

Standout in a Nutshell

The new feature that we have added to the Gutenberg CMS (and that will eventually appear on WP driven sites as well) incorporates a solution to two problems that Google (and specifically Google News) has been working on for a while:

1. Determining the difference between *intentional duplication* of content on multiple sites and content scraped and reproduced on sites without the content creator's consent.
2. Allowing content producers to promote their *best original work* above the the rest of their content such as press releases, little news blurbs or digets, etc...

Problem 1 Solved: In the past, Google has largely taken an “all duplicant content is bad” view but all that changes with the proper use of the Standout tag. Now we can share content across multiple sites without causing a problem as long as the master/original/first (however you want to phrase it) article is cited as the standout URL.

Problem 2 Solved: When a site produces a lot of content (meaning many new Articles with unique URLs) each week it is easy for the thoughtful, analytic, or most valuable content to be lost among the press releases or short items in the site's RSS feeds. We can now specify up to SEVEN articles per week, per site, as our best work for inclusion in the Google News system. This means the editorial staff on each site should plan accordingly so we use those seven promotions without going over seven each week on each site.

You can use the standout link an unlimited number of times when the link points to content on another site. For example, in a week, Streaming can promote 7 articles of its own and tag an unlimited amount of content from OnlineVideo.net or Dan's blog as standout.

Adding a Standout URL

There is a new field visible on the article editor screen for sites with this feature enabled. Enter the URL of the original article there. If you are promoting the article that is being edited, use it's URL in that field.

The screenshot displays the Gutenberg CMS article editor interface. At the top, there are tabs for 'Article' and 'Schedule'. Below the tabs, the 'Article' tab is active, showing the following fields:

- ArticleID:** 82359 - click to preview **View Count: 833**
- Title:** Epix's Premium Movies Become a Hot Property for Netflix and Apple
- Author(s):** 4240 (Tim Siglin (4240))
- Alternate URL:**
- Standout URL:** (This field is highlighted with a red border and a red background, indicating it is the focus of the illustration.)
- Images:** 13274 (Image Helper)
- Related Articles:** 65674
- Make Top Featured Article:** (checked)
- Make Top Featured Global Article:** (unchecked)

At the bottom of the form, there is a caption: *Illustration 1: Standout URL Field*