywords Explore High Value Keywords Filters

12,062 1,768 14% 2,366 19% 7,928 65%  
Total Suggested Keywords High Competition Level Medium Competition Level Low Competition Level

Track	Columns	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
printing	368,000	High	92	Local 3-Pack		
publishing clearinghouse	135,000	Low	65			
publishing clearing house	135,000	Low	65	Images, Videos, Local 3-Pack		
clearing house publishing	135,000	Low	65			
publishing house clearing	135,000	Low	65			
publishing clearance house	135,000	Low	65	Videos, Local 3-Pack		
clearing publishing house	135,000	Low	65			
e books	49,500	Medium	90			

## And over 130,000 for media

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Google US media Search

View All Results Identify High Volume Keywords Discover Long Tail Keywords Explore High Value Keywords Filters

134,143 15,881 11% 13,808 10% 104,454 77%  
Total Suggested Keywords High Competition Level Medium Competition Level Low Competition Level

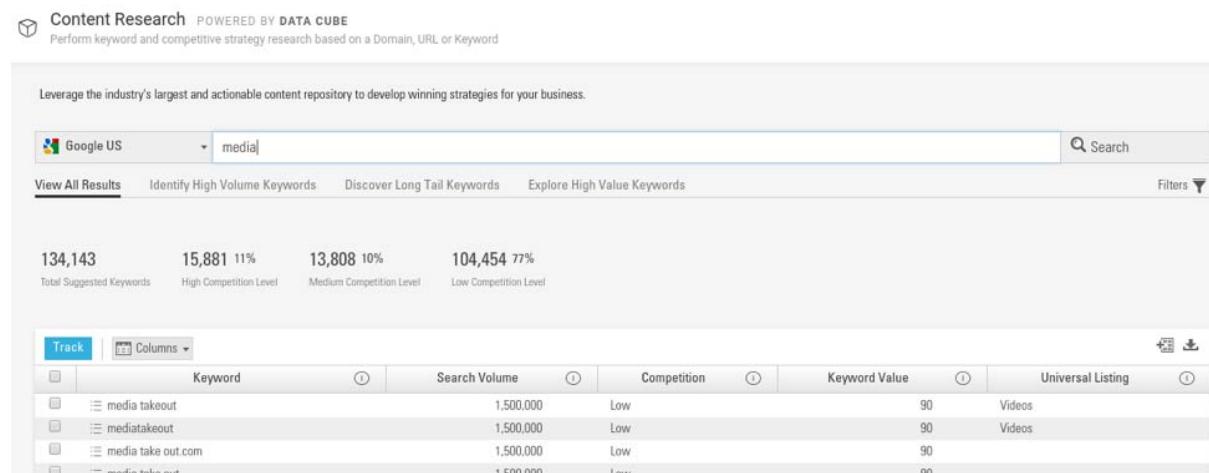
Track	Columns	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
media takeout	1,500,000	Low	90	Videos		
mediatakeout	1,500,000	Low	90	Videos		
media take out.com	1,500,000	Low	90			
media take out	1,500,000	Low	90			

BrightEdge research also indicates that those in media and entertainment will see that on average, organic and paid channels account for 68 percent of their site traffic. This stresses the importance of optimizing material for organic search and having strong integration with paid search.

## How Media/publishing brands can leverage BrightEdge

### DataCube

DataCube will provide those in media and publishing with valuable insight regarding the keywords they should use to ensure a strong digital strategy. They will also gain information about the types of content appearing on the SERP for these keywords, further empowering their optimization strategies. The DataCube can also be used to create strategies to compete against competitors. Brands can see the keywords that their competitors rank for and make the necessary changes in their own strategy to maintain their competitiveness.



The screenshot shows the BrightEdge DataCube interface. At the top, there is a search bar with 'media' typed in. Below the search bar, the interface displays the following statistics:

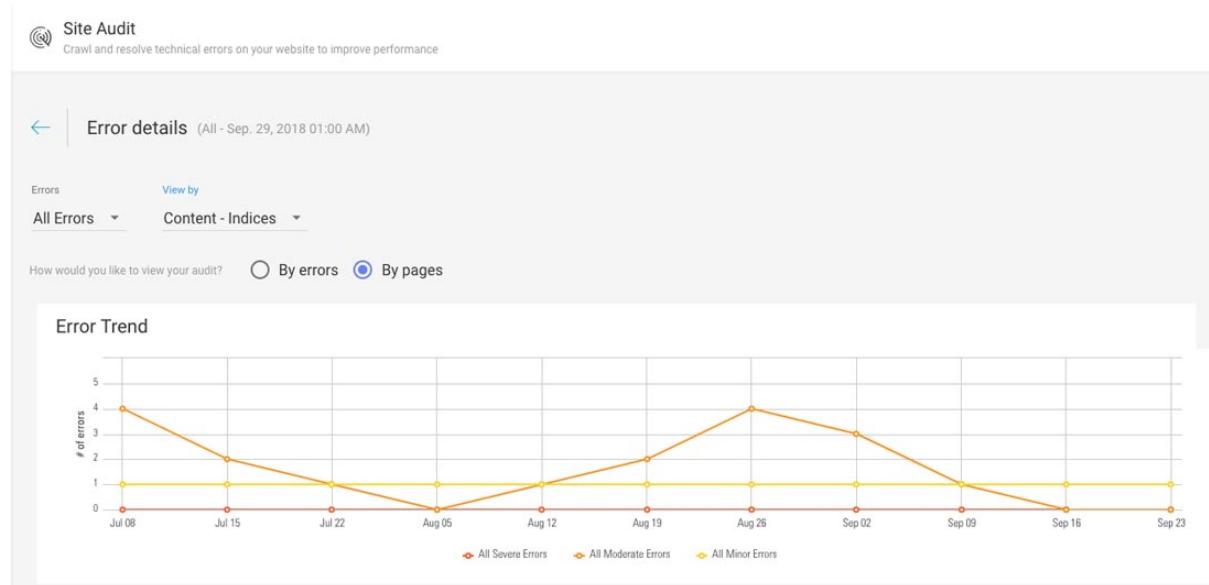
Total Suggested Keywords	High Competition Level	Medium Competition Level	Low Competition Level
134,143	15,881 11%	13,808 10%	104,454 77%

Below the statistics, a table lists suggested keywords with their search volume, competition level, keyword value, and universal listing type. The table includes the following data:

Keyword	Search Volume	Competition	Keyword Value	Universal Listing
media takeout	1,500,000	Low	90	Videos
mediatakeout	1,500,000	Low	90	Videos
media take out.com	1,500,000	Low	90	
media take out	1,420,000	Low	90	

### Content IQ

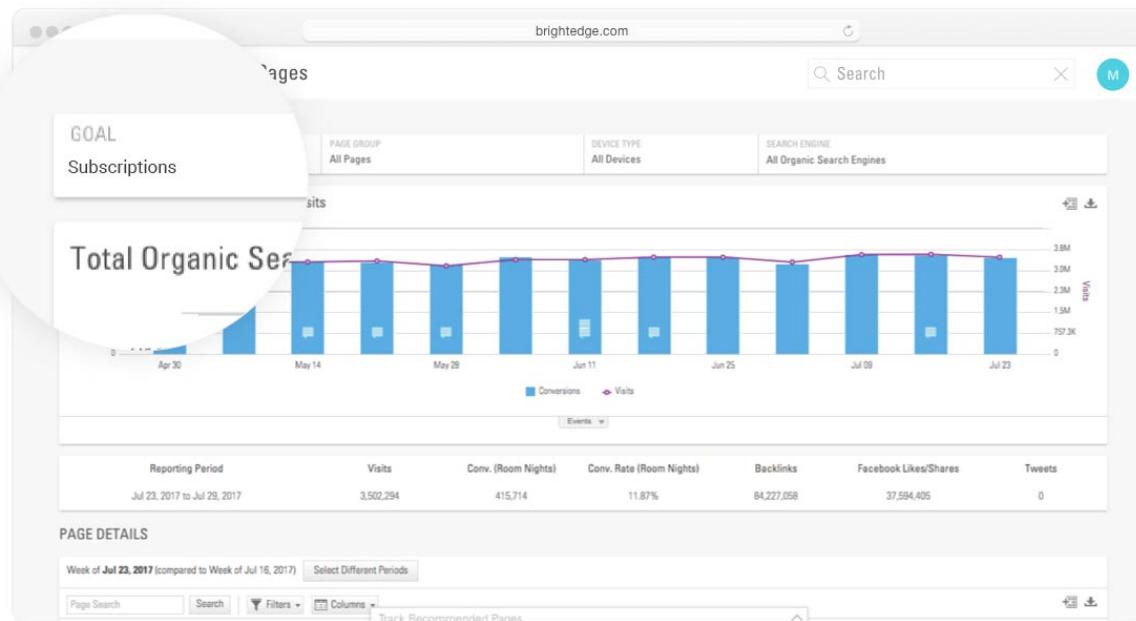
The Content IQ feature can be used to audit the site and content and gain a better picture of performance. Marketers can use this feature to ensure that they have taken advantage of all their optimization opportunities to improve the visibility of their content.



The screenshot shows the BrightEdge Content IQ Site Audit feature. At the top, there is a 'Site Audit' section with a 'Crawl and resolve technical errors on your website to improve performance' button. Below this, the 'Error details' section is shown, with a link to 'Error details (All - Sep. 29, 2018 01:00 AM)'. The 'View by' dropdown is set to 'Content - Indices'. The 'How would you like to view your audit?' dropdown is set to 'By pages'. The 'Error Trend' chart shows the number of errors over time, with three data series: All Severe Errors (red line with circles), All Moderate Errors (orange line with diamonds), and All Minor Errors (yellow line with diamonds). The chart shows a general downward trend in errors over the period from July 8 to September 23, 2018.

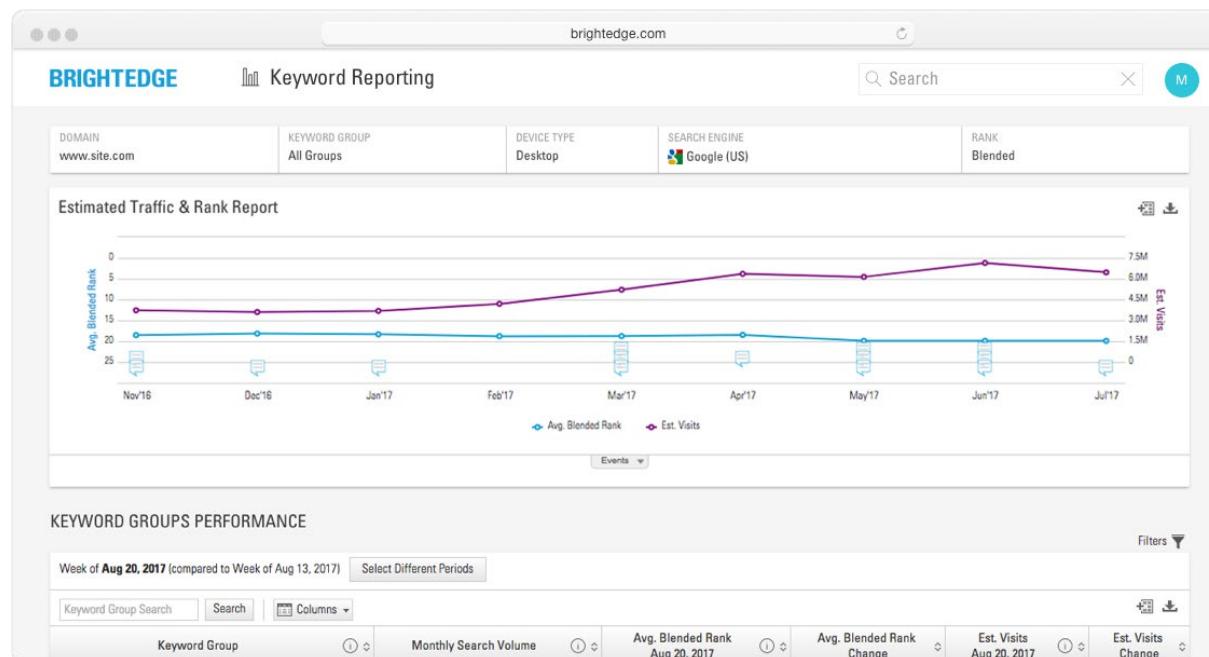
## Page Reporting

With Page Reporting, brands can group their pages into different categories and then judge how their content performs based on the type of content or where the material falls in the customer journey.



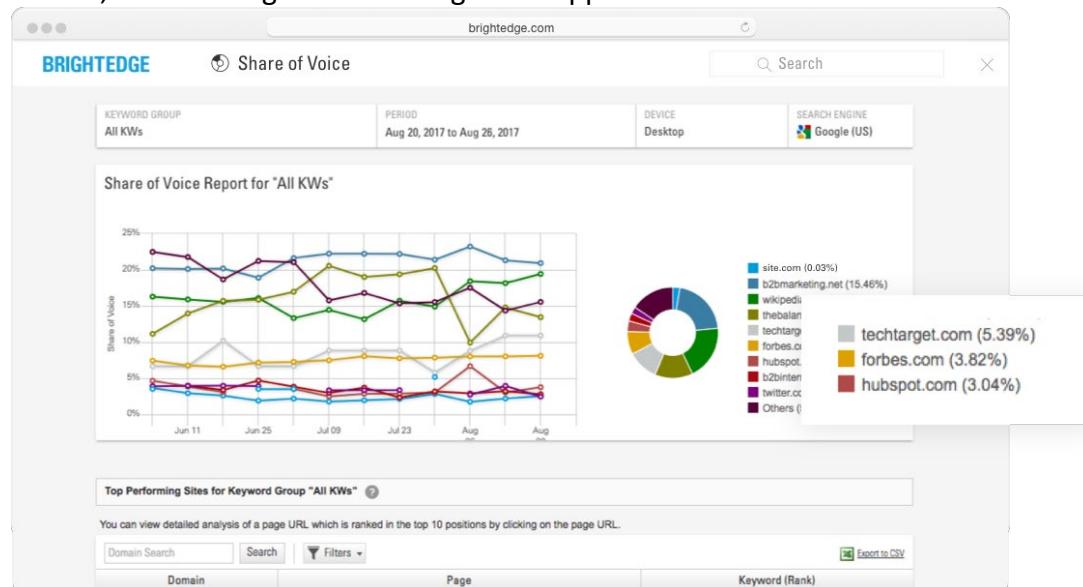
## Keyword Reporting

In Keyword Reporting, the media and publishing brands can track specifically how their optimization efforts have succeeded for different keywords. They will clearly see if their site has successfully risen on the SERPs.



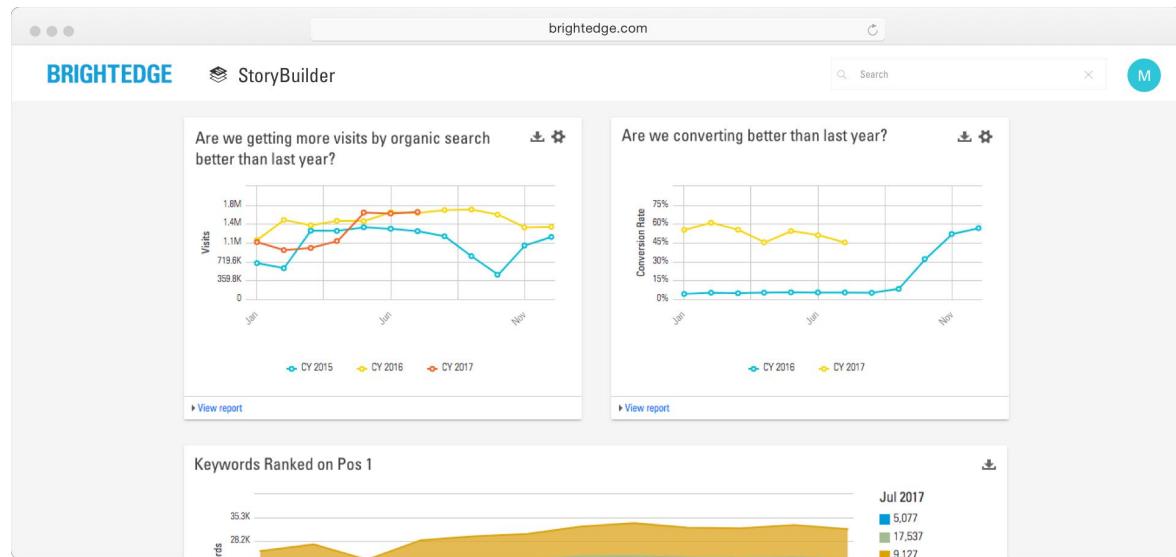
## Share of Voice

As the media and publishing industries experience industry disruption and better understand the importance of moving online, the Share of Voice feature can be very valuable. It will help brands better understand who their true online competitors will be. Sometimes brands find that their print competitors differ from their digital ones. Without Share of Voice, it can be easy for brands to position themselves and their strategies to compete against the wrong brands, thus missing tremendous growth opportunities.



## StoryBuilder

As brands create their digital campaigns, the StoryBuilder feature will be a critical component to seeing the big picture. They will organize charts and graphs that clearly detail their progress with keyword and page optimization as well as their digital share of voice. This information will let them see their improvement and thus plan future campaigns to maintain their brand growth through the new digital channels.



## Channel Marketing Mix in Real Media Industry

Using our proprietary data sets we have looked into the prevalence of Organic channel share vs. other marketing channels for travel and hospitality brands. Media shows a very high proportion of Social traffic at 15% and therefore the SEO average traffic is on the median at 50%.

## Media and Publishing Industry SEO – BrightEdge Benchmark Stats

Universal search results refer to the results on a SERP that are not the standard direct links to websites. Examples of universal results include Images, Videos, News, Places, Carousel, Quick Answer, 3-Pack results, and Apps.

BrightEdge Data Cube Metrics		Avg for Industry
The average Data Cube score for the industry is:		2,004,348
The average number of position one listings is:		4,772
The average page 1 listings is:		71,470
The average total universal content results is:		4,117
The average number of images is:		1,521
The average number of Quick Answers is:		1,502

These numbers are all rather high relative to other industries media sites tend to have broad keyword sets and large sites.

## Media and Publishing Industry Click Curves

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Mobile	20.4%	9.5%	8.1%	5.3%	3.2%	2.0%	2.4%	1.4%	0.9%	0.6%	0.7%	1.1%	2.9%	1.2%
Desktop	27.4%	11.0%	8.7%	5.8%	3.6%	2.6%	1.7%	1.4%	1.1%	0.8%	0.6%	0.5%	2.6%	0.6%

These click curves indicate the average performance in various search result positions. These numbers help understand and forecast the traffic that should and is coming in from the organic search channel

## Case Studies



Shan Serran  
Digital Marketing Manager  
TFC the Filipino Channel

TFC

### The Filipino Channels wins against the pirates with organic improvements using BrightEdge.

*"The BrightEdge platform save us a lot of time with the StoryBuilder. It frees up a lot of manpower and headcount where we just need one person to use the platform."*

*"TFC is very satisfied with our customer success manager. We have weekly meetings and that person is always there for assistance on the fly."*



Binti Pawa  
Head of SEO  
Time Inc.

Time Inc.

### Time increases YoY search traffic over 45%, improves page 1 ranking keyword count from 620 to 757, and that led to a 34% increase in traffic and revenue.

*"Keywords are still important. You have to know what keywords you want to go after. We did so much research and took so many approaches, and BrightEdge has really helped us do that and monitor our success."*



Rex Camposagrado  
SEO Manager  
Scranton Gillette  
Communications Inc.

SCRANTON  
GILLETTE  
COMMUNICATIONS

### Scranton Gillette increases organic traffic by 33% with BrightEdge

*"Our publishing company manages sixteen major magazine brands and I have the SEO for all the brands."*

*"I chose BrightEdge because I liked it better than the other platforms. I tested three other platforms and BrightEdge was the most user friendly."*

## About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,700+ customers include global brands as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.