Key points across all sections - all expanded upon in the documents.

Technical Challenges:

1) Audit the site's page titles and meta descriptions. These are the first things Google and other search engines see and in most cases are either overly generic or missing.

   Fixing this requires writing titles and descriptions for pages and then either developers to upload them or access to be given to editorial team members.

   News pages are less affected as the headline and summary get pulled through as the title and meta description.

2) Ensure all images in future have alt tags. Also, use image captions more regularly.

3) Consider having the site made AMP enabled, this will make it possible for it to rank for mobile news searches (but won't guarantee a ranking, it simply removes a blocker)

4) Explore why Google is not ranking the site for news - consider having a news sitemap built. Submit to Google's publisher platform

5) Consider index changes as outlined - a more prominent news index being one aspect of this, also changes to how much news shows. Remove carousels on indexes as they hide content from search engines

Optimisation of existing styles of content

1) Change style of headlines to make them more keyword heavy. Details and examples given in document

2) Consider search interest in an event when choosing a publication date if it is preview material - i.e. closer to the event tends to see far larger search traffic potential

3) Correctly format pages, for instance if the page is a list type page then make sure the headings are H2 tags rather than just emboldened

4) Make sure as much information about the key names is included as possible - their club side, how many caps they have. The more context, the more authoritative the page is to a search engine and so the more likely to rank prominently

5) On pages with embedded video, the information in the video also has to be in the text. For example, in a video of best goals, the video might have captions of who scores and the teams etc, but this needs writing on the page too, otherwise a search engine has no idea what the page is about

6) Think of the search interest in the players selected in any preview or list. If picking 5 to watch, is it possible to choose well known players without affecting editorial integrity?

7) Think who else a story might appeal to - and is this potentially a bigger market. For example, one example we look at in the full document is quotes from the (Team A) manager. They were due to play (Team B) next and the result also impacted (Team C). Team C was the team with most search interest, so adding in extra context relating to their chances of progressing would have boosted the article's search appeal.

Recirculation of users

This looked at why users from search are of value and what we want next from them, i.e. how to increase the chances of them looking at more than one page and being that bit more loyal

- Set realistic goals - bounce rate is 70%, that won't be cut to 20%, but cutting it to 60% still generates millions more page impressions per year and increases loyalty.

- The existing onward journey panels are too literal, they only promote content from the competition you are reading about

- The challenge is to offer a mix of content in all stories

- Longer term, the existing panels should be scrapped and replaced with new onward journey solutions - potentially two, one with top / most recent stories and one with curated content. Much more detail on this is in the section

- Short term, simply adding compelling links at the bottom of every story can help boost recirculation

- As well as giving users interesting links to go to, this also adds value to content the site's editorial team produce - evergreen content can be promoted via these links and so continue to be promoted for many weeks

- Aim for a mindset change - see every page as being akin to an index. Users don't just land on indexes and then look for something to read or do, they land on random pages.

- Some of the news indexes on site get very low traffic, users are actually on the content pages, this is where they need those compelling onward journeys

- Most users to any site are not particularly loyal. While anyone working on a site might get bored of seeing the same content and see it as old, often it remains new to users. For example, a list of the 10 best footballers aged 21 or under if produced in January might not be promoted a week later. However, it is of interest for many months if not years and so can be included in links on a page

- Think what's interesting to users, rather than what's new when managing onward journey links

- Work on ways to minimise the workload burden of keeping fresh links in every story - ideas are suggested. Have a ready-made template that can be copied into the bottom of articles

Content plan

- Utilise the pulling power of big names. (In there full document we look at the example of (redacted's) red card v Team X - this generated 4x more searches for the player than has been seen at any other time this year. What articles could have been written - potentially reaction and people backing the player if there is a desire to avoid the initial story of the red card and injury to opponent

- Look for micro moments - that moment when someone announces themselves. A young player scores a 90th minute winner in a key game. Searches will surge - who are they, where did they sign from etc etc… Any site that can hurry out 300 words that answers a few basic questions could generate huge traffic

- Lists. They might not win awards but audiences love them, so too do search engines and they can be quick to produce. Ideas are given in the full document

- Regular content - could there be round-ups. Generating this content creates links to other articles and so boosts their rankings potentially. This can be a quick way to cover a number of big stories and names in one article

- Answer questions - using the answer the public site (as an example) see what users are searching for around key terms and player names. An article that then answers some of these has a very good chance of ranking and potentially appearing in featured slots on Google

- Tackle the desire to increase interactivity and potentially generate registered users by creating content that gives them a reason to sign in. Quizzes, votes and team sectors are among the ideas suggested. If these generate shares they also boost the site's overall authority and so help all content rank higher

- Experiment, especially with easy to implement editorial ideas. See what the analytics say and learn.