

To encourage visitors to become subscribers, we must deliberately move them from “commodity content” into unique and habit-forming content that inspires long-term loyalty to our products. For all major topics, consistently post content at every stage of the funnel to keep audiences flowing through. Ask yourself what story you should write for each funnel stage by considering these approaches (rather than writing stories and figuring out after what part of the funnel it might fit in).

ANONYMOUS/TOP – This top-of-the-funnel content tends to lure readers to the site.

- Breaking news (e.g. Rolling blackouts lead to power outages)
- Consumer assistance (e.g. Where can I get a COVID-19 vaccine in X city)
- Fact checks (e.g. Separating the truth from the lies in the X crime case)
- Lists (e.g. 10 places in X place to celebrate National Cheesesteak Day)
- Trending (e.g. F-150 generator getting worldwide attention after Texans use it to power homes)
- Evergreen (e.g. What Biden learned from his life-threatening brain aneurysms)

LOYAL ANONYMOUS/MIDDLE - Continue reporting on the topic while audience interest remains high.

- News updates (e.g. More COVID vaccines on the way for future appointments)
- Helpful tools (e.g. Map traces current fires burning across Oregon in real-time)
- Answered questions (e.g. Why is Texas the only state with its own power grid?)
- “What we know” summaries (e.g. What we know about open-carry laws in protest shootings)
- Explainers (e.g. J.J. Watt uses ‘all gas, no brakes’ expression on Instagram – what does that mean?)
- This impacts you (e.g. ‘I didn’t take this seriously’ - Man with COVID regrets sharing drink at bar)

SUBSCRIBERS/PREMIUM – Search helps readers get a feel for our best work

- News follows (e.g. ‘No end in sight’ to Rhode Island’s dog-eat-dog housing market)
- Analysis (e.g. Did Texas energy regulators fail to mandate winter protections?)
- Premium lists (e.g. Arizona’s best main streets: 5 walkable downtowns you should visit)
- Some opinion (e.g. OPINION: Siesta Key spring breakers threaten to damage entire area)
- Profiles (e.g. Mom says woman killed in police shootout had troubled childhood)
- Storytelling (e.g. This Rochester cookbook was in many ‘80s kitchens. Now she’s cooking all of it)

LOYAL SUBSCRIBERS - Subscribers are drawn to search during big moments. “News you can use” attracts them.

- Updates on:

- Vaccine (e.g. Publix accepting applications for COVID vaccine in Collier Country in 16 locations)
- Pandemic
- Storms
- Wildfires
- Protests
- Election guides (e.g. Who is running for Maricopa County treasurer?)

EXAMPLE 1 = WINTER STORM

ANONYMOUS = 40% of Austin Energy Homes without power amid failed 'rotating blackouts'

LOYAL ANONYMOUS = Why is Texas one of few states with its own power grid?

SUBSCRIBER = Did Texas energy regulators fail to mandate winter protections?

EXAMPLE 2 = CHRISTMAS DAY BOMBING

ANONYMOUS = Nashville officials relieved explosion did not claim lives, resolved to find motive, suspects

LOYAL ANONYMOUS = Nashville explosion: Map of area impacted by bomb blast and a look at nearby businesses

SUBSCRIBER = Exclusive: Nashville explosion witness remembers chilling warning from the RV

Official presentation:

<https://gannett.sharepoint.com/:p:/s/USATnetworkSEOchampions/EePzo5geL6dMiugnIxyKSxsBYtHVK5I2KQTVePy5qooMXg?e=dPIZdh&CID=e6aae613-c6e7-25d1-4940-c39e36a048c1>