

NEWS-SEO / GOOGLE NEWS

# A newsroom built for Google News

Stood up [cognilium.ai/tech-news](https://cognilium.ai/tech-news) as a real newsroom that qualifies for Google News and Discover: NewsArticle schema, news-spec sitemaps, RSS/Atom/JSON feeds, and Publisher Center registration.

Cognilium · News-SEO engine

DISCIPLINE	News-SEO / Google News
STACK	Next.js 15 • Sanity CMS • NewsArticle JSON-LD • Google News sitemaps • RSS / Atom / JSON feeds • Google Publisher Center
LIVE / VERIFY	<a href="https://cognilium.ai/tech-news">cognilium.ai/tech-news</a> ↗

## MY ROLE

Part of the Cognilium team build. The /tech-news newsroom, its schema, feeds, and Google News eligibility are my work.

**1**

GOOGLE NEWS PUBLICATION (LIVE)

**3**

NEWSARTICLE SCHEMA TYPES

**3**

SYNDICATED FEEDS

## THE PROBLEM

Google News and Discover are a separate discipline from normal SEO, with their own eligibility rules. Get the structure wrong and you simply never appear, no matter how good the writing is.

## WHAT I DID

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- Built the /tech-news section to the Google News spec: NewsArticle JSON-LD with Analysis, Opinion, and Reportage subtypes, plus a news:news sitemap in the correct namespace.
- Shipped RSS, Atom, and JSON feeds and registered the publication in Google Publisher Center (publication ID on record).
- Worked the Discover eligibility checklist (original reporting, no aggregation, clean author and date signals) so the section stays eligible instead of silently dropping out.
- Redesigned the newsroom to a Reuters-style layout over four iterations, then fixed the hero-image crop and wrote image rules into the repo so it can't regress.

## THE RESULT

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A live newsroom that is structurally eligible for the Google News carousel and Discover, with feeds and schema that AI answer engines can also read and cite.

### THE JUDGMENT CALL · WHAT THE AI COULDN'T DO

Google News looks like SEO but it's a different rulebook. The model tells you to 'write good articles', but eligibility is structural: the wrong NewsArticle subtype or a missing news sitemap and you're invisible no matter how good the writing is. Knowing it's a separate discipline is the whole thing.

## PROOF

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**Live site:** [cognilium.ai/tech-news](https://cognilium.ai/tech-news) ↗

**Verify:** View-source the NewsArticle schema and the news sitemap.

## News SEO Research · Google News + Discover + Top Stories

A distinct discipline from evergreen SEO — different signals, different cadence, different funnel  
Source: Google News Publisher Center docs · Discover guidelines · Wayfair 2018 case study

### 1 · DISCOVER ELIGIBILITY CHECKLIST

#### Content requirements

- Original reporting, NOT republished content
- Hi-res featured image (≥1200px wide, 16:9)
- NewsArticle JSON-LD schema
- Author byline with Person schema
- datePublished + dateModified (real, not faked)
- Substantive content (800w+ minimum)
- News-style: timely angle, not evergreen

#### Original is the keyword — aggregation fails

Discover wants exclusive content

#### Site-level signals

- Established cadence (5+ posts/week minimum)
- Google Publisher Center registration approved
- news-sitemap.xml with 48-hour rolling window
- Topical authority on the subject
- Mobile-optimized (Discover IS mobile)
- Fast LCP (Discover penalizes slow load)
- HTTPS + secure

#### Cadence is non-negotiable — skip a week → drop

Trust signals: site-wide, not per-page

#### What kills Discover eligibility

- AI-mass-generated content (Scaled Content Abuse)
- Republished press releases
- Aggressive paywalls before content
- Misleading clickbait headlines
- Drifting dateModified to fake freshness (Wayfair)
- Site Reputation Abuse (rented subfolders)
- Manual penalties take 6-18 months to clear

#### One mistake = months of recovery

Trust takes years to build, days to lose

### 2 · NEWS GENRES TAXONOMY (news:genres — pick the right one)

#### Genre tiers (highest → lowest trust)

- (untagged) — straight reporting (highest)
- Blog — opinion + commentary
- Opinion — analytical opinion
- OpEd — explicit opinion
- Satire — humorous (rarely use)
- PressRelease — announcement (lower trust)
- UserGenerated — community content (lowest)

#### Cognitium tech-news = Blog + Opinion (engineering analysis)

Discover: 95% explicit, 5% inferred, 5% sitemap.xml

#### Wayfair-style drift lesson

2018 case: Wayfair touched dateModified daily to fake freshness.  
Discover de-indexed them for ~6 months.

- Updating < 5% of content but bumping date = penalty
- "Updated" labels must reflect REAL changes (±15%)
- Quarterly evergreen refresh = OK
- Daily date-touch = NOT OK
- Google verifies content delta against last crawl

#### Implementation: check-last-updated.ts script

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#### Top Stories vs Discover vs News tab

- Top Stories: in main SERP, query-driven  
needs: news-sitemap, NewsArticle schema, GPC approval
- Discover: mobile home feed, no query  
needs: image quality, topical authority, engagement
- News tab: dedicated news SERP  
needs: Publisher Center registration approved
- All three flow from the same content + schema
- Multi-surface presence compounds

Goal: be in all 3 surfaces: selection algorithm

Cognitium AI · Research Knowledge Atlas · 2028-06-11

News-SEO research: the Discover eligibility checklist and what quietly kills it.