

Being findable without writing for machines instead of readers.

Helps

- Headline containing the words people search
- Answering the question early in the text
- Clear dates and visible authorship
- Internal links to related coverage
- Fast pages that work on a phone

Damages trust

- Headline that oversells the story
- Padding to reach a word count
- Republishing with a fresh date
- Keyword stuffing in the first lines
- Aggregating without adding or crediting

THE DIFFERENCE THAT MATTERS

Optimise for the reader who arrives, not for the ranking system that delivered them.

Search and feed traffic are borrowed. Ranking changes and answer engines can remove it overnight, so build a direct relationship too.