

# KHL GROUP SEO

Google ranks sites that have **unique, quality content** and are **fast, responsive and accessible** - providing the reader with the **information** they need in the **simplest** possible way



## QUALITY CONTENT

Our editorial team are key to the success of our websites. Their industry knowledge and connections is unrivalled, allowing them to produce **unique, high-value content**, much of which stays relevant for many years.

## SITE SPEED

**Site speed** is one of the main elements of the "**Core Web Vitals**" that Google judges websites on and our bespoke CMS has been built in-house with this in mind. The CMS has many different features to improve performance, such as "lazy load" images, which is vital for an image-heavy news site. This means images don't load until they will be visible on a person's device.



## MOBILE FIRST DESIGN

How a website looks for one person on one device will be different for another person on a different device. Although many of our main audience visit our websites on a desktop, Google rates websites on their **mobile performance**. Our websites **adapt quickly** and seamlessly across all devices, screens and bespoke **accessibility** settings.

## CANONICAL URLS

With many of our websites having overlapping topics, articles are shared across our different domains, from one central CMS. Google doesn't rank **duplicate content**, so every article has a "canonical URL" that tells Google which website to rank and where the content originates.

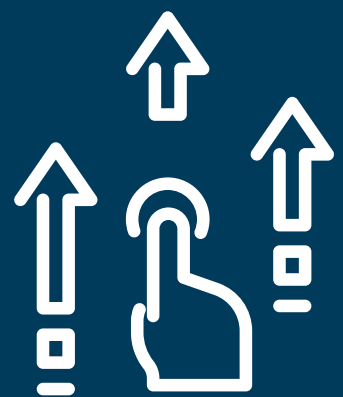


## SITE MAPS

We have many thousands of articles across our different sites. A standard sitemap would be too large and complicated. Instead we have a series of **weekly sitemaps**, that list all articles published in a certain week.

## CONTENT BOOSTING

There are many different "signals" that Google uses to determine the importance of content, including shares and popularity. Our content is given a **boost** through our **social media channels** and widely-read **newsletters**. We regularly find our content has been picked up by **Google Discover**.



KHL DIGITAL TEAM CAN PROVIDE MORE INFORMATION AND GUIDANCE

