



# EURO 2024 – SEO For The Beautiful Game (aka SEO For Television)

Dan Morehead  
SEO Manager – Channel 4

# WELCOME





Dan Morehead  
SEO Manager – Channel 4

Four years at the BBC  
Six years in agencies  
One title-winning season at  
Manchester City







 Notifications

2012/13

Johan Crujff ArenA - Amsterdam  
Group D

Ajax



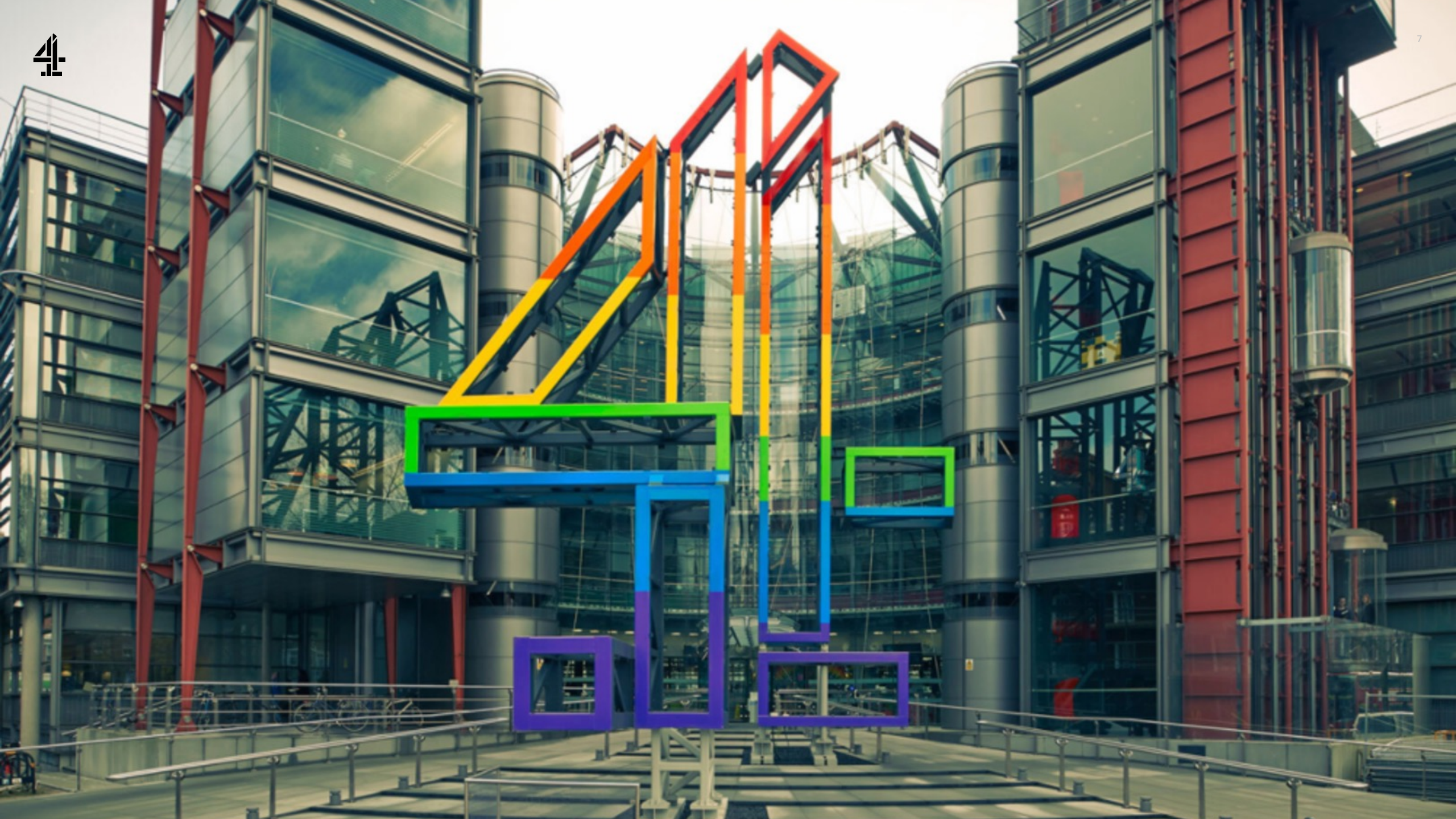
3 - 1



Man City

S. De Jong 45'  
Moisander 57'  
Eriksen 68'

Nasri 22'



# 78%

Channel 4's main  
channel reach of all  
UK individuals per  
month on average –  
47m people





14

D

ORS  
ISTORY

**FIRST DATES**

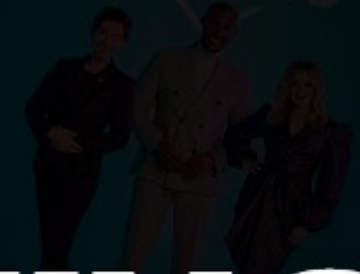


**JUNIOR BAKE OFF**



TRAUMA

CELEBS GO DATING



# STREAMING NOW ON ALL 4



THREE IDENTICAL

THE KILLER NANNY  
DID SHE DO IT?

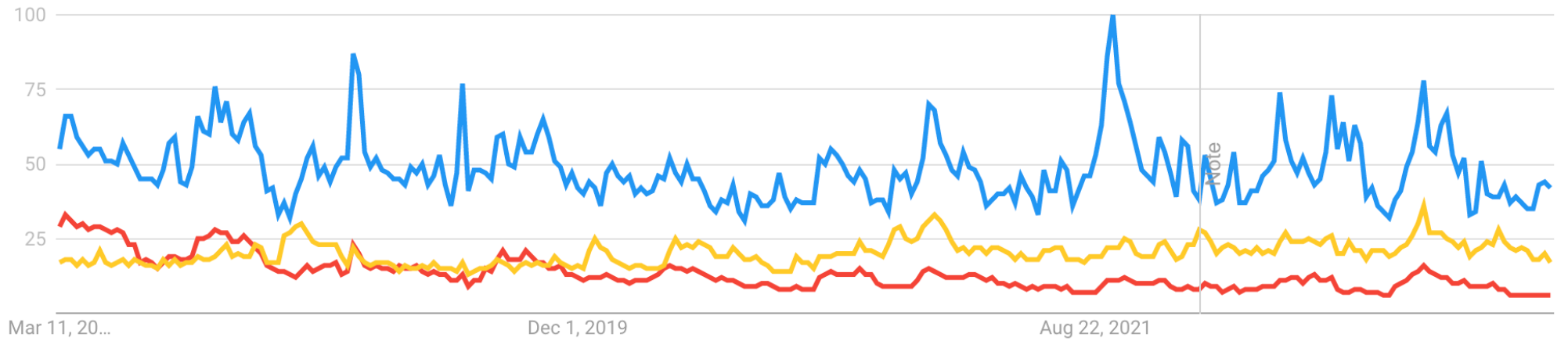
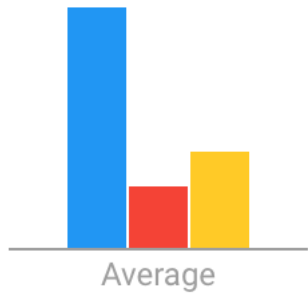


# 4od > All4 > Channel 4

● channel 4  
Search term

● 4od  
Search term

● All 4  
Search term





Channel 4 has the UK's biggest free streaming service, All 4, plus a network of 12 television channels.





Channel 4  
E4  
More4  
Film4  
4seven  
The Box Plus  
Network, including  
4Music.



1.2bn+  
programme  
views on All 4  
every year





● channel 4 iplayer  
Search term

+ Compare

United Kingdom ▼

2004 - present ▼

All categories ▼

Web Search ▼

Interest over time ?



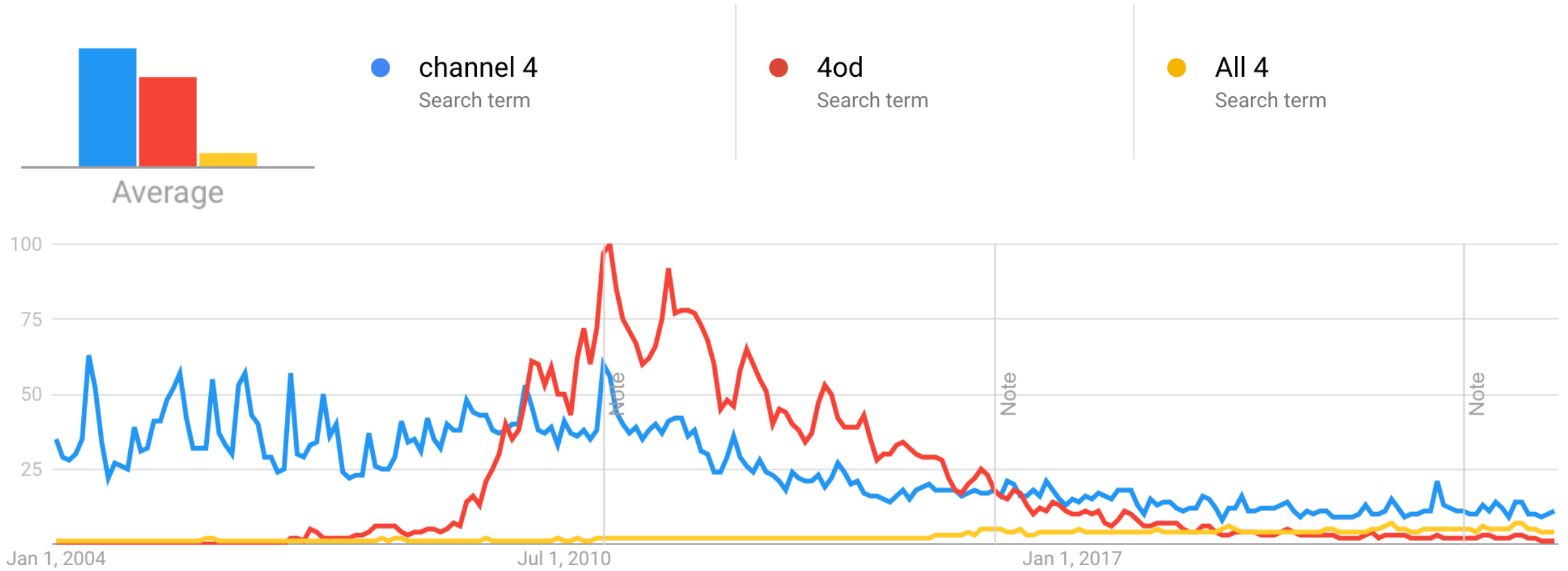








# 4od > All4 > Channel 4





# Three Families of Search Intent

A young woman with blonde hair, wearing a light pink school shirt and a green and yellow striped tie, is shown from the chest up. She has a thoughtful expression and is looking slightly to the right. Her right arm is raised, with her hand near the top of the frame. The background is a blurred indoor setting.

Informational

“I want to know something”



what time is england v italy on



All

Shopping

Images

News

Videos

More

Tools

About 488,000,000 results (0.54 seconds)

## Italy vs England

UEFA EURO Qualifiers · Thu, 23 Mar, 19:45



Italy


vs



England

Qualification round · Group C · Matchday 1 of 10

UEFA EURO Qualifiers · Qualification round ·  
Matchday 8 of 10

 England

 Italy

17 Oct 23  
19:45

All times are in United Kingdom Time

[Feedback](#)



Metro

<https://metro.co.uk> › Sport › Rugby Union

## What time is England vs Italy? Kick-off and TV channel for Six ...

12 Feb 2023 — England vs Italy will kick-off today (Sunday, February 12) at **3pm**. Italy Captain's Run before the Six Nations game with England. Italy have been ...



Wales Online

<https://www.walesonline.co.uk> › rugby › rugby-news

## What TV channel is England v Italy on today? Six Nations kick ...

12 Feb 2023 — England v Italy kicks off at **3pm** on Sunday, February 12, at Twickenham. What TV channel is England v Italy on? What about live streaming?



Radio Times

<https://www.radiotimes.com> › ... › Sport › Rugby Union

## England v Italy Six Nations 2023 | TV channel, kick-off time ...

7 Feb 2023 — England v Italy will kick off at **3pm**. There's a full slate of Six Nations games taking place this week, including Ireland v France. What TV ...

<https://www.radiotimes.com> › TV › Sport › Football

## Italy v England Nations League kick-off time, TV channel, news

22 Sept 2022 — Italy v England will kick off at **7:45pm**. There are plenty of other Nations League matches this week including Scotland v Republic of Ireland.



Mirror

<https://www.mirror.co.uk> › ... › England football team

## What channel is Italy vs England? Kick-off time, TV and live ...

23 Sept 2022 — Italy vs England will kick-off at **7:45pm (BST)** on Friday, September 23 at the San Siro, Milan. The last meeting between these two sides came in ...



Related queries 

Rising    

---

6 channel 4 pottery throwdown +700%

---

7 grand prix highlights channel 4 today +600%

---

8 f1 race highlights channel 4 +500%

---

9 great pottery throw down 2023 channel 4 +500%

---

10 what time is f1 highlights on channel 4 today +450%

---



## Top stories :

Daily Mail

Footage emerges of the night MAFS bride Melinda Willis left Beyoncé...



1 day ago

DS Digital Spy

Are Married at First Sight Australia's Bronte and Harrison together now?



1 day ago

Daily Record

Married at First Sight Australia: Channel 4 producers slammed for...



1 hour ago

T The Tab

Six months on from the chaos, here's what the MAFS UK 2022 cast have...



1 day ago

More news →

Transactional

“I want to do something”



watch the west wing



[All](#) [Videos](#) [News](#) [Images](#) [Shopping](#) [More](#) [Tools](#)

About 268,000,000 results (0.64 seconds)



## The West Wing

1999 · Drama · 7 seasons

Overview

Episodes

### Watch show

Available on

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All 4

Free of charge

[Watch](#)



Amazon Prime Vid...

Free of charge

[Watch](#)



Apple TV

£1.89

[Watch](#)



YouTube

From £1.99

[Watch](#)



Google Play Movi...

From £1.99

[Watch](#)



Channel 4

<https://www.channel4.com/programmes/the-west-...>

### [The West Wing | All 4 - Channel 4](#)

Acclaimed US political drama that takes a behind-the-scenes look at the inner workings of the White House under President Josiah Bartlet's administration.

[Episode 1](#) · [Episode 2](#) · [Series 1: Episode 5](#) · [Episode 7](#)



## Channel 4

4.0 ★★★★★ 7 reviews ⓘ

Media company

Temporarily closed



Directions



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phone



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82 King St, Manchester M2 4WQ



Temporarily closed ▾



channel4.com



# Navigational

# “I want to go somewhere”



EURO2024



UEFA  
EURO2024  
GERMANY

# SPORT

Home **Football** Cricket Formula 1 Rugby U Rugby L Tennis Golf Boxing Athletics

Scotland > Men's Scores & Fixtures | Women's Scores & Fixtures | Men's Table | Women's Table | Scottish Football

## Euro 2024 qualifiers: Scotland squad for matches with Cyprus & Spain

🕒 14 March 2023 | [Scotland](#) |



Zander Clark and Angus Gunn will be competing with Liam Kelly for the Scotland goalkeeper's jersey

# SPORT

Home **Football** Cricket Formula 1 Rugby U Rugby L Tennis Golf Boxing Athletics

Wales > Men's Scores & Fixtures Women's Scores & Fixtures Men's Table Women's Table Welsh Football

## Euro 2024 qualifiers: Aaron Ramsey named new Wales captain

🕒 14 March 2023 | [Wales](#) |



Aaron Ramsey has won 78 caps for Wales

## SPORT

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## Euro 2024 qualifiers: Gareth Southgate to name England squad for Italy and Ukraine games

🕒 15 March 2023 | [England](#)



Giacomo Raspadori scored the only goal for Italy in their 1-0 win over England in September



## Euro 2024 qualifiers: Aaron Ramsey named new Wales captain

Wales boss Rob Page has selected four uncapped players in his squad for the upcoming Euro 2024 qualifiers against Croatia and Latvia.

1 day ago

... BBC

## Euro 2024 qualifiers: Scotland squad for matches with Cyprus & Spain

Steve Clarke says he has been "a little bit loyal" with some of his selections in the squad for the opening Euro 2024 qualifiers as it will...

1 day ago

... BBC

## Brennan Johnson: Forward gives Wales injury worry as Euro 2024 qualifiers loom

Brennan Johnson and Ollie Cooper give Wales concerns before Tuesday's squad announcement for their Euro 2024 qualifiers but Aaron Ramsey...

3 days ago

... BBC

## Euro 2024 qualifiers: New Wales captain Aaron Ramsey wants to reach 100 caps

Wales boss Rob Page says Aaron Ramsey's desire to join Wales' 100-cap club has influenced his decision to continue his international career.

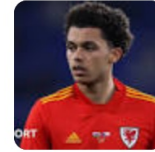
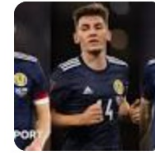
14 hours ago

... BBC

## Euro 2024 qualifiers: Leicester's Evans included in NI squad with Lafferty omitted

Northern Ireland boss Michael O'Neill includes Jonny Evans in the first squad of his second reign, despite the defender being out since...

1 week ago





Keyword	SERP Features	Performance		CPC	Volume ▾
		20 Feb	Diff		
1. england football <small>Football</small>		47	+5	0.33	550,000
2. england national football team <small>Football</small>			-	0.61	165,000
3. uefa nations league <small>Football</small>		50	+22	n/a	60,500
4. england football fixtures <small>Football</small>		16	+1	n/a	49,500
5. euro 2024 <small>Football</small>			-	n/a	40,500
6. euros 2024 <small>Football</small>			-	n/a	40,500
7. uefa <small>Football</small>			-	n/a	40,500
8. italy v england <small>Football</small>		19	-4	0.20	33,100
9. england football team <small>Football</small>			-	0.67	33,100
10. england v italy <small>Football</small>		19	-9	0.20	33,100



● **england football**  
Search term

+ Compare

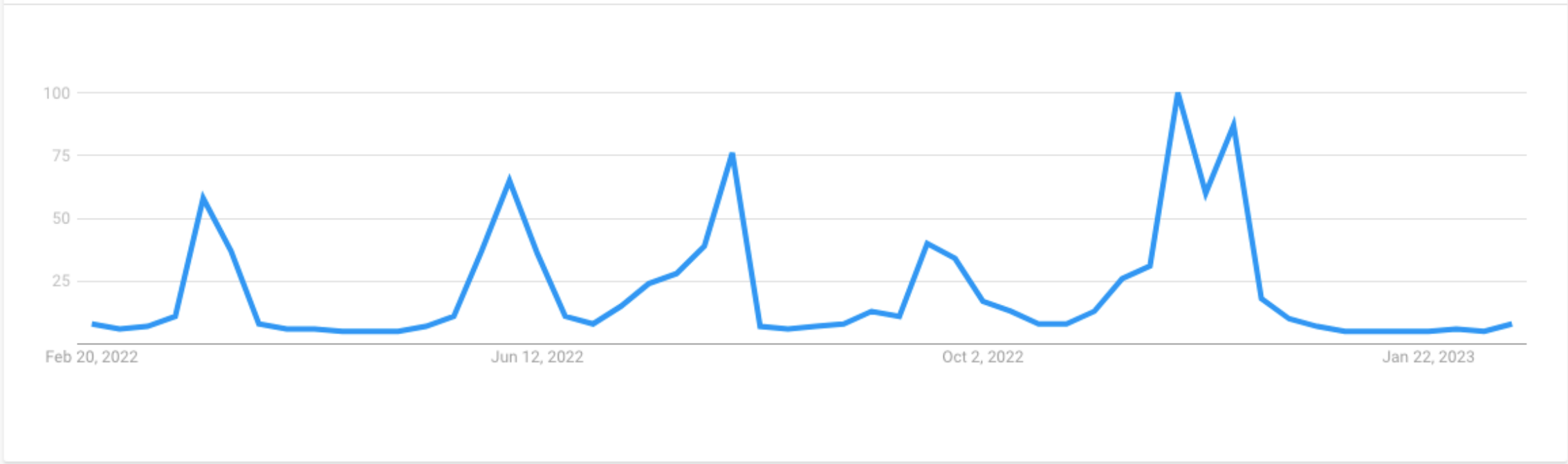
United Kingdom ▾

Past 12 months ▾

All categories ▾

Web Search ▾


Interest over time ?




[Home](#)[Sign in to My4](#)[Live TV](#)[Categories](#)[Box Sets](#)[Parental Controls: Off](#)[Search](#)

# England International Football

Channel 4 becomes the new home of the Three Lions as Gareth Southgate's side kick off the summer with four mouth-watering UEFA Nations League fixtures

 [Sign in to play](#)  
UEFA Nations League Highlights - En...

 [Go ad free](#)

   Sport



## UEFA Nations League Highlights - England v...

The best action from England's clash with Germany at Wembley Stadium in London

First shown: Mon 26 Sep 2022 | 48 mins





Home

My4

Live TV

Categories

Box Sets

Parental Controls: Off

Search

G

## Guidance

May contain flashing images.



Play

# England International Football

UEFA Nations League - Italy v England

Jules Breach is joined by Alessandro Del Piero at the San Siro in Milan as Gareth Southgate's side take on reigning European Champions Italy





channel4.com

<https://www.channel4.com> › now ⋮

## Watch Channel 4 live | All 4

Watch live streaming of our TV channels - Channel 4, E4, More4, Film4 and 4seven.

<https://www.channel4.com> › programmes › on-demand ⋮

## England International Football - Series 1: Episode 12 | All 4

The Three Lions are at the San Siro in Milan to take on reigning European Champions Italy.

**h2.all4-typography-heading2-medium.truncated**

540 x 32

# International Football

## UEFA Nations League - Italy v England

Jules Breach is joined by Alessandro Del Piero at the San Siro in Milan as Gareth Southgate's side take on reigning European Champions Italy



PRODUCER INFORMATION

New Commissioning  
briefs ▾

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E4

# England Football Internationals 2023/2024

## REQUEST FOR PROPOSALS

In April 2022 it was announced that Channel 4 had won the rights to England's European Qualifiers, Friendlies and UEFA Nations League matches. Since then results on the pitch haven't exactly gone to plan, but Channel 4 has still enjoyed some bumper viewing figures. We've set out to establish ourselves as custodians of the national team whilst introducing Channel 4's distinctive tone to the proceedings.

Whatever happens in Qatar, we'll be back for more in 2023 and 2024 – we're looking for a production partner to join us on that journey.



englandfootball.com/england/mens-senior-team/fixtures-results/2023/england-mens-italy-uefa-euro-qualifier-naples-thursday-23-march-2023



ENGLAND ▾

PLAY ▾

PARTICIPATE ▾

FIND FOOTBALL

NEWS

PREVIEW

LIVE

**Italy v England**

**UEFA European Qualifier**

**7.45pm GMT, Thursday 23 March 2023**

**Live on Channel 4**

**Diego Armando Maradona Stadium, Naples**



About 841,000,000 results (0.61 seconds)

## England vs Italy

Six Nations · 12 Feb

Full time



England

31

-

14



Italy

Game recap



Feedback

<https://www.six-nations-guide.co.uk> › [england-v-italy](#) ⋮

## England 31-14 Italy | Six Nations | 12 Feb 2023

12 Feb 2023 — **England v Italy** Match Reports ... England earned their first win of the Borthwick era with a 31-14 bonus-point victory over Italy at Twickenham. A ...



<https://www.skysports.com> › [rugby-union](#) › [news](#) › [eng...](#) ⋮

## England vs Italy Six Nations: Marcus Smith dropped, Owen ...

10 Feb 2023 — **England** host **Italy** in Round 2 of Six Nations on Sunday (3pm); Marcus Smith is dropped from side, with Owen Farrell moving to fly-half; centres ...

<https://www.standard.co.uk> › [Sport](#) › [Rugby Union](#) ⋮

## England 31-14 Italy LIVE! Six Nations 2023 result, match ...

12 Feb 2023 — **E. ngland vs Italy** LIVE! The Six Nations continued at Twickenham this afternoon as Steve Borthwick got his first win in the final match of an ...



<https://www.telegraph.co.uk> › [rugby-union](#) › [2023/02/12](#) ⋮

## England v Italy result: First Six Nations win of Steve ...

12 Feb 2023 — And yes, it was only **Italy** (that is now 30 wins in a row for **England** **against** the Azzurri, who despite pre-match predictions that they might ...



<https://www.theguardian.com> › [sport](#) › [live](#) › [feb](#) › [engl...](#) ⋮

## England 31-14 Italy: Six Nations – as it happened

12 Feb 2023 — A very **England vs Italy** game this. The home side physically and organisationally dominant and grinding out scores through the most basic ...





italy v england



All Images News Maps Videos More Tools

About 1,310,000,000 results (0.44 seconds)

England vs Italy			
England Italy		<b>Cancelled</b> 27 Mar 20	UEFA EURO · Final Italy 1 (3) England 1 (2) FT (P) 11 Jul 21 
Nations League · Matchday 3 of 6 England 0 Italy 0		FT 11 Jun 22	Nations League · Matchday 5 of 6 Italy 1 England 0 FT 23 Sept 22 
UEFA EURO Qualifiers · Qualification round · Matchday 1 of 10 Italy England		23 Mar 19:45	UEFA EURO Qualifiers · Qualification round · Matchday 8 of 10 England Italy 17 Oct 23 19:45
All times are in United Kingdom Time			<a href="#">Feedback</a>



Keyword	SERP Features	SERP Features		CPC	Volume ▼
		20 Feb	Diff		
1. england football Football		47	+5	0.33	550,000
2. england national football team Football			-	0.61	165,000
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6. euros 2024 Football			-	n/a	40,500
7. uefa Football			-	n/a	40,500
8. italy v england Football		19	-4	0.20	33,100
9. england football team Football			-	0.67	33,100
10. england v italy Football		19	-9	0.20	33,100



## Alert triggered for [3 keywords](#)

Rule: Enters the top 10

Domain: channel4.com

[View alerts](#)

Keyword	Pos. on Mar 22	Diff.	Volume
<a href="#">hollyoaks cast</a>	8	↑51	33 100
<a href="#">england v italy</a>	7	↑6	33 100
<a href="#">documentary</a>	6	↑5	22 200



# SEO for TV Challenges



4  
Apple TV

HBO Max

PBS

prime video

Peacock

C

hulu

NETFLIX

Disney+



Paramount+



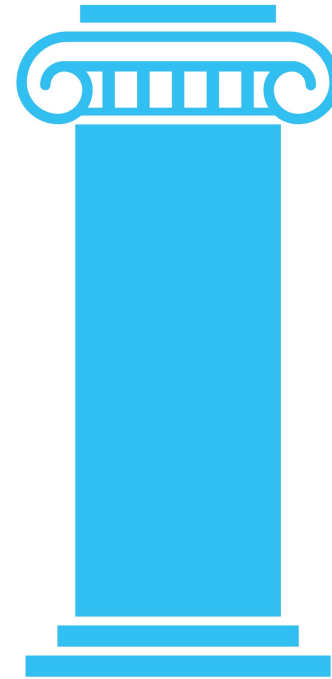
# Three Pillars



**Technical SEO**



**Content**



**Off-Page**



Media Actions Watch Now  
Button is not available for Live  
Streams

“Traditional” rankings and Video  
widget essential for live traffic



Search: derry girls

All Images News Videos Maps Shopping

### Derry Girls

2018 · Teen sitcom · 3 seasons

Overview Cast Episode guide Watchlist

Keep track of what you want to watch

Watch now  Already watched  Want to watch

Free of charge

All watch options

8.5/10 [IMDb](#) | 99% [Rotten Tomatoes](#)



## Trailers & clips >

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### The Inbetweeners Series 3 Episode 2 - The Gig And The ...

Dailymotion · gabrielaharrison1326  
10 Jul 2018

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### The Inbetweeners | Season 3 Episode 2

Sky  
20 Dec 2017

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### The Inbetweeners\_ Season 3, Episode 2 The Gig and the ...

Dailymotion · After Work Reactions  
14 Dec 2020

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### Americans React | THE INBETWEENERS | The Gig And The ...

YouTube · King Boomer  
19 Oct 2022

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[View all →](#)

## Videos



Watch Sky News live

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Channels Television Live

YouTube · Channels Television



Rakuten TV

Rakuten TV



4

Required properties for  
VideoObject schema:

description

name

thumbnailURL

uploadDate

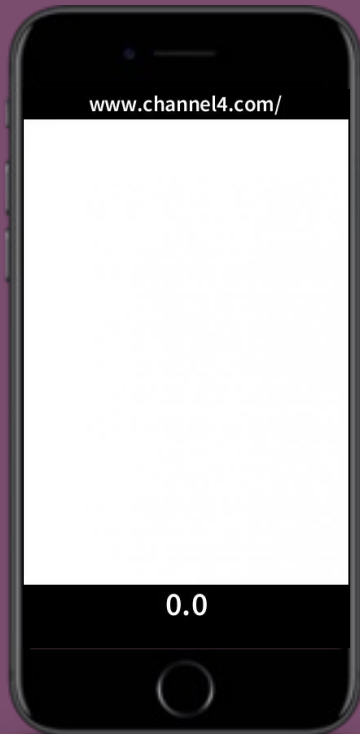


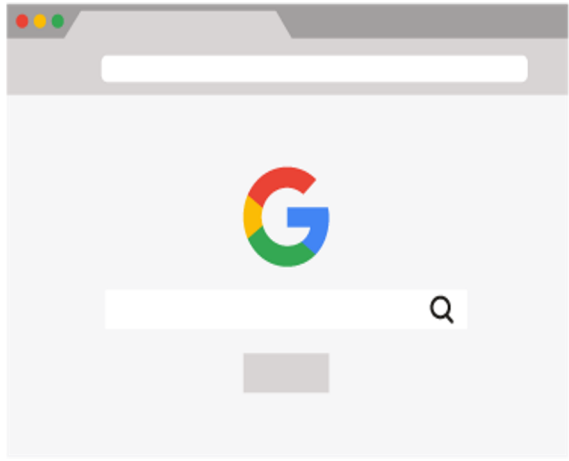
<https://schema.org/VideoObject>



<https://developers.google.com/search/docs/appearance/structured-data/video>

# UX Countdown









suspect channel 4



[All](#) [News](#) [Videos](#) [Images](#) [Shopping](#) [More](#) [Tools](#)

About 127,000,000 results (0.68 seconds)

Search performance for this query  
 <https://www.channel4.com/>

Last 7 days ▾

Clicks <b>18</b> +157%	Impressions <b>3.81K</b> +354%	Avg. Position <b>3.9</b> -5.1
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[New: Search Console insights for this site](#)

Visible only to you

[Feedback](#)

Top stories



Suspect cast: Who stars in Channel 4 drama?...

6 hours ago







suspect channel 4

All News Videos Images Shopping More Tools

About 145,000,000 results (0.36 seconds)

Search performance for this query  
https://www.channel4.com/

Last 28 days

Clicks 35.1K +184684%	Impressions 135K +6559%	Avg. Position 2.1 -4.3
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New: Search Console insights for this site

Visible only to you

Feedback

https://www.channel4.com › programmes › suspect

## Suspect - All 4 - Channel 4

Psychological drama starring James Nesbitt, Joely Richardson, Ben Miller and Richard E. Grant.

A veteran detective sets out on an agonising mission to ...

[Episode 1](#) · [Episode 2](#) · [Episode 5](#) · [Episode 3](#)

# Takeaways

Technical work is the  
bedrock of SEO



A promotional image for the TV show 'The IT Crowd'. Five main characters are shown from the chest up, wearing bright yellow raincoats and matching bucket hats. They are standing in a heavy rain, with water droplets visible in the air. The background is a dark blue, textured surface. The characters have various expressions of concern and discomfort. In the bottom left corner, a small white dome-shaped object is partially visible.

Consider the intent lifecycles  
of your keywords



*Cinearts*