



## Entity-Based Topic Management Meets Google Discover: SÜDWEST PRESSE & Retresco Nominated for INMA Global Media Award 2025

Berlin, 12 March 2025 – [SÜDWEST PRESSE](#) and the leading AI specialist [Retresco](#) have been named finalists in the prestigious [INMA Global Media Awards 2025](#) in the category "Best Idea to Encourage Reader Engagement." The [International News Media Association \(INMA\)](#) honours outstanding innovations in digital journalism, recognising the best strategies for audience engagement. The joint project "[Content Tagging: SÜDWEST PRESSE Achieves 300% More Reach on Google Discover with Smart SEO Strategy](#)" demonstrates how semantic technologies and artificial intelligence (AI) create new digital marketing opportunities in the media sector.

### AI-Powered Tagging Increases Google Discover Reach

The project by SÜDWEST PRESSE and Retresco tackled a key challenge: while regional topics performed well on Google Discover, national content often failed to meet expectations. The goal of the optimisation strategy was to enhance the reach of relevant journalistic content across Germany and expand visibility on Google Discover.

The solution involved a semantic topic management powered by Retresco's AI technology. By implementing automated and intelligent content tagging using the Google Knowledge Graph API, relevant entities were identified and integrated into the appropriate taxonomy. This ensured that journalistic content was optimally positioned for visibility via Google Discover.

### Semantic Technology and AI for Greater Online Reach

The process included several key steps:

- Automated categorisation: Semantic technology analyses existing articles and assigns them to thematic clusters.
- Topic-specific tagging: Successful Google Discover articles are examined for relevant Google tags, aligning editorial terms with Google Discover preferences.
- Internal linking: A structured linking system ensures that relevant articles are connected.
- Scalability: New articles are reviewed before publication to ensure their tags meet Google Discover's requirements.

An illustrative example highlights the effectiveness of these measures: adjusting the label "Champions League" to the Google Discover-compliant "UEFA Champions League" significantly increased visibility and reach.

### Significant Increase in Google Discover Traffic

The project was implemented in just four months – with remarkable results. Monthly traffic via Google Discover in the entertainment segment on swp.de surged from one million to four

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## Press Release Retresco | Entity-Based Topic Management

million sessions, marking a 300% increase. The national visibility of SÜDWEST PRESSE's journalistic content was enhanced across various topics.

This SEO project demonstrates how semantic technologies, and AI can sustainably boost the reach of editorial content. The combination of intelligent topic management and targeted search engine optimisation serves as a blueprint for media companies and publishing houses aiming to position and market their content effectively in digital news markets.

The INMA Global Media Awards 2025 ceremony will take place on 22 May in New York City: <https://www.inma.org/modules/event/2025WorldCongress/awards.html>

### **About Retresco**

The leading AI specialist Retresco targets companies in the media, digital commerce, and similar industries that require customised and effective AI solutions. As a pioneer in the field of AI-based language technologies, the Berlin-based company has successfully completed over 250 client projects since 2008, empowering businesses to optimise their processes for greater efficiency and profitability.

<https://www.retresco.com>

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