

New Media Summit

September 2008

Overview

- Lunch time is the new prime time
 - The changing face of media consumption

- Leveraging SEO for breaking news
 - Effects of SEO on web traffic for online news sites.

Overview of Fairfax Digital

Fairfax Digital publishes more than 30 websites and reaches over 9 million unique browsers world wide and 590 million page impressions per month

(NNR- Market Intelligence, Domestic Traffic, Jul08)

Classifieds

MyCareer 

Domain
The easiest way to find property

Drive

the
big
chair

 AUSTRALIAN
PROPERTY
MONITORS

Media

theage.com.au **smh.com.au**
THE AGE The Sydney Morning Herald

brisbanetimes.com.au

WAtoday.com.au **BusinessDay**

cuisine.com.au

THE VINE
COM.AU

tradingroom.com.au **moneymanager.com.au**

REAL FOOTY

RUGBY HEAVEN

LEAGUE HQ

Transactions

RSVP

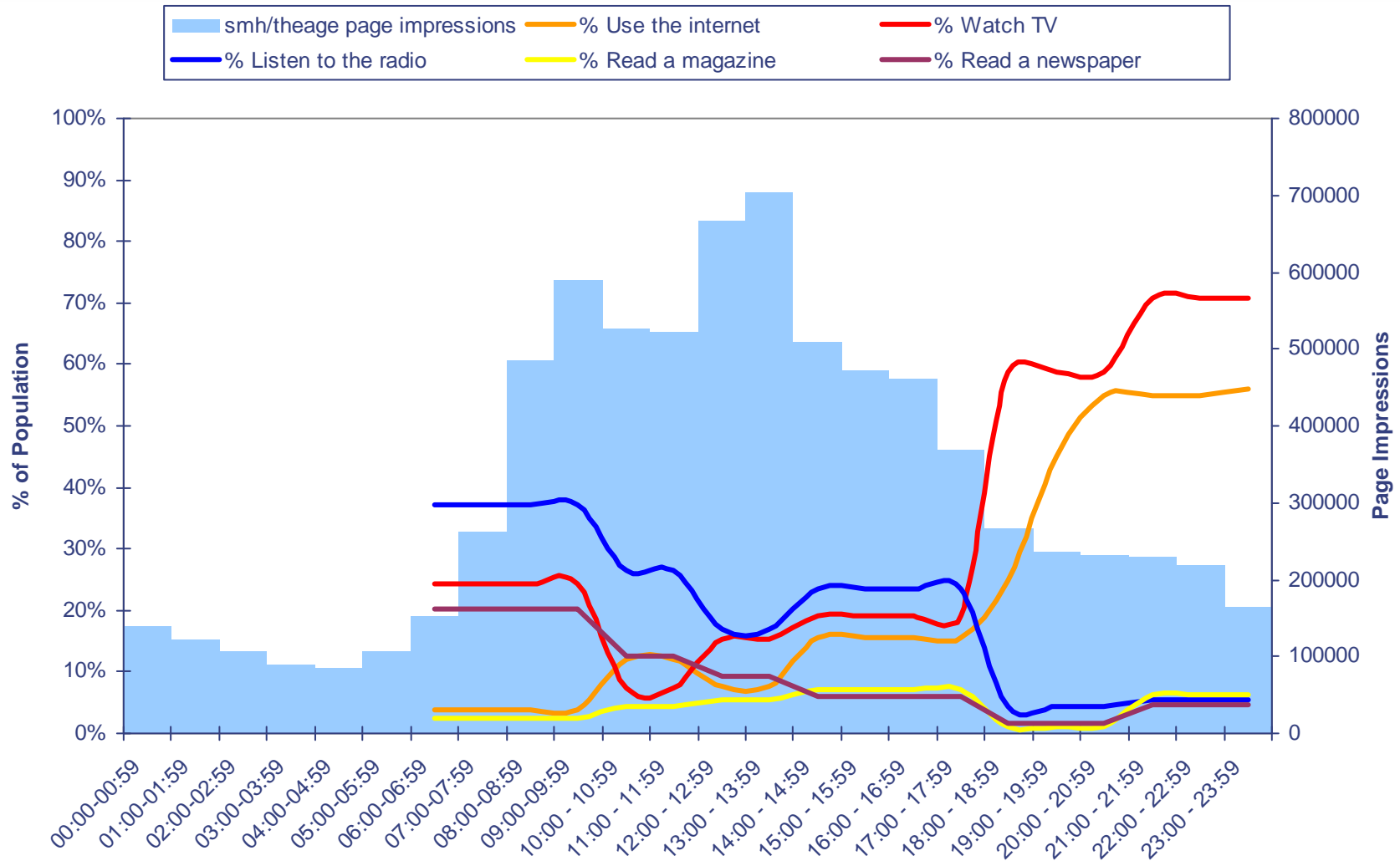
 Invest SMART

 stayz

Essential Baby

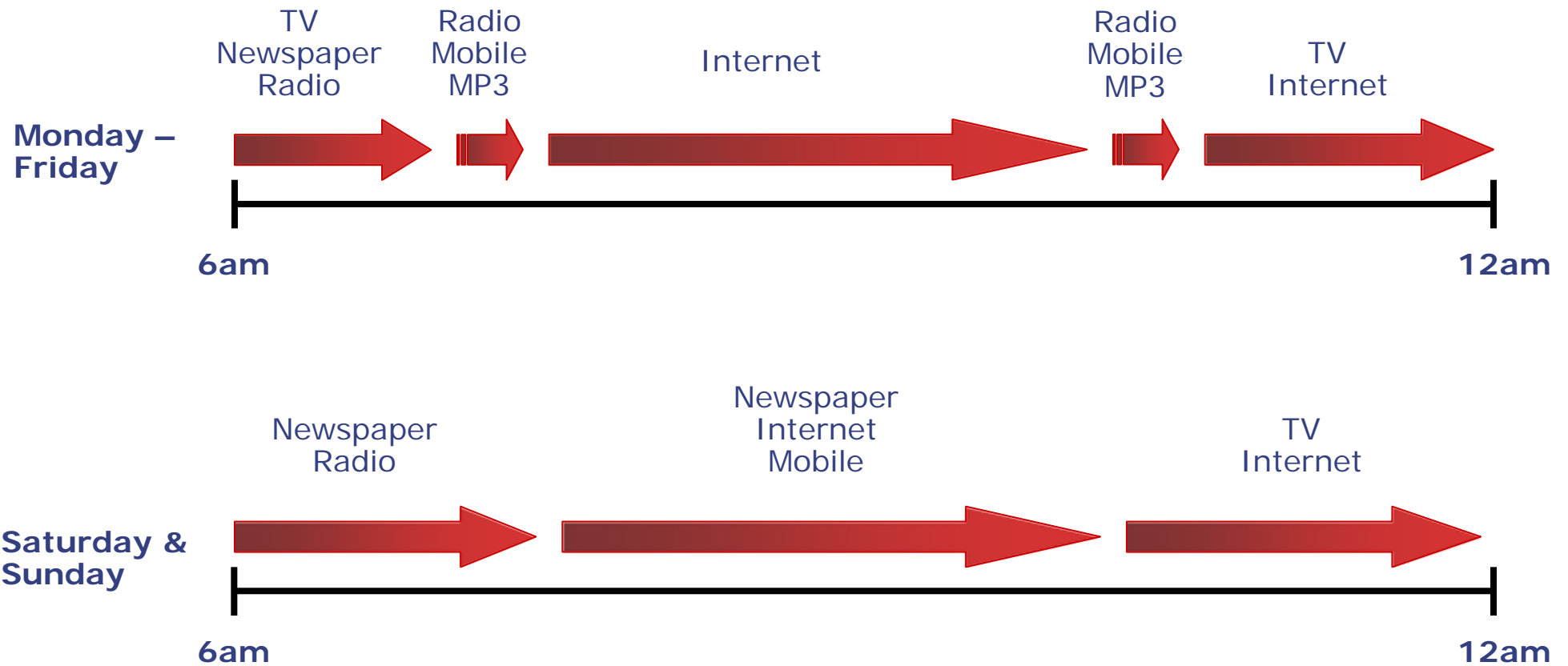

1. The changing face of media consumption

Lunch Time is the new prime time

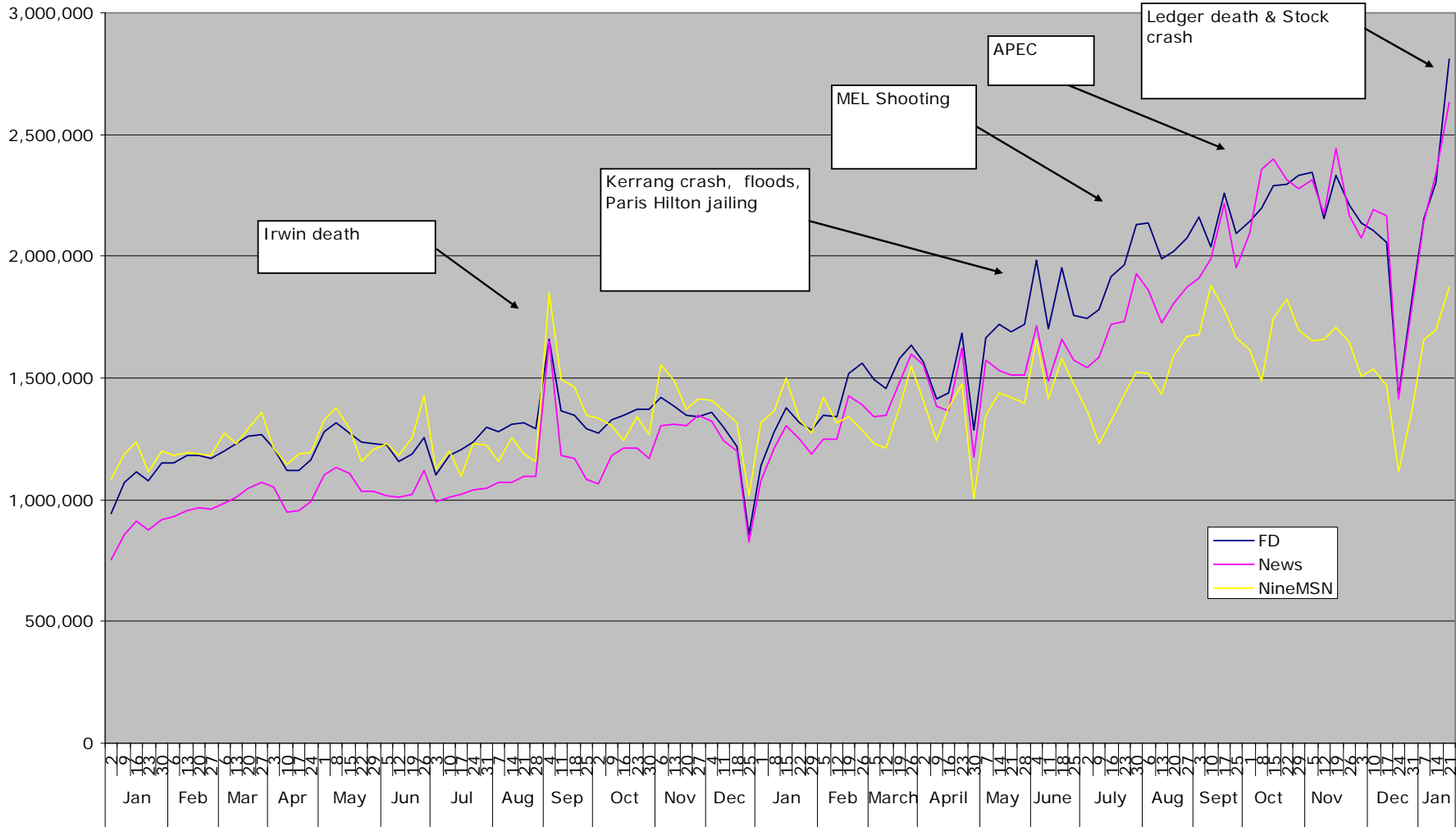


Media consumption trends have changed

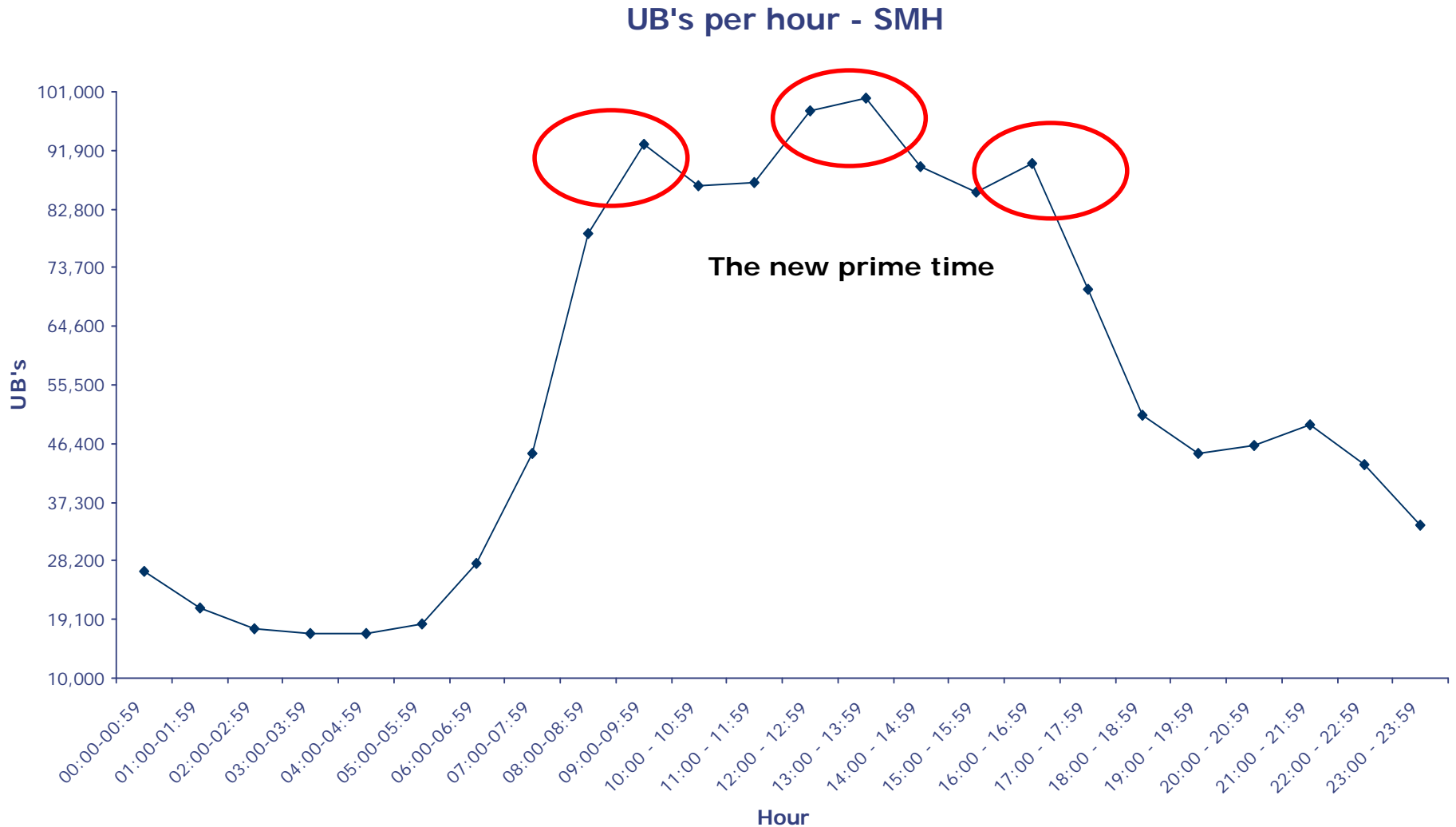
- Media consumption has increased but the daily news cycle has fragmented



People come online for breaking news



Traffic peaks first thing at work, lunchtime and afternoon

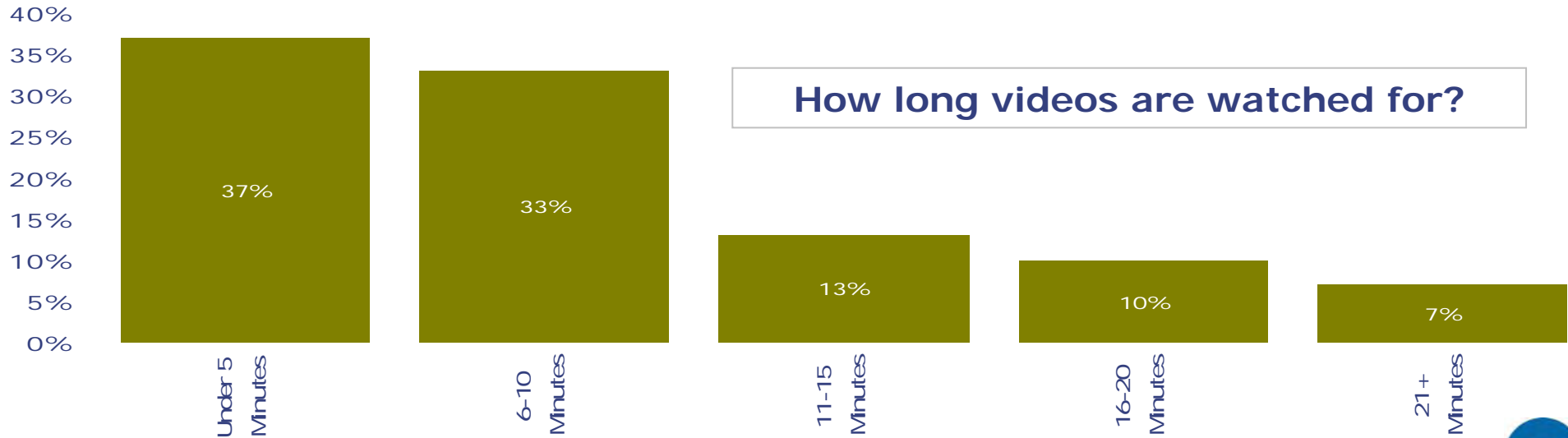
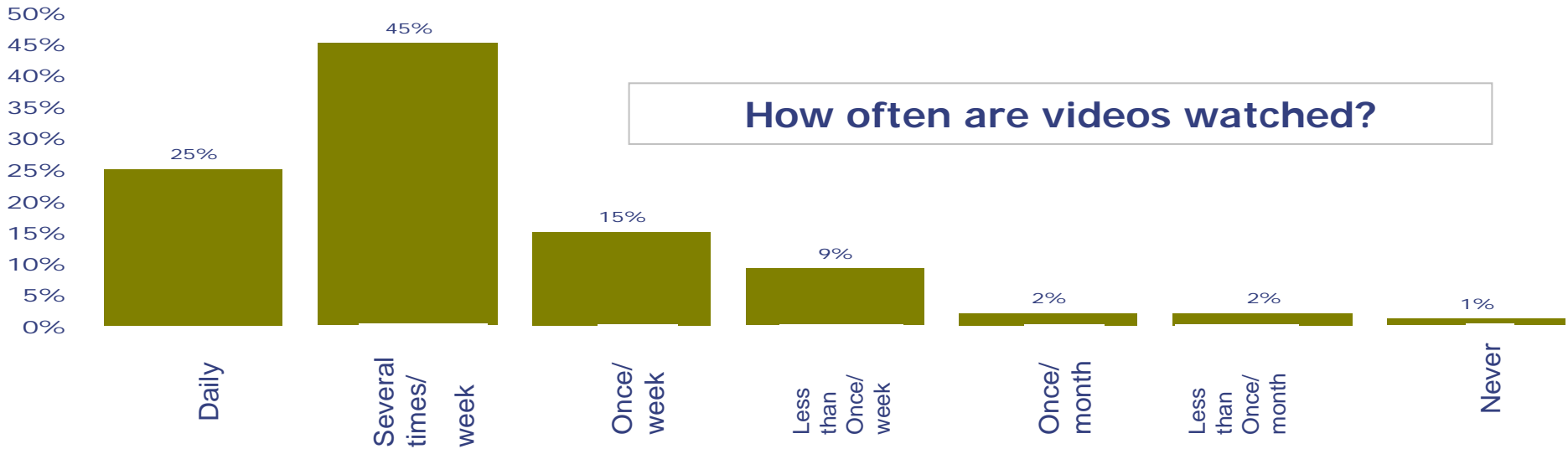


Growth of video consumption



[Click here for the video reel](#)

User Behaviour: Online Video



Blogs

- Short for “Web log” and also for adding content to a blog.
- It is a website where the entries are made in a diary/journal style.
- Blogs often provide opinion or news on a subject such as politics, entertainment or other social commentary.
- Trying to sell your products by masquerading as a consumer on a blog can get your company **blacklisted**.
- Fairfax Digital has approximately 20 active blogs attracting over 1 million UBs.

The screenshot displays the Fairfax Digital News Blog interface. At the top, there are navigation links for NEWS, MYCAREER, DOMAIN, DRIVE, FINANCE, MOBILE, RSVP, and TRAVEL. The main header features the smh.com.au logo and a promotional banner for ANZ VISA with a 0% p.a. offer. Below the header, there are category links for NEWS, ENTERTAINMENT, LIFE & STYLE, BUSINESS, SPORT, TRAVEL, TECH, SECTIONS, CLASSIFIEDS, JOBS, AUTO, REAL ESTATE, and DATING. A search bar and an 'APPLY NOW' button are also present.

The main content area is titled 'News Blog' and features several articles:

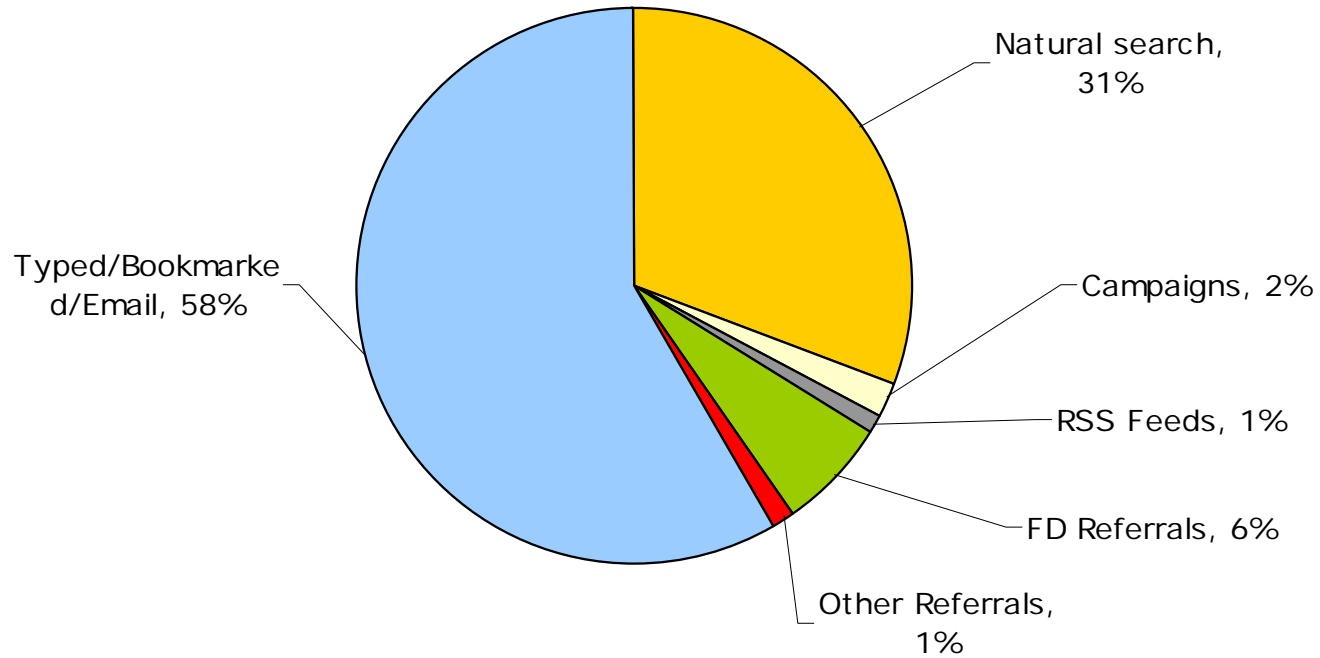
- FRIDAY, FEBRUARY 1, 2008**
It's raining CEOs
While financial institutions are failing across the globe, their CEOs are given "Golden Parachutes" payouts of millions of dollars.
Posted by Rocco in Rocco Bloggo's
- THURSDAY, JANUARY 31, 2008**
Keely, terror and the media
This week Australian Federal Police...
It's no surprise that the Fourth Estate...
Now the [Budd Government](#) has also...
"Commissioner Keely's comments re...
General Robert McClelland said in a s...
What's your view?
Should the media keep out of terrori...
Or, is it the duty of the media, more...
are exercising wider anti-terror powe...
Posted by SMH Online in Your Say
- FRIDAY, FEBRUARY 1, 2008**
Forever only takes its toll on some
It's been a long-held beef of mine that we overuse words like "tragedy", "horror", "hero" and "genius", to the point that when a real tragedy, hero or genius comes along, we don't have the superlatives to describe it or them, because we've used them up on football matches.
A few years ago, while I was studying French in Paris, the students threw random questions at each other to practice our lousy grammar and someone asked one of the girls, a young Iranian painter, why she'd come to France.
Her response was emotional but the upshot was she'd recently moved there from Tehran with her fancé but he'd since died. It was an awkward moment and she started to lose it so we held off on further questions.
I caught her eye a few times after that and she smiled but was clearly distressed and soon excused herself to smoke a butt on the balcony ... [more](#)
Posted by Sam de Brito at 12:08 AM | Comments (162)
- WEDNESDAY, JANUARY 30, 2008**
Son or daughter? You choose
On the weekend, I was helping a bunch of kids who had been stung by bluebottles at my local beach and there was one young boy - probably about age ten - who was in quite a bit of pain.

Advertisements include 'ExecutiveStyle smh.com.au', 'Europe Earlybird Airfares INCLUDES Return airfare FROM \$1495', and 'All men are liars Except Sam de Brito'. A sidebar on the right features a photo of Sam de Brito and a badge for 'the 2007 weblog awards finalist'.

2. Content and Search Engine Optimization

smh.com.au traffic profile

SMH - Source of traffic FY08



Breaking news: Heath Ledger story



- Our sites had the story up by 8:30am
- Coverage was rich early
 - Audio sound slides with voice from 2UE and 3AW
 - Stories being contributed by the US correspondent Ian Munro
 - Photo galleries
 - Unique video from the scene
- 650,000 video streams (the highest day for video)

Heath Ledger example



Natural Search Data

- SMH dominated natural search: 800% increase on daily average visitors

Heath Ledger example

Web Images Maps News Video Gmail more ▾

Google heath ledger dead Search News Search the Web Advanced news search Preferences

News results Results 1 - 10 Sorted by relevance

[Browse Top Stories](#) [View all web results for heath ledger dead](#)

Recent


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- [Last day](#)
- [Past week](#)
- [Past month](#)


Archives

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- [2006](#)
- [2005](#)
- [2003-04](#)
- [2002](#)
- [2001](#)
- [Other dates](#)

[Blogs](#)^{New!}

[News Alerts](#)

 **Heath Ledger dead**
Sydney Morning Herald, Australia - 1 hour ago
Academy Award nominee **Heath Ledger**, 28, has died of a possible drug overdose in New York, police have confirmed. He was found **dead** in his bed in one of his ...
[Heath Ledger dead](#) ABC Online
[Actor Heath Ledger dead](#) Canada.com
[Heath Ledger dead](#) The Age
[AFP - New York Observer](#)
[all 634 news articles »](#)

 **Heath Ledger dead**
Sydney Morning Herald, Australia - 10 minutes ago
Academy Award nominee **Heath Ledger**, 28, has died of a possible drug overdose involving sleeping pills in New York, police have confirmed. He was found **dead** ...

[Heath Ledger](#)
Scopical, Australia
Australian actor H

Google News at 10:30am
SMH in top spot

Web Images Maps News Video Gmail more ▾

Google heath ledger dead Search News Search the Web Advanced news search Preferences

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- [2006](#)
- [2005](#)
- [2003-04](#)
- [2002](#)
- [2001](#)
- [Other dates](#)

[Blogs](#)^{New!}

 **Heath Ledger dead**
Sydney Morning Herald, Australia - 2 hours ago
One of Australia's top young stars is **dead**. New York City police have confirmed that **Heath Ledger** died from an apparent overdose of sleeping pills in a ...
[Heath Ledger dead](#) Sydney Morning Herald
[Report: Heath Ledger Dead at 28](#) Editor & Publisher
[HEATH LEDGER DEAD AT 28](#) ABC News
[NEWS.com.au - The Age](#)
[all 1,516 news articles »](#)

Heath Ledger dead
ABC Online, Australia - 3 hours ago
Actor **Heath Ledger** attends the New York premiere of 'I'm Not There' late last year. (Getty Images: Stephen Lovekin) New York City police have confirmed the ...
[Perth was where Heath Ledger could be himself](#) PerthNew
[all 3 news articles »](#)

 [Hollywood in shock at Heath Ledger death](#)

Google News at 12:30pm
SMH still in top spot

Heath Ledger example


Google

heath ledger dead Search Advanced Search Preferences

Search: the web pages from Australia

Web Result

News results for **heath ledger dead**

 **Heath Ledger dead** - 5 hours ago
Academy Award nominee **Heath Ledger**, 28, has died of a possible drug overdose in New York, police have confirmed. He was found **dead** in his bed in one of his ...
[Sydney Morning Herald](#) - **1894 related articles** »
[LAist](#) **An Untimely Death** - [Newsweek](#) - **68 related articles** »
Details come in about **Heath Ledger's death** - [Seattle Post Intelligencer](#) - **37 related articles** »

Heath Ledger dead - [ABC News \(Australian Broadcasting Corporation\)](#)
Video: **Heath Ledger found dead** in New York (ABC News) ... Australian actor **Heath Ledger** has been found **dead** in his Manhattan apartment, possibly of a drug ...
[www.abc.net.au/news/stories/2008/01/23/2144369.htm](#) - 5 hours ago -
[Similar pages](#) - [Note this](#)

Actor Heath Ledger Is Found Dead - [City Room - Metro - New York ...](#)
Interviews, documents, multimedia, reader discussions and news updates about politics, schools, transportation, crime and city life, from the metro staff of ...
[cityroom.blogs.nytimes.com/2008/01/22/actor-heath-ledger-is-found-dead/index.html?hp](#) - 5 hours ago - [Similar pages](#) - [Note this](#)

[City Room - Metro - New York Times Blog](#)
Updated, 6:45 p.m. | The actor **Heath Ledger** was found **dead** Tuesday afternoon in an apartment in Manhattan, according to the New York City police. ...
[cityroom.blogs.nytimes.com/](#) - [Similar pages](#) - [Note this](#)
[More results from cityroom.blogs.nytimes.com](#) »

Australian actor **Heath Ledger** found **dead** - possible drug overdose ...

Google at 1:30pm
Note the "1894 related articles count"

Heath Ledger example

- So why did this page rank so well?
- SEO Good Points:
 - SMH is seen by Google as an authority for news in Sydney, Australia
 - Links to this page from the Homepage
 - Good use of literal keywords and strong Keyword Density for: Heath Ledger Dead
 - Excellent Keywords in Links to more content
 - Strong Number of Backlinks
- This page is seen as the “hub” for news on Heath Ledger’s death



Summary

- Media consumption trends have changed dramatically.
- Breaking News drives people online.
- Reaching people throughout the work day - lunch Time is the New Prime Time.