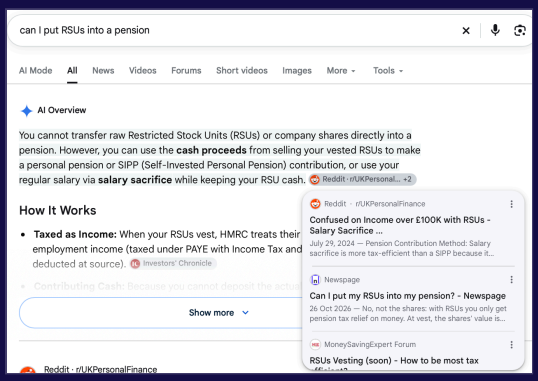
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NEWSPAGE ACADEMY · OCTOBER 2026

OUR NEWS ALERTS REACH GOOGLE'S AI OVERVIEWS BEFORE WE'VE EVEN WRITTEN THE STORY

A Newspage News Alert asks you questions your prospective clients and customers are actually typing into Google. Your answers go up on the alert page, in your own name, straight away, and even just responding to News Alerts is boosting your visibility online and authority in your field. Google reads our News Alerts as a first-hand answer from working professionals, and its AI Overview starts quoting them, often before a story exists and before any newspaper has run it.

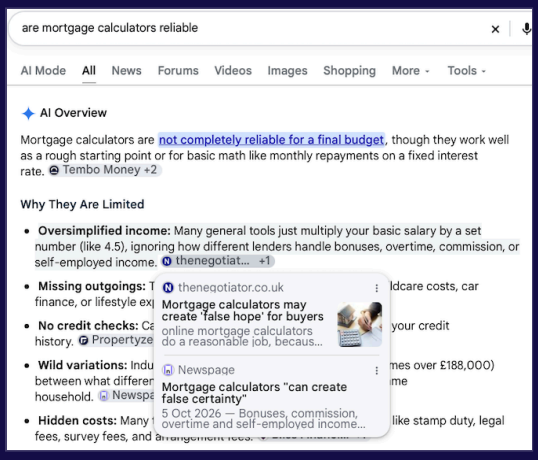


"can I put RSUs into a pension"

28 OCTOBER 2026 · GOOGLE UK

The Newspage News Alert **"Can I put my RSUs into my pension?"** is one of the three sources behind the AI Overview's opening answer, alongside Reddit and the MoneySavingExpert forum. Google's card shows the alert page and quotes an expert's response word for word.

The page also sits **sixth on page one**. Google was still showing the raw alert, not the story we published that morning.



"are mortgage calculators reliable"

7 OCTOBER 2026 · GOOGLE UK

Two days after the alert went out, the AI Overview cites the Newspage alert **"Mortgage calculators 'can create false certainty'"** on two of its points, next to the property trade press.

That was **a day before** the Mirror ran a story built on the same alert.

"should I sell my ESPP shares"
21 October: the raw alert was **fifth on page one** before the story had been written. Once the story went up on the same page, it opened the AI Overview the next morning.

Why it works
The question is the headline. The answers come from named, verified experts. And the page goes up fast. That's what Google's AI looks for when it decides who to quote. Newspage is like a Reddit, but where the experts are real and verified.

What it means for experts
Answer an alert well, and your words can be in front of Google users within hours, under your name, with a link to your profile.

Screens taken in private browser windows on the dates shown and kept in the Newspage search evidence archive. AI Overviews and positions change daily and vary by user; these show what Google displayed at the time, not a guarantee of placement.

Key takeaway: The more News Alerts you respond to, the more chances you have to show up in search and Google's AI Overviews, and that's before the alert has even been turned into a story.