【SEO案例分享】CNN如何做到在2024年美国选举相关搜索中霸占排名

原创　我是哥飞　哥飞　2024-10-22 09:27:35　广东

大家好，我是哥飞。

今天给大家分享一篇老外写的文章，CNN如何做到在2024年美国选举相关搜索中霸占排名。

信息来源是社群朋友大罗在推特分享了这篇文章。

9:13　53.2 KB/s

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MZ 大罗向前冲 ✓
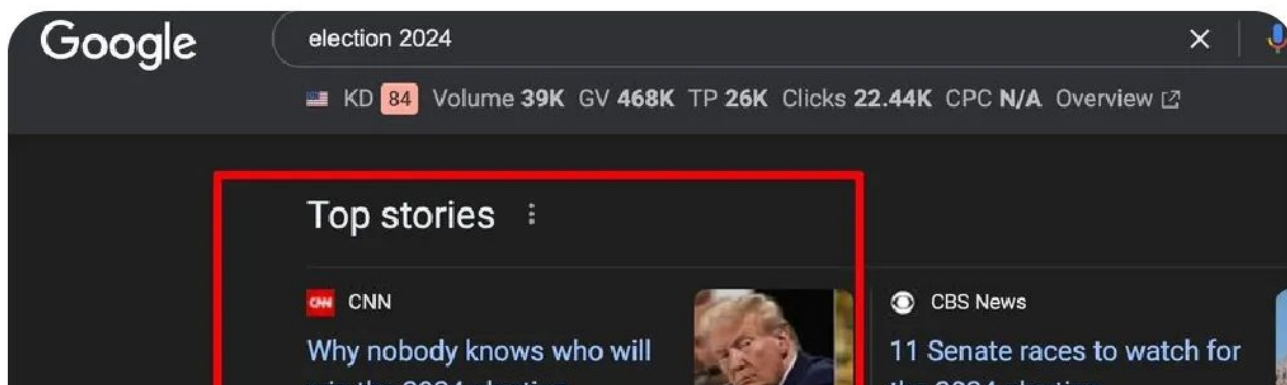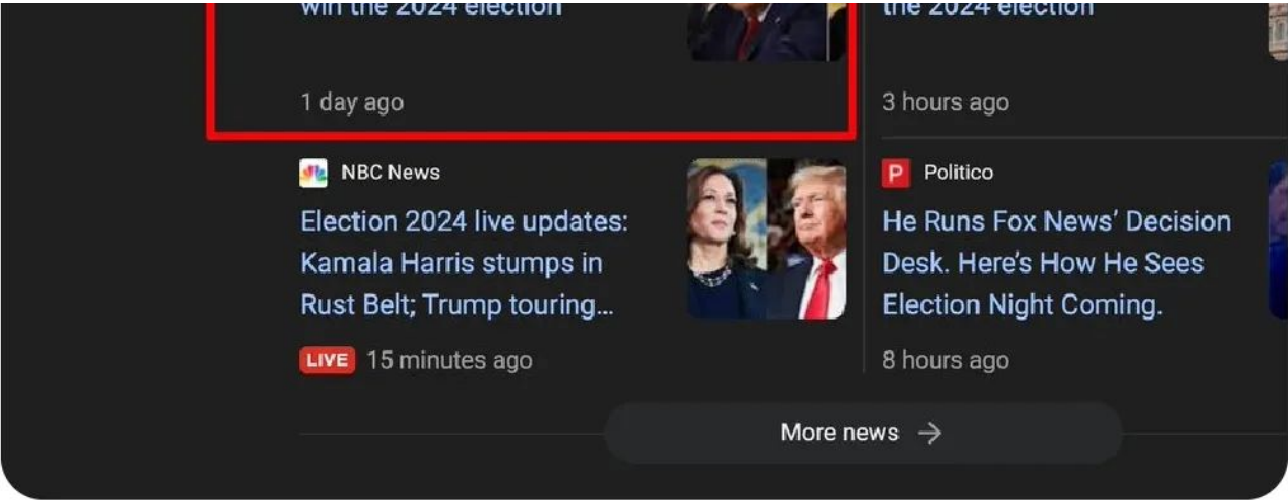@daluoseo

SEO案例分享：CNN是如何通过SEO在竞争激烈的美国大选话题上占到谷歌Top Stories的一席之位的。

最近美国大选的话题绝对是热度最高的一个搜索词，在一众高权重新闻媒体里，CNN总是占据着谷歌Top Stories的一个位置，他们是怎么做到的？

Google　election 2024　×

🇺🇸 KD **84**　Volume **39K**　GV **468K**　TP **26K**　Clicks **22.44K**　CPC **N/A**　Overview ⬈

Top stories ⋮

CNN
Why nobody knows who will win the 2024 election

⊙ CBS News
11 Senate races to watch for the 2024 election

win the 2024 election

1 day ago

the 2024 election

3 hours ago

NBC News

Election 2024 live updates: Kamala Harris stumps in Rust Belt; Trump touring...

LIVE 15 minutes ago

Politico

He Runs Fox News' Decision Desk. Here's How He Sees Election Night Coming.

8 hours ago

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英文标题：

SEO Case Study: How CNN Dominates Searches For The 2024 Election

英文原文：

https://gofishdigital.com/blog/seo-case-study-how-cnn-dominates-searches-for-the-2024-election/

中文摘要：

CNN在2024年选举相关搜索中占据主导地位，采用了一系列激进的SEO策略以提高可见性。

首先，他们每天发布新的URL，以确保出现在Google的热门故事中。

其次，CNN在每个页面的URL中包含日期，以传递新鲜度信号。

此外，他们使用LiveBlogPosting架构，向搜索引擎表明内容会实时更新。

CNN还定期更新页面内容，每天进行40-50次更新，并刷新时间戳，以展示内容的时效性。

高质量的相关图片也是成功的关键因素之一，CNN始终使用清晰的候选人头像。

最后，他们确保主页链接到重要内容，以便快速抓取和索引。

这些策略为其他营销人员提供了宝贵的SEO启示。

中英对照阅读：

CNN dominates searches for the '24 Election, one of the most competitive spaces in SEO right now. Here's a breakdown of how they do it:

CNN主导了对2024美国选举的搜索，这是目前SEO中最具竞争力的领域之一。以下是他们如何做到这一点的分析：

In the middle of an election cycle, publishers are all pushing extremely aggressive strategies in order to maximize their visibility in search engines for queries around the election. This includes searches that are skyrocketing in demand such as "trump", "harris", "election 2024" and more.

在选举周期中，出版商们都在推行极具攻击性的策略，以最大化他们在搜索引擎中对与选举相关查询的可见性。这包括需求激增的搜索，如"特朗普"、"哈里斯"、"2024年选举"等等。

Here's a complete breakdown of their strategies for how they do it:

以下是他们如何做到这一点的完整策略分析：

1. Publish New URLs Every Day
每天发布新网址

CNN knows that they won't be appear in Google's Top Stories without publishing a completely new URL. Google really only shows pages that have been posted in the last 24 hours, so CNN needs to publish new URLs every day in order to maintain consistent visibility.

CNN 知道如果不发布一个全新的URL，就无法出现在 Google 的热门新闻中。Google 真的只显示在过去 24 小时内发布的页面，因此 CNN 需要每天发布新的 URL 以保持持续的可见性。

CNN
https://www.cnn.com › trump-harris-election-10-08-24

October 8, 2024, presidential campaign news | CNN Politics

6 days ago — The presidential race remains extremely close as former President Donald Trump and Vice President Kamala Harris race to make their pitches ...

CNN
https://www.cnn.com › trump-harris-election-10-13-24

October 13, 2024, presidential campaign news

1 day ago — Kamala Harris and Donald Trump continue on the campaign trail. Follow here for the latest live news updates on the 2024 presidential race.

CNN
https://www.cnn.com › politics › trump-harris-election-...

Live updates: Donald Trump, Kamala Harris election news

19 minutes ago — The latest on the 2024 election · What we're covering · Harris and Trump and hitting key battleground states this week as the race remains close.

CNN
https://www.cnn.com › trump-harris-election-10-07-24

October 7, 2024, presidential campaign news | CNN Politics

Oct 7, 2024 — Donald Trump participates in a town hall in Fayetteville, North Carolina on October 4.

Just as an example, here you can see pages that they've published from the past three days:

仅作为一个例子，在这里你可以看到他们在过去三天发布的页面：

https://www.cnn.com/politics/live-news/trump-harris-election-10-15-24/index.html
https://www.cnn.com/politics/live-news/trump-harris-election-10-14-24/index.html
https://www.cnn.com/politics/live-news/trump-harris-election-10-13-24/index.html
https://www.cnn.com/politics/live-news/trump-harris-election-10-15-24/index.html
https://www.cnn.com/politics/live-news/trump-harris-election-10-14-24/index.html
https://www.cnn.com/politics/live-news/trump-harris-election-10-13-24/index.html

2. Include Dates In URLs
在网址中包含日期

In order to send even more freshness signals, CNN includes today's date directly in the URL for all of their pages. This includes adding the month, day and year (10-15-24) in every new page they publish.

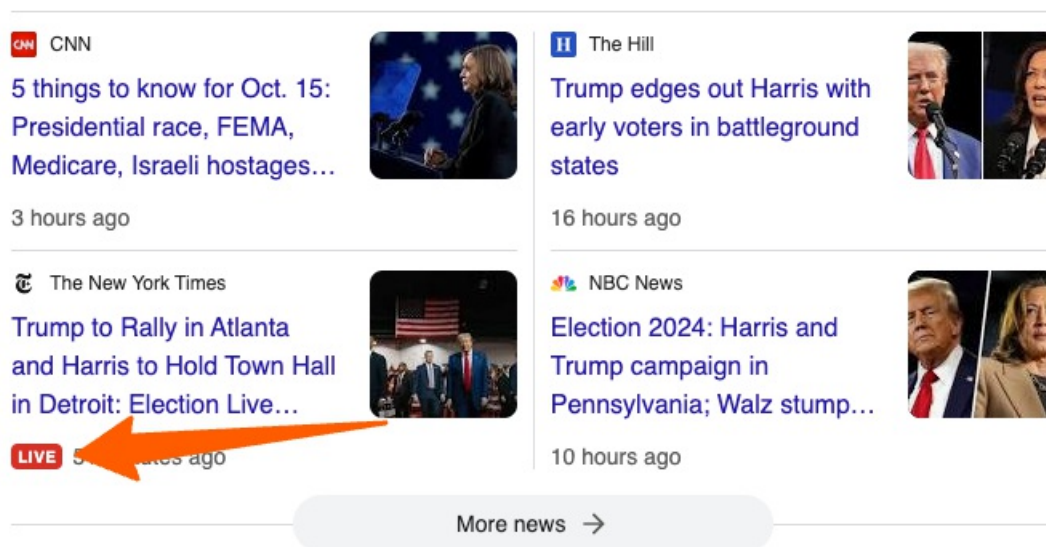为了发送更多的新鲜信号，CNN 在其所有页面的 URL 中直接包含发布时当天的日期。这包括在他们发布的每个新页面中添加月份、日期和年份（10-15-24）。
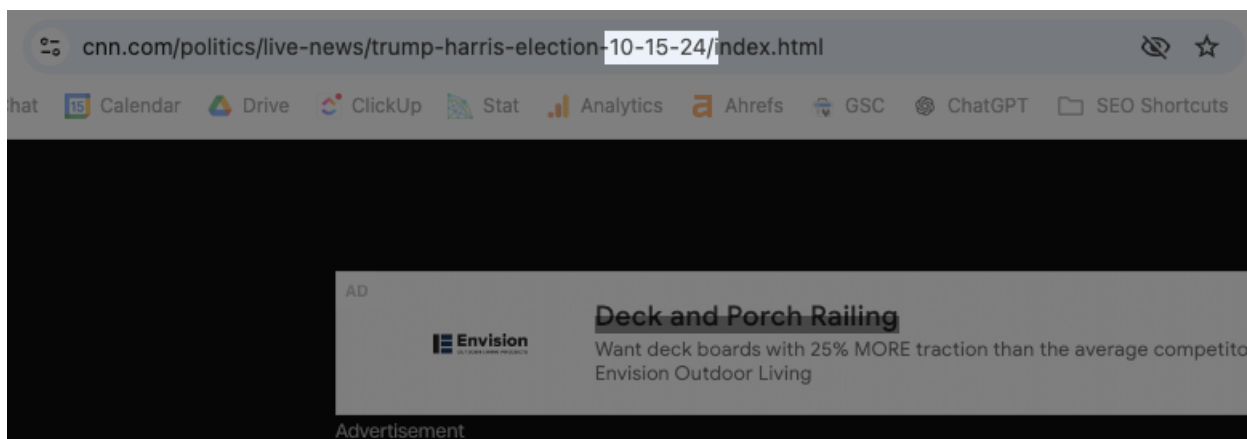
3. Utilize LiveBlogPosting schema
利用 LiveBlogPosting 架构

When you look at Top Stories, you might notice the red "Live" badge next to the given article:

当你查看热门故事时，你可能会注意到有些文章旁边的红色"直播"徽章：

This is actually result of using a special type of schema called LiveBlogPosting. LiveBlogPosting tells search engines that you're going to make updates to the content throughout the day.

这实际上是使用一种特殊类型的结构化数据，叫做 LiveBlogPosting 的结果。LiveBlogPosting 告诉搜索引擎你将在一天内对内容进行更新。

LiveBlogPosting

A Schema.org Type

Thing › **CreativeWork** › **Article** › **SocialMediaPosting** › **BlogPosting** › **LiveBlogPosting**

[more...]

A **LiveBlogPosting** is a **BlogPosting** intended to provide a rolling textual coverage of an ongoing event through continuous updates.

Property	Expected Type	Description
Properties from LiveBlogPosting		
coverageEndTime	DateTime	The time when the live blog will stop covering the Event. Note that coverage may continue after the Event concludes.
coverageStartTime	DateTime	The time when the live blog will begin covering the Event. Note that coverage may begin before the Event's start time. The LiveBlogPosting may also be created before coverage begins.
liveBlogUpdate	BlogPosting	An update to the LiveBlog.
Properties from SocialMediaPosting		
sharedContent	CreativeWork	A CreativeWork such as an image, video, or audio clip shared as part of this posting.
Properties from Article		
articleBody	Text	The actual body of the article.
articleSection	Text	Articles may belong to one or more 'sections' in a magazine or newspaper, such as Sports, Lifestyle, etc.

There's a lot that goes into this but I've actually written a full guide on how to implement LiveBlogPosting schema. Using this schema type is basically mandatory to appear in Top Stories for highly competitive keywords.

这其中涉及很多内容，但我实际上已经写了一份关于如何实施LiveBlogPosting schema的完整指南 https://moz.com/blog/live-blog-posting-schema 。使用这种模式在高度竞争的关键词中出现在头条新闻中基本上是强制性的。
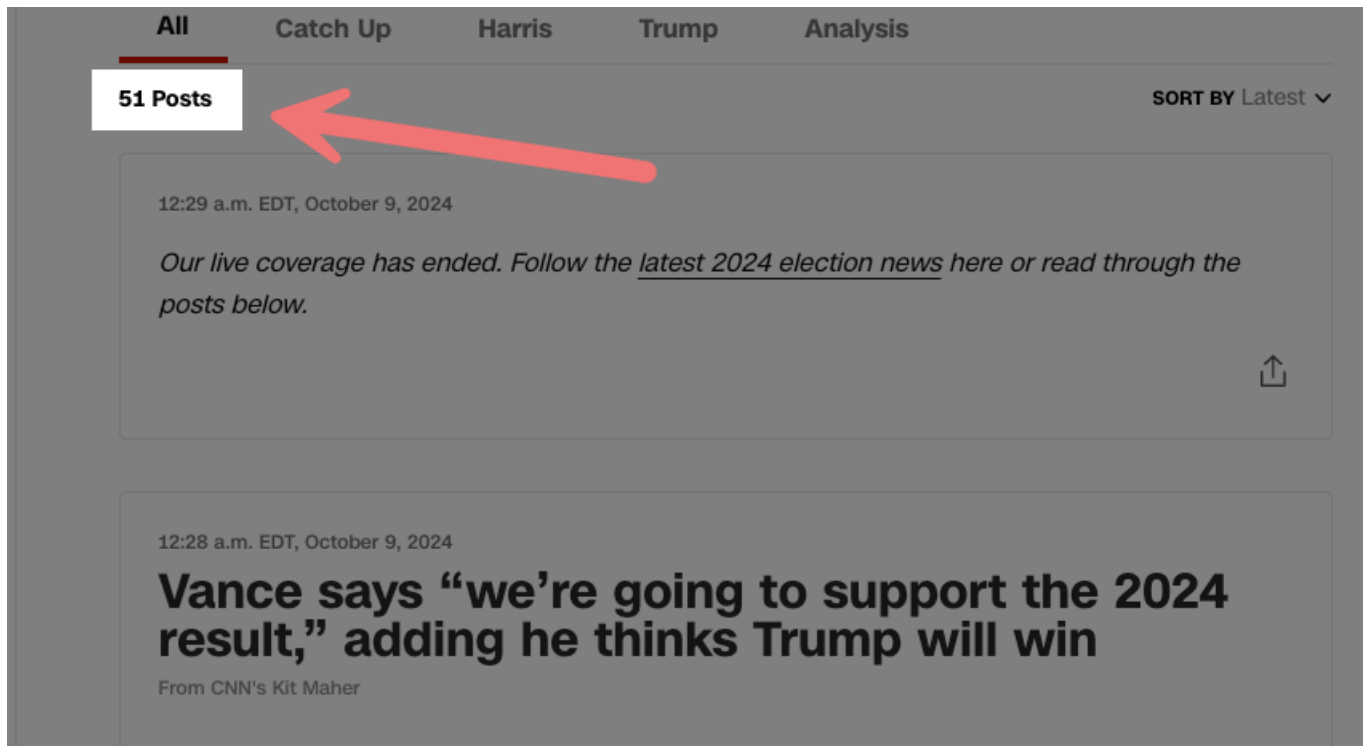
4. Regular Content Updates
定期内容更新

Throughout the day, CNN regularly makes updates to the content of their page. In fact, they're probably making 40-50 updates to their hub pieces every single day.

在一天中，CNN 定期更新他们页面的内容。事实上，他们每天可能会对他们的中心内容进行 40-50 次更新。

This allows they're LiveBlogPosting schema to show search engines that they're making updates in real time.

这使得他们的 LiveBlogPosting 架构能够向搜索引擎显示他们正在实时更新。

5. Regular Freshness Updates
定期新鲜度更新

Each time they update the content, they're also refreshing the timestamp. So they're likely also pushing at least 40-50 timestamp refreshes a day to showcase that they're content is up to date.

每次他们更新内容时，他们也在刷新时间戳。因此，他们每天可能还会推送至少40-50次时间戳刷新，以展示他们的内容是最新的。

Also each update in their article also has a timestamp associated with it.

此外，他们文章中的每次更新也都有一个相关的时间戳。

7 Posts

SORT BY Latest ⌄

8 min ago

Georgia judge says county election officials cannot delay or decline certification of election results

From CNN's CNN's Devan Cole

6. High-Quality Relevant Image:
高质量相关图像:

This sounds basic but the Top Stories algorithm may be really dependent on either images or CTR for success. As a result, a requirement for doing well is having a high quality image that represents the overall topic. CNN always uses a crystal clear image, generally a headshot of one of the candidates.

这听起来很基础，但热门故事算法可能真的依赖于图像或点击率（CTR）来取得成功。因此，表现良好的一个要求是拥有一张高质量的图像，能够代表整体主题。CNN 总是使用一张清晰的图像，通常是候选人的头像。
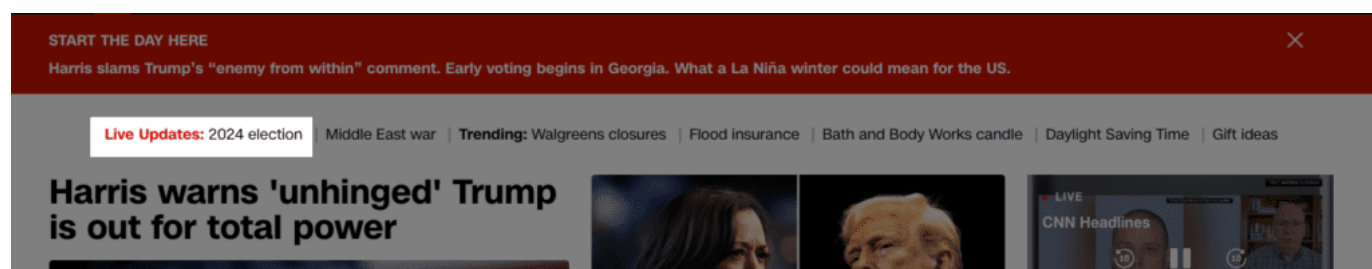
7. Links From Home Page
首页链接

In order to ensure that the page is crawled and indexed immediately, they always incorporate a link from the home page. On the home page, they have a list of trending topics with links to their stories (Election 2024, Walgreens Closures etc).

为了确保页面能够立即被爬取和索引，他们总是从主页中加入一个链接。在主页上，他们有一个热门话题的列表，并附有相关故事的链接（2024年选举、沃尔格林关闭等）。

This ensures that they're most powerful page is always linking to the key content.

这确保了他们最强大的页面始终链接到关键内容。

哥飞说：

以上就是老外写的那篇文章的主要内容，中文版本的初始翻译由 GPT 4o 完成，哥飞在此基础上做了一些字句的微调。

这篇文章还是很有启发的，即使是我们认为的超级大站CNN，为了抢谷歌流量，也很重视SEO。

我们这些小站新站就更要重视SEO了。