



## About Independent News & Media Group (INM):

As Ireland's largest media company, Independent News & Media is Ireland's leading provider of local news, information and advertising and through its print and online publications reaches 2 million readers each week across print and online.

They deliver breaking news, comment and analysis across Ireland's number one news website, Independent.ie, and their market-leading regional titles. Independent News & Media Group is based in Dublin, Ireland.

### RESULTS

In partnership with News Consumer Insights, INM was able to:

- **Analyze their current Structured Data mark-up across their site and deploy optimizations** provided by News Consumer Insights to help enrich search result listings.
- **Drive a +10.43% increase in Organic Search traffic** period on period
- **Grow ad inventory +39%** and programmatic revenue by **22% year on year**.
- Launch several new Project initiatives inspired by News Consumer Insights to promote growth and sustainability

## News Consumer Insights and Independent News & Media: Growing value with enriched search results

Focusing on growing value across your site means having the right user engagement approach across your content and a healthy distribution strategy. Organic Search is one of the most valuable traffic sources you can optimize to grow qualified traffic and gain new valuable readers.

### Does marking up your news site correctly impact your traffic?

A good practice when optimizing your site is to ensure that the foundational data is marked up in the correct way. Marking up your articles, reviews, videos, and more with structured data in the form of Schema.org makes your site understandable and coherent for search engines.

Search Engines across the web work hard to understand the content of a page. You can help by providing explicit clues about the meaning of a page by including structured data on the page. Structured data is a standardized format for providing information about a page and classifying the page content; for example, on a recipe page, what are the ingredients, the cooking time and temperature, the calories, and so on.

By accurately implementing structured data on your site, your content is more likely to appear in enriched search results listings. These enriched search results listings give search engine users an easier way to pick a result from the list of links. If your listing is rich, and your page does what your listing promises, you most likely are a valid result for the user and that will lead to a better overall experience for both Casual and Loyal Readers.

### Applying News Consumer Insights' framework to identify underperforming traffic sources

Near the end of last year, Google's News Consumer Insights team partnered with INM and after assessing their needs and providing an overview of the framework for one of INM's larger properties, the [independent.ie](https://www.independent.ie), which allowed them to better understand loyalty of their readership and explore channels in which we could help drive more sustainable traffic.

Using the industry benchmarks from the News Consumer Insights dashboard, one area of traffic was not inline with performance versus the rest of sources was Organic Search. Organic Search is a key volume traffic source and a loyalty channel for news publishers and should be monitored closely.

Using the data and recommendations from the playbook chapter - '[Search: Structured data for news and magazine publishers](#)', we worked with INM to help ensure the foundational data across independent.ie was marked up with the correct structured data formats to help enrich search result listings.

All publishers should use structured data to help search engines understand the content of their site and enable special Search result features for the pages and ensure it is error free. You can read more about the [common errors](#) publishers and website have with their structured data and learn about common mistakes in coding structured data [here](#).

### About News Consumer Insights:

The News Consumer Insights framework and dashboard emerged out of a series of findings from Project Fuse. Project Fuse was an initiative in 2017 to help publishers better understand their audience segments, as well as the value of individual users, and to inform data-driven tactical decisions around audience development efforts

For more information and detailed specifications on implementing the structured data, visit [Google's Developer documentation](#). If you have additional technical questions on Structured Data, you'll find the Webmaster Central team in the [dedicated Structured Data section](#) of their forum.

**Quick Tip:** Go check your site's Google Search Console page: We recommend that you check how your structured data is performing as of now in Google. To do this, go to your Google Search Console and locate the Structured Data tab under Search Appearance and you'll see all the pages that have structured data, plus an overview of pages that give errors, if any.

### Growing Organic Search traffic to the independent.ie by 10%

Using the framework and correctly implementing the right structured data formats helped INM achieve a **+10.43% increase in Organic Search traffic sessions** and an **8.8%+ in organic search traffic** as a % of total traffic period on period.

This increase in traffic saw a growth of **ad inventory of 39.6% and programmatic revenue of 22% year on year.**

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The NCI framework has been very valuable for us to understand the importance of loyalty and improve the performance of independent.ie. Working with the NCI team has allowed us to generate quick, actionable solutions that had an immediate increase in organic search traffic.

STEVE DEMPSEY,  
HEAD OF PRODUCT MANAGEMENT, INM

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### Just the beginning of INM using the framework

“We look forward to continuing to work with the News Consumer Insights team on other areas of our business as we continue to drive loyalty across our readership” said Brendan Hughes, the Chief Digital Officer of INM.

Seeing the results of such simple changes, INM plans to apply the News Consumer Insights framework to several new initiatives. Using the report, they can better identify the profiles of potential subscribers based on engagement, referral source and device usage, and then apply that data to broaden the scope of marketing tactics such as increasing the loyalty of their readers by optimizing their email newsletter pipeline and by focusing on the speed of their websites.