Beat: Technology

Press for for pay per click advertising

Ads, above headlines

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USPA NEWS - As journalists, we try to keep ourselves as informed as possible, and we tend to go to traditional and so far credible media, to gather data and information, but since the Holywood industry with its corporate ties took over most of our media foundations, everything seems to have become information in order to be sold.

Warnes Bros. took over CNN, Paramount Studios, took over CBS, Universal + Xfinity Parks and Corporates, took over NBC, and finally, we have Fox, owned by Fox Corporation. All the news outlets seem to be living also under Google.com Ads pension, and not only do these news outlets explicitly show the circumstances, but the old Washington Post under Jeff Bezos and the old NY Times under God knows whom, they literately put themselves under pay per click ads.

An Ad above a brand, above the name, above the foundations, all for cents. These people are getting down to cheap. When visiting their website, because they all live under Google Ads royalties, the NY Times as an example, put even the menu under the ads. These ads are running 24/7 for days and weeks, and the first thing you see when you visit THe NY Times website is an AD using half of a page.

The ads use almost half a page of the website. I feel like I am reading the NY Times, in the paper, we have half of the first page, an AD, but instead of seeing breaking news, we are seeing breaking buying offers.

I remember how clever Brazilian media was when the government was censuring news. They would put a cake recipe, on newspaper cover pages, so if you see a cake recipe on the cover page, you know something was being censored. People wanted to talk, and the news wasn't being sold as much because people could not understand what was going on, or they did not want to buy a cake recipe on the news. I notice here that, if something is being censored, instead of resistance like in Brazil, they sell themselves to ads.

The logic, in Brazil, when publishing a cake recipe, they were not making money. Here if you make an AD, or do a drink sports review, you get money, and since the writers are getting money, why stop and don't tell the truth? Because it is not worth it. The American Popular Censorship is more profitable.

In 2023 Google made a partnership with The New York Times, where Google R$100 million, to have the right to use New York Times content.

Well done, Google!

Going back to the Ads world, according to Google, also called retargeting, google remarketing is the technology that enables Google Ads to follow potential customers as they move across the internet.

When users visit a website, like The New York Times, a small snippet of code (remarketing code) on the website you are visiting will appear with ads related to your last search. Now those ADS searches will appear on your favorite websites.

When trying to Google something negative about Google services... The first organic results already told me what I was looking for but through manipulation of results and meaning. I lost interest in looking for something negative because I noticed the frame results at the beginning, through organic results.

The shame is not only for the American Press but for Google as well. It’s a new scheme to cover up negative content towards someone, or itself using SEO and framing the search results, it’s getting worse and more explicit.

“SEO means Search Engine Optimization and is the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable, more relevant and popular towards user search queries, and as a consequence, search engines rank them better.””

I have knowledge of web design and SEO. As many politicians also have a website themselves, and with such tools they are able to quickly cover up scandals and societal interests using Google and search mechanisms to persuade and many times manipulate facts through organic search, using both, fake and factual news.

"Google doesn't accept payment to rank a website higher or rank websites higher if they advertise on Google. If anyone tells you otherwise, they're wrong."

Despite Google not offering SEO services, they offered Google ADS, which brings you to the top of the list. For the organic results, there are plenty of companies that can do that for you, and you can easily find one, and guess where? On Google.

How much does SEO cost in 2023?
Type Cost per month
Cheap SEO $500 to $3,000
Mid-range SEO $3,000 to $15,000
High-end SEO $15,000-$30,000
Enterprise SEO $30,000-1 Million

Another example:

I was trying to find an ad for a proposition that goes against the governor of California, Gavin Newsom, and even makes fun of him, saying that he is sending Californian’s money to other states.

The political SEO framing became so ridiculous that people are not able to have access and information to things that go against the governor of California, Gavin Newsom.

When looking for Gavin Newson's Sexual Harassment,

The first result is a law, that Governor Newsom created in regard to sexual assault and sexual harassment. But we're are not looking for that, we looking if Gavin Newson has any sexual harassment scandal. Going down in the results, we finally are able to see his past scandals, attaching his persona.

"What happened to Gavin Newsom and Kimberly Guilfoyle?"

"Their divorce was final on February 28, 2006. It later emerged that Newsom, then 39, was having an affair with Ruby Rippey-Tourk, the wife of his then-campaign manager and former deputy chief of staff, Alex Tourk. It is unclear if Guilfoyle knew about the affair before the scandal broke in 2007"

Also when looking for something negative, against the .gov the results are all in favor of the .gov.,

SEO is basically the result of combining keywords that give this keyword a better position when in search engines like Google, Bing, Instagram, LinkedIn, and X’s former Twitter.

The Google corrector here completely changed the meaning of what I was looking for, and again favored the .gov people. You look for something against the government, but they just give you government page content

Lastly, framing news and angles is something being discussed not only in this report but in other communications studies already published in books, articles, and online platforms as well. What has not been discussed is the growing framing of SEO, which is based on online search. The framing work basically on the answer worked upon the determined keyword search.

The results are always in favor of the government.

So, for example, when searching on Google about the difference in age between Joe Biden and Donald Trump, the first organic result gave me a headline more favorable to Donald Trump than the other candidate Joe Biden, even followed more content related to Joe Biden than Donald Trump. I don't read anything about Donald Trump at all.

At that moment, when I wanted to learn about the difference in age between the candidates, I was framed by the results that manipulated me to think Trump was more capable of the job, and as I mentioned before he is not.

The content was very delicate, and I was able to analyze the not only as a journalist but as a communicator in general. I notice the frame, however others that might be undecided, and they don't have the same background I have, might be manipulated too favorably by Trump's results.

In short, SEO is a crucial strategy for politics, it makes them more visible and helps them manipulate voters, and when manipulating results and data, is perfect to wear at public fundraising events, collecting funds, from, for, and to the people which they care so much.

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