

## CASE STUDY

## OPTING FOR AN AUDIENCE-FIRST EXPERIENCE HELPED TO INCREASE SEO VISIBILITY



### THE CHALLENGE

The Frankfurter Allgemeine Zeitung (F.A.Z.) wanted to automate their digital marketing processes. The aim was to increase FAZ.NET's organic search engine visibility and market share.

From the onset, we worked closely with F.A.Z.'s online marketing and digital product teams. This allowed us to build relationships with key stakeholders, understand their business and culture and ensure their close participation in the planning process. We identified the following needs:

### OBJECTIVES

- Identify emerging topics based on what defined user groups are searching for
- Make informed decisions about what topic pages to create
- Expand digital reach to meet new audience needs

### OUR SOLUTION

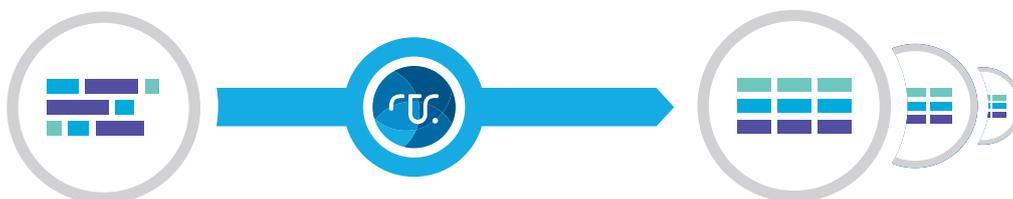
We quickly identified that there was a need to first classify F.A.Z.'s content before any form of automation could take place. Retresco's Topic Management System (TMS) provided a flexible addition to F.A.Z.'s technological infrastructure to meet the project objectives. A way to achieve this was to enhance the website's customisation features, by delivering a more relevant and consistent experience for readers. Firstly, we used Natural Language Processing (NLP)

and machine learning algorithms to apply structured data to existing editorial content. This semantic application helped pinpoint the most relevant keywords by entities including companies, people, products, events, and industries, all of which were tied to relevancy indicators.

In parallel, we created an insights dashboard that provided contextual and trend analysis, using data from Google, Wikipedia, and other sources. This facilitated the keyword research process, informing the SEO team about what topic pages to create.

Armed with this new level of actionable insight, FAZ.NET was able to respond by creating new topic pages its target audience was actively seeking or engaging with. When a topic lost interest, the TMS automatically transferred the authority to more generic, long-term topic pages. By scaling quality content, this helped F.A.Z. attract more organic search engine traffic.

Additionally, TMS helped F.A.Z. increase efficiency with its automated in-text linking capability. Using the semantic application's relevancy indicator, it highlighted potential entities a journalist might want to link their article to, with rules defined by F.A.Z. Journalists were able to manage link suggestions, similar to the ease of spell check.



## OUR APPROACH

We delivered a number of training sessions and workshops to the stakeholders in Frankfurt. Our objectives were to communicate TMS's capabilities, ensure everyone understood and bought into its capabilities and build a habit of using it regularly and effectively.

## IMPACT AND RESULTS

- TMS generated topic pages make 25% of faz.net SEO visibility\*
- 33% uplift of SEO visibility for topic pages\*\*
- Better SEO performance for topic pages compared to news portal in general\*\*\*

\*Results based on SISTRIX Toolbox march 2019. TMS was implemented on website in June 2014.

\*\*Results based on SISTRIX Toolbox march 2019 vs. März 2017. TMS was implemented on website in June 2014. \*\*\* 2019 vs. 2017

## TAKE THE NEXT STEP

Find out more about how we can help your organisation navigate digital disruption and increase the value of your content.

Visit our [website](#) or email us at [topics@retresco.de](mailto:topics@retresco.de).

## ABOUT FAZ.NET

FAZ.NET is the news website of Frankfurter Allgemeine Zeitung. It is one of Germany's largest news organisations, and maintains an international reputation for quality journalism. It has one of the largest foreign correspondents network among German news publishers, which provides a broad range of information, news and services for the German speaking community domestically and across the globe.

## ABOUT RETRESCO

Founded in Berlin in 2008, Retresco has developed into one of the leading companies in the field of automated content and data. We develop Natural Language Processing (NLP) applications in the areas of personalisation, content automation, as well as highly innovative software for enterprise chatbots.

## WHAT OUR CLIENT SAYS

*"Topic pages created by TMS are an important asset in our demand-oriented content-infrastructure. They provide readers the information they search for, based on their informational intent, making it for a more intuitive reading experience. This helped expand our digital reach and meet new audience needs."*

**Ludwig Coenen**  
Head of Online Marketing

## HOW WE CAN SUPPORT YOU

Would you like to know how Retrescos solutions can help your company digitise business processes? Learn more on our website or make an appointment for a personal consultation: [welcome@retresco.de](mailto:welcome@retresco.de)