



Engage More Readers

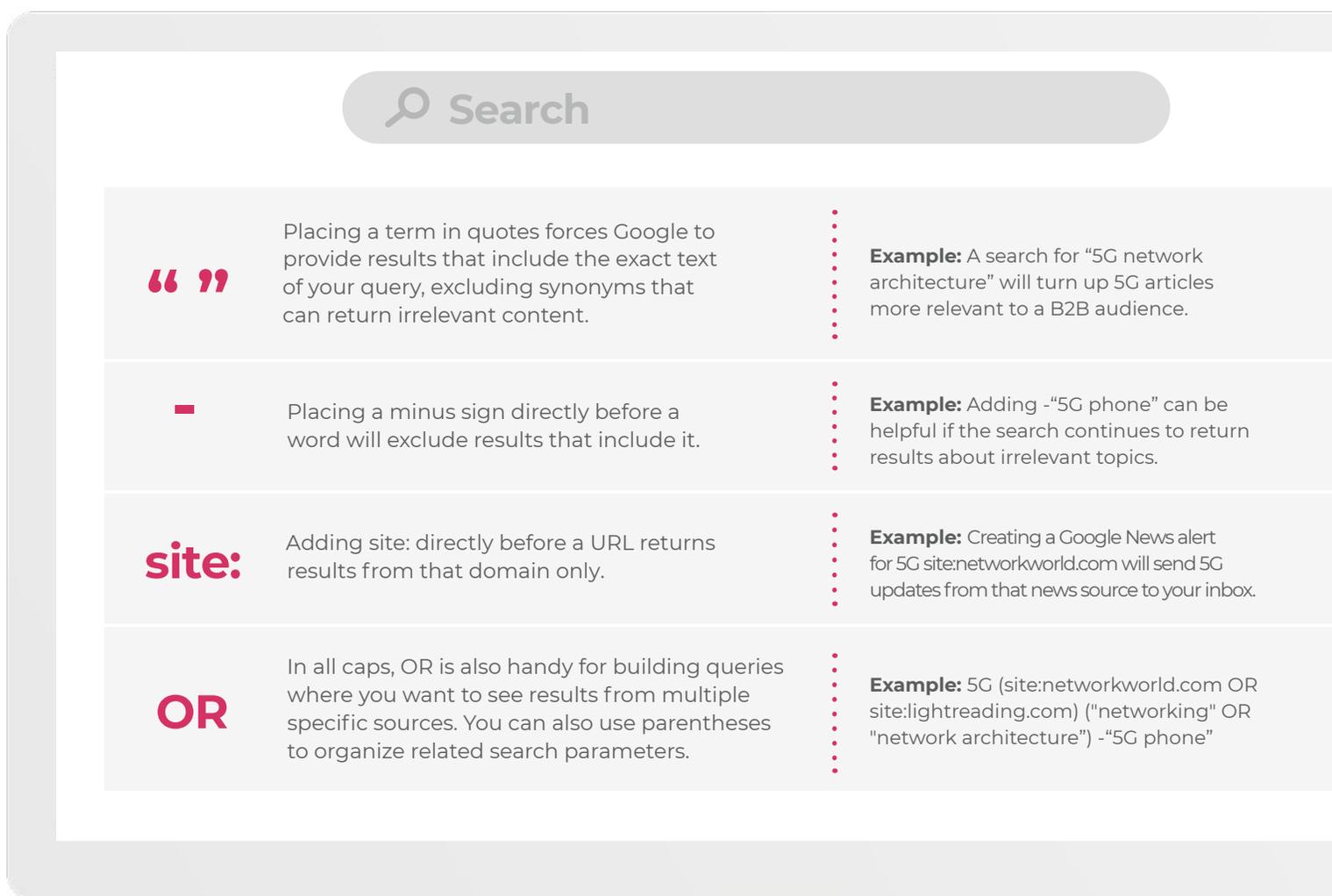
Uncover compelling business trends and topics while your competitors are still sifting through headlines.

One study of IT decision makers found that only 40 percent of the marketing assets they download are valuable to them.¹ Boost the relevance of your content and work faster with the full suite of search tools in Google News.



Example:

A smarter search for B2B market developments in 5G



Search

“ ”

Placing a term in quotes forces Google to provide results that include the exact text of your query, excluding synonyms that can return irrelevant content.

Example: A search for “5G network architecture” will turn up 5G articles more relevant to a B2B audience.

-

Placing a minus sign directly before a word will exclude results that include it.

Example: Adding -“5G phone” can be helpful if the search continues to return results about irrelevant topics.

site:

Adding site: directly before a URL returns results from that domain only.

Example: Creating a Google News alert for 5G site:networkworld.com will send 5G updates from that news source to your inbox.

OR

In all caps, OR is also handy for building queries where you want to see results from multiple specific sources. You can also use parentheses to organize related search parameters.

Example: 5G (site:networkworld.com OR site:lightreading.com) (“networking” OR “network architecture”) -“5G phone”

Usable results

One last step: Filter articles to those published in the past month using the Google News “tools” button. This approach now pares the search results in this example from 400,000 links to just 40 you can scan in minutes for timely content ideas relevant to this niche audience.

Dig deeper

Want to learn additional advanced strategies to increase engagement and set your content marketing apart? Download our 34-page guide—**How to Engage B2B Prospects: Content strategies that earn and hold the attention of potential customers.**

