newspage®

NEWSPAGE ACADEMY · EXPLAINER

Evergreen and Storybuilder, explained.

Two products, one idea.

1. **Evergreen** optimises the pages on your website to give them the best possible chance of appearing on Page 1 and in the AI Overview for your designated search term.
2. **Storybuilder** creates a piece of original research or a hard news story that points at the page, or pages, on your website that you want to perform well in search.

Do them in that order, Evergreen first, so the story has a page worth linking to.

Evergreen

Fix a page on your website (or give you the instructions to build a new one) so it answers the question people search, and is written the way Google and AI assistants read.

WHAT IT IS

You tell us the search you want to be found for and the page on your site that should answer it. We check how that page is built and written against what Google shows today, then give you plain-English instructions to fix it: the title, the opening answer, the headings, the questions people actually ask, and the details that tell Google who you are.

WHO IT'S FOR

Anyone with a website and a question their ideal clients might type into Google. You don't need any press coverage to start.

HOW IT WORKS

1. Fill in the short form with the search and the page.
2. We send a one-page verdict on what's wrong, free.
3. Want the full fix? You get the complete instructions, written so your web developer, or you, can make the changes. If you'd rather we did it, our developers can build the page; cost agreed first.

WHAT YOU GET

- A page that answers its question in the first sentence, in the words people search.
- Your name, firm, location and Newspage profile connected, so Google knows the expert on the page is the expert in the press.
- A before-and-after record of where the search stood.

WHAT WE NEVER DO

Promise a position in Google or in its AI answers. Nobody honest can. We follow Google's own guidelines on every page.

START HERE

newspage.media/evergreen · Evergreen form

Storybuilder

A piece of original research and a news story, built around a search you want to own, with your chosen page linked to from the Newspage app when we publish our story.

WHAT IT IS

You name the search. Our research team identifies a story that will have the best chance of appearing when someone enters that search. Our journalists write the story, quoting you first as the sponsor of the research, alongside other experts chosen on merit. The story links to your Evergreen page specifically focused on that search, so the page and the story reinforce each other.

WHO IT'S FOR

Experts who want to be visible for specific searches, not just quoted on the news of the day.

HOW IT WORKS

1. Fill in the Storybuilder form with the searches you'd like to own.
2. We check whether each one is winnable and send a short proposal: the research we'd do, the story we'd write, the price.
3. You say yes; we research, write and publish, and send the story to the national press as we do with every Newspage story. If our story and your page breaks through onto Page 1 and into the AI Overview without a news publisher covering it, we will not issue the story to the media as the outcome has been achieved.

WHAT YOU GET

- Original data that journalists and AI answers can cite, with your name on it.
- Top billing in the story as the sponsor, with a link to your page.
- Readings of the search at launch, 30 days and 90 days, with the evidence.

WHAT WE NEVER DO

Let a sponsor choose who else is quoted, promise coverage, or promise a ranking. Editorial decisions stay with the newsdesk; that is what makes the story worth having.

START HERE

newspage.media/storybuilder · Storybuilder form

Not sure which you need? Book 15 minutes: **calendly.com/newspage/newspage-search** · editors@newspage.media