

Metros + Regionals section assignment best practice

Section Assignment Recommendations

- Dominant section assignment should always be a child section (where available)
- The child section chosen should be the most relevant to the story content
- The child section assignment should be led by audience discoverability. How can we best assign this story so that the audience can find it in a relevant/contextual way?
- Assigning your story to the most relevant section helps build topical authority.

Benefits of child section assignment

- Displays the most relevant, contextual section tag which shows breadth of content (increase value) and allows a clickable path to a relevant index page with more related content.
- Increases search topic authority (section tags, breadcrumbs, URL)
- Increases content discoverability and personalisation (My News follows)

Best practice examples

Assign to the lowest child in a section tree as the dominant section eg. a story about:

Carlton should be assigned to Sport > AFL > AFL Teams > Carlton

An upcoming movie should be assigned to Entertainment > Movies > Upcoming Movies

Interest rates should be assigned to Finance > Economy > Interest Rates

The Royals should be Entertainment > Life > Royals

This is a good example for the Shark Quiz: dominant assigned to the correct section to show the right section tag and only secondary assigned to its parent and the parent above that to allow it to flow onto relevant pages and modules that are not curated, for example the Entertainment module on some homepages.

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Section assignment

3 sections

PRIMARY SECTION

newscorpastralia.com

Entertainment/Television/Shark Quiz

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Enter a section you want to assign the story to

SECONDARY SECTIONS

newscorpastralia.com

Entertainment/Television

×

newscorpastralia.com

Entertainment

×



Shark Quiz

What type of animal is film character Babe?

The Chase Australia's official Shark, Brydon Coverdale, has created a new daily quiz challenge. Test yourself.

Areas for improvement

1. Broad assignment

Assigning stories to a top level section prevents users from seeing the depth and breadth of our content.



Sport

Rising stars: We name the Western Clydesdales top 15 junior players

The Western Clydesdales juniors matched it with Queensland Rugby League's best players this season. With their seasons wrapping up at the weekend, we've named their top 15 players. Find out which male and female players made the list here.



Sport

Revealed: Queensland's top AFL draft products

Meet the new generation of Queensland youngsters vying for AFL and AFLW draft selection in 2023 and beyond.



Sport

High flying Jets celebrate double delight at swim championships

A Toowoomba college swimming team made a splash at major championships with rare title double. Check out what their coach and star swimmers had to say.



Sport

Falcons storm past Clydesdales in 52-point Hostplus Cup showdown

The Western Clydesdales faced an in-form Falcons side at the weekend. The Hostplus Cup team played the best 40 minutes of the season, but were once again their own worst enemies. Check out our match report here.

2. Unclear/Irrelevant section tags

Some topic or section tags may be meaningful internally, however if tags aren't using plain language or not referring to well-known verticals, they won't help readers, resulting in fewer clicks and missed chances to attract the right audience.



NewsWire

'Higher risk': Triple threat virus warning

Health experts remain concerned about Covid-19 and other flu-like viruses heading into winter and are urging Aussies to get jabbed before the end of May.



Confidential

Radio intern finetunes career switch to King of kitchen

Hospo wunderkind Brendan King studied film and radio, then switched the dial to become head chef at the reborn Lady Hampshire pub. His approach? Keep it simple.

3. Scattergun approach

A scattergun approach to story assignment refers to randomly assigning sections without considering their relevance to our audience or SEO strategy. Here's why it's bad for SEO:

Lack of focus: Content may not align with audience interests or niche.

Keyword dilution: Content lacks relevant keywords, diluting SEO effectiveness.

Inconsistent quality: Quality varies, harming reputation.

Missed SEO opportunities: Fails to target valuable keywords or trends.

Competitive disadvantage: Puts you behind competitors using strategic content.

Examples:

The following article has 96 section assignments

[Rock stars and saving lives: Inside the world of Qld's flying farmers](#)

The following article has 58 section assignments

[Real estate Australia: How female buyers are taking over the property market](#)

Section assignment 96 sections	Section assignment 58 sections
<div>PRIMARY SECTION</div> <div>newscorpaustalia.com</div> <div>Property</div> <div>Enter a section you want to assign the story to</div>	<div>PRIMARY SECTION</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Mackay Daily Mercury</div> <div>Enter a section you want to assign the story to</div>
<div>SECONDARY SECTIONS</div> <div>newscorpaustalia.com</div> <div>DailyTelegraph/NSW News and Photos</div> <div>newscorpaustalia.com</div> <div>DailyTelegraph/Regional News/Ballina</div> <div>newscorpaustalia.com</div> <div>DailyTelegraph/Regional News/Byron Shire</div> <div>newscorpaustalia.com</div> <div>DailyTelegraph/Regional News/Coffs Harbour</div> <div>newscorpaustalia.com</div> <div>DailyTelegraph/Regional News/Grafton</div> <div>newscorpaustalia.com</div> <div>DailyTelegraph/Regional News/Lismore</div> <div>newscorpaustalia.com</div> <div>DailyTelegraph/Regional News/Tweed Heads</div> <div>newscorpaustalia.com</div> <div>DailyTelegraph/Top News</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Blacktown Advocate News</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Canberra Star</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Central Coast news</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Central Sydney News</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/City East news</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Dubbo News</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Fairfield Advance News</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Hills Shire Times News</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Hornsby Advocate News</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Illawarra Star</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Inner-West news</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Liverpool Leader News</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Macarthur news</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Manly Daily News</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Mosman Daily News</div> <div>newscorpaustalia.com</div> <div>NewsLocal/All Local News and Photos/Mount</div>	<div>SECONDARY SECTIONS</div> <div>newscorpaustalia.com</div> <div>CourierMail/Lifestyle</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Bundaberg News Mail</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Bundaberg News Mail/Property</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Central Queensland News</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Central Queensland News/Property</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Central and North Burnett Times</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Central and North Burnett Times/Business</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Central Queensland News/Business</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Charleville Western Times</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Charleville Western Times/Business</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Chinchilla News</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Chinchilla News/Business</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Dalby Herald</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Dalby Herald/Business</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Fraser Coast Chronicle/Business</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Fraser Coast Chronicle</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Gatton Star</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Gatton Star/Business</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Gladstone Observer</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Gladstone Observer/Business</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Gympie Times</div> <div>newscorpaustalia.com</div> <div>CourierMail/Regional News/Gympie Times/Business</div>