

Improving **Google Discover** visibility for a high-volume news publisher

Industry: News & Media

Feature: Google Discover Lens

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For news and media sites, Google Discover is both a huge opportunity and a frustrating mystery. A single article can bring in over a million visits, yet Discover offers almost no native insight into *why* some pages take off and others never appear.

BILD, one of Europe's largest news publishers, wanted to stop guessing. With AI Overviews and a growing list of LLMs complicating organic search, they needed to understand what actually drives Discover performance and feed that back into their editorial strategy.

By auditing their Discover data with Oncrawl, they were able to confirm what works (and doesn't) for their site.

Situation

BILD generates a significant amount of Discover traffic, but they had limited visibility into it. Discover traffic is hard to isolate as analytics tools often bucket it as "direct" or "other," and Search Console alone won't reveal page depth, internal linking, recency, or other technical signals behind performance. BILD needed to **connect Discover outcomes to the SEO metrics** they could actually influence.

Approach

Working with Oncrawl's **Google Discover Lens**, BILD could examine Google Search Console Discover data at the same time as technical SEO data from the crawler.

Using Oncrawl's segmentation feature, they grouped pages by **impressions, clicks, depth, author presence, paywall status, title length, and publication date**. This allowed them to cross-analyze Discover performance against any metric in the analysis.

Analysis

The Google Discover Lens surfaced clear patterns. Visibility in Google Discover correlated with technical SEO health:

- Page depth and Discover impressions are strongly correlated (deep pages don't appear at all).
- Well-linked pages won more Discover traffic.
- Articles with a named author earned nearly 2x the clicks of those without, reinforcing E-E-A-T signals.
- Paywalled articles performed better than non-paywalled ones
- Neutral, non-clickbait titles outperformed clickbait formats

BILD also confirmed that respecting [Google's guidelines](#) helped their articles surface in Discover.

Value

The audit gave BILD's editorial team **concrete, data-backed guidance**: keep important content shallow, link to it internally, always credit an author, and write honest titles.

The analysis also showed which of their categories were performing well and they were able to adjust their strategy accordingly. BILD chose to redirect their efforts towards under-performing categories with more growth potential.

"Discover relies on many of the same quality-ranking algorithms as Google Search. Improvements we can make as part of an SEO project will also have a positive impact on performance in Discover."

Jérôme Salomon,
Product Lead @Oncrawl

See what the Google Discover Lens can do for your site

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