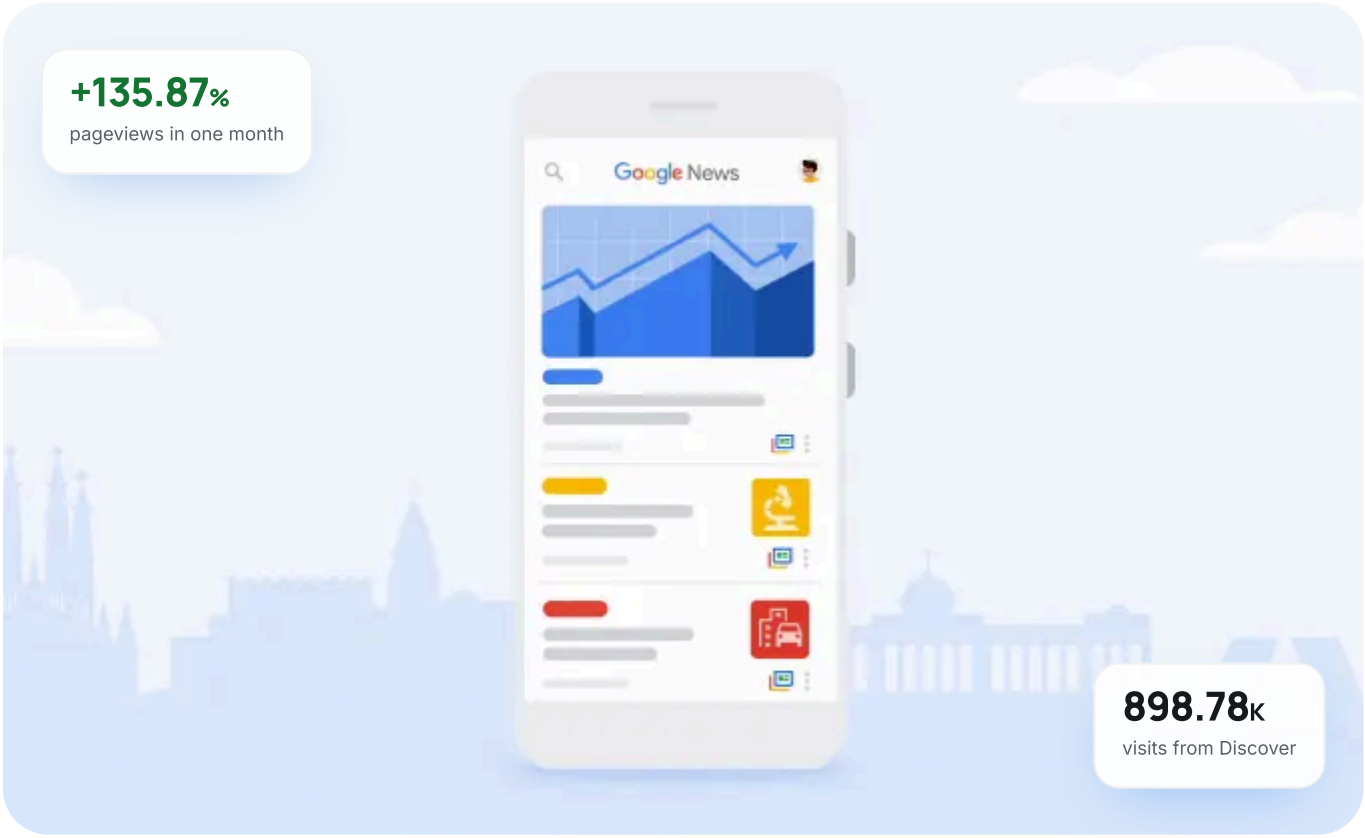
IG CRM AI

PARTNERSHIP PROPOSAL · GOOGLE DISCOVER · GOOGLE NEWS

Millions of readers from Google Discover on your site. At zero cost.

We build and run a new topical section inside your publication. We write, publish and take the content to Discover and Google News. The traffic stays on your domain, and your ads monetize every visit.

$0 per month for the publisher | Tailored revenue share | Authors with Knowledge Graph



RESULTS FROM A CURRENT CLIENT · AUGUST 2026

What our writers generated in a single month

+135.87%
pageviews versus the section's historical average

1.62M
pageviews in the month

1.32M
unique users in the month

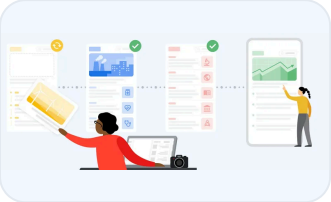
898.78K
visits from Google Discover

Source: Marfeel, filtered to articles bylined by our editorial team only.

HOW IT WORKS

You give us the space. We do the rest.

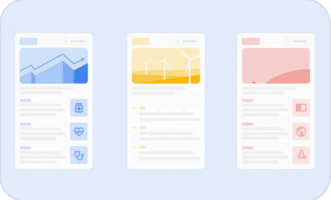
Five steps, one team. Your newsroom keeps working exactly as it does today.



01

Analysis

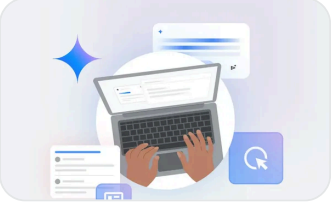
We study your site and pick topics with demand on Discover that attract audiences different from the ones you already have.



02

New section

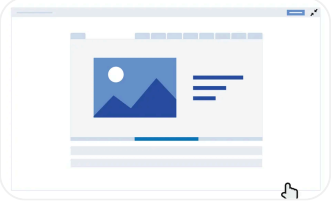
We create a dedicated category for these verticals, kept separate from your main editorial line.



03

Writing

Our writers, all Discover specialists, write and publish articles directly in your CMS.



04

Distribution

We optimize headlines, large images and timing for Discover, Google News and organic search.



05

Monetization

You monetize the visits with your usual ads. We monetize the section's commercial vertical, or we agree on another model together.

WHAT THE PUBLISHER DOES

Almost nothing

- Create author accounts for our team in your CMS
- Open a category for the new verticals
- Give us read-only access to Search Console so we can track results

WHAT OUR TEAM DOES

Everything to do with content

- Research and choose the topics
- Write the articles, in several languages if needed
- Publish and optimize for Discover and SEO
- Monetize the vertical
- Send regular performance reports

SERVICES

Everything you need to grow on Google, in one partnership

From the first idea to monetization, we handle every stage. You decide how far to go.

A managed Discover section

We open a dedicated category on your site and keep it fed with articles built for Discover, bylined by our authors.

Google News distribution

Headlines, images, publishing times and structured data tuned for Discover, Google News and organic search.

Authors with authority

Every one of our writers is an entity Google recognizes, with their own Knowledge Graph: a strong E-E-A-T signal for your articles.

Multilingual content

We write in several languages to put your publication in front of new audiences and new markets.

Flexible monetization

Zero cost, revenue share, CPA, monthly fee or a hybrid formula: together we work out the right model for your site.

Transparent monthly reports

Numbers from Search Console and your analytics tool, every month, with no spin.

SEPARATE SERVICE

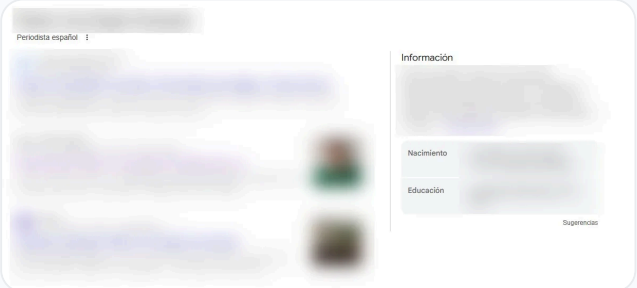
Knowledge Graph for your newsroom

A separate service: we give your own journalists an entity on Google too, strengthening the authority of the whole site.

AUTHOR AUTHORITY

Authors Google recognizes

All our writers are entities on Google, each with their own Knowledge Graph. Google identifies them as experienced authors, an important signal for Discover and for E-E-A-T. The articles they byline on your site benefit from that authority.

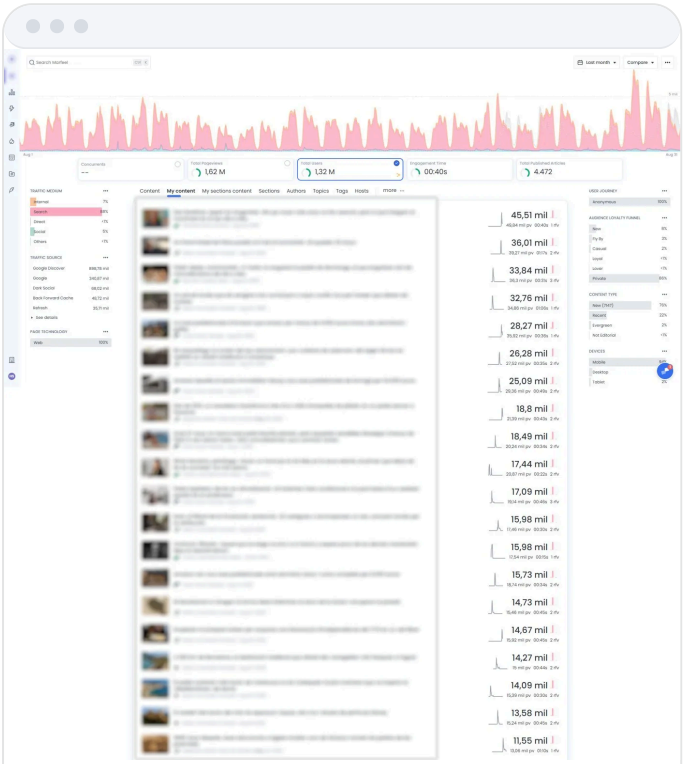


A real example of the Knowledge Graph panel of one of our authors. Every one of our writers has their own. Details blurred for privacy.

REAL DATA · AUGUST 2026

One month of work at a partner publication

August 2026 figures, counting only the articles written by our team at a partner publication. Headlines are blurred for confidentiality.



Marfeel dashboard, 1–31 August 2026. Each article in the list brought between 11K and 45K users.

Where the traffic came from

Google Discover	898.78K
Google Search	340.87K
Dark social	68.02K
Back/forward cache	48.72K
Refresh	35.71K

88%
Traffic from search

94%
Visits from mobile

76%
New content

00:40
Engagement time

Total pageviews versus the historical average

+135.87%

Last month	1.62M
Max	1.36M
Average	686.65K
Min	258.03K

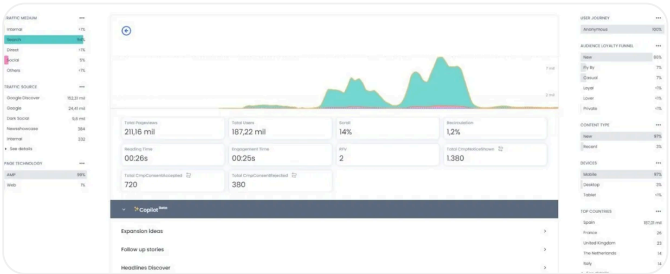
August beat the previous record (1.36M) and closed 135.87% above the average (686.65K).

SINGLE ARTICLES · MARFEEL

A single article can bring more than 150K users



170.35K pageviews and 161.39K users. 124.15K visits came from Discover, with a reading time of 1 min 08 s.



211.16K pageviews and 187.22K users. 152.31K visits came from Discover, 97% of them on mobile.

SUCCESS STORIES · GOOGLE SEARCH CONSOLE

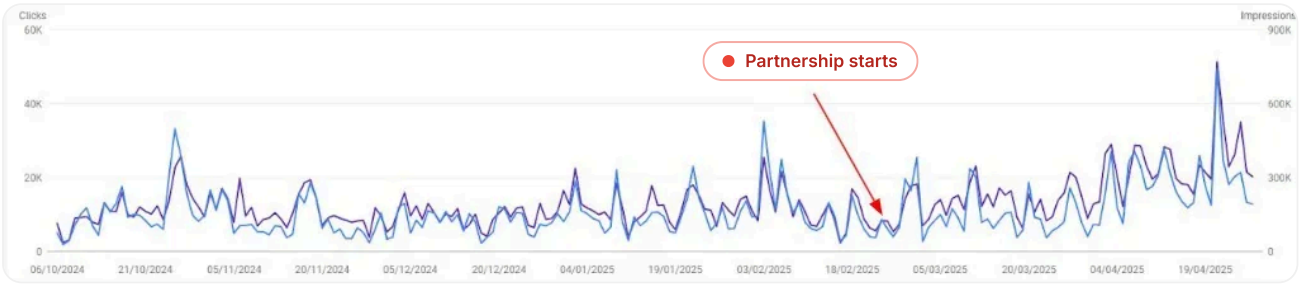
What happens when we start working together

Search Console Discover reports from two partner publications. The arrow marks the day our team started publishing.

Publication A

From about 10K to peaks of 50K clicks a day

2.25M	40.6M	5.5%
Clicks (12 months)	Impressions	Average CTR

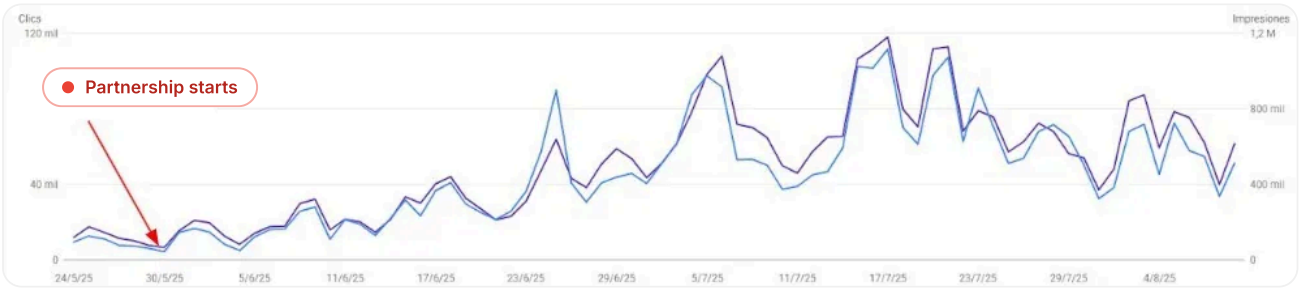


Partnership started in late February 2025. In April the site hit its highest click peak of the year.

Publication B

More than 100K clicks a day within seven weeks

3.51M	38.8M	9%
Clicks (period)	Impressions	Average CTR



Partnership started on 30 May 2025. By mid-July, Discover had passed 100K daily clicks.

WHAT THE PUBLISHER GAINS

Growth without expanding your newsroom

More unique users

New audiences, complementary to the ones you already have, arriving every month.

More presence on Google

Your domain builds a track record on Discover and in search, which also lifts your own content.

More ad revenue

Every visit generated by our articles shows your site's ads.

Zero cost

No fees, no extra writers, no technical work. A ready-made strategy.

PARTNERSHIP MODELS

The right model for your site. Your cost stays at zero.

Every partnership starts from the same principle: the publisher pays nothing. Then we review your site and propose the incentive that best fits its volume, audience and market.

STARTING POINT

Vertical partnership

$0 /month

We run the new section and take care of its commercial monetization. The site's traffic and advertising stay yours.

- No fees, no extra writers
- No technical work
- 100% of your site's advertising stays yours

REVENUE SHARE

Earn on the traffic we bring

Variable share

Lower volume — Your share rises with volume and quality — **High volume**

You receive a share of the advertising revenue generated by the traffic we bring. The percentage depends on your site's volume, audience and market, and grows with results.

CPA

Per acquisition

A payment for every qualified acquisition generated by the section, with shared, verifiable metrics.

MONTHLY FEE

Fixed amount

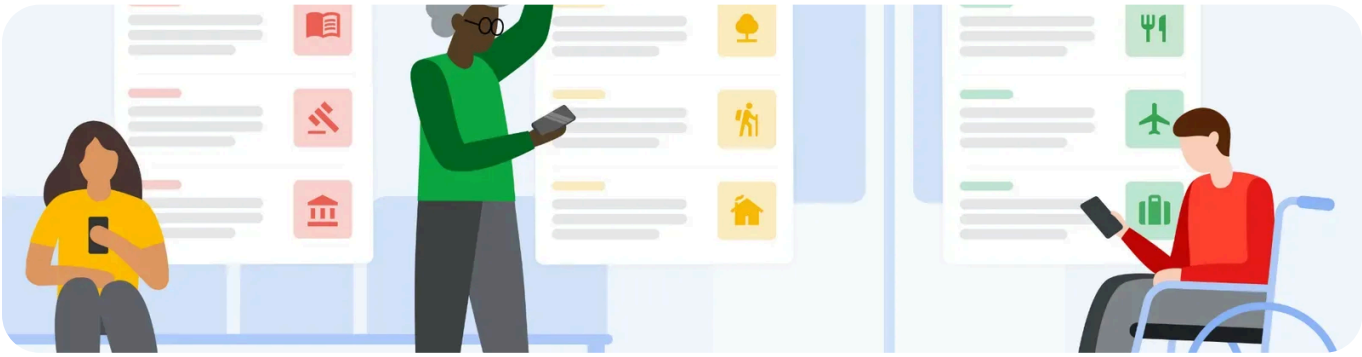
An agreed monthly payment for the editorial space, with predictable income. Available for sites with the right volume and audience.

HYBRID

Tailor-made

We combine a fixed fee, revenue share and CPA in the mix that works best for your publication.

Not every model is available for every site: fixed fees and revenue share are set case by case, after reviewing volume, audience, market and type of section.



SEPARATE SERVICE · KNOWLEDGE GRAPH

Your journalists can become entities on Google too

On top of the partnership, we offer a service dedicated to your newsroom: we give your publication's journalists and editors their own entity on Google and their Knowledge Graph panel, just like our authors.

- Google recognizes your bylines as expert authors
- You strengthen the E-E-A-T signals of the whole publication
- Your content gains visibility on Discover, News and Search

IN PLAIN WORDS

Three ideas to understand the service

01

Entity

To Google, an entity is a person, organization or place it recognizes without ambiguity: it knows who they are, what they do and which content they're connected to.

02

Knowledge Graph

The vast knowledge base where Google links entities to each other: journalists, publications, topics, articles, awards.

03

Knowledge panel

The box that appears in the results when someone searches for an entity. For a journalist, it's the visible sign that Google knows who they are.

Before and after

Without an entity

- To Google, the byline is just a name on a page
- Namesakes and scattered profiles create confusion
- No panel in the search results
- Weak or inconsistent authority signals

With an entity

- Google knows who the journalist is and what they cover
- The byline is linked to the publication and its topics
- A Knowledge Graph panel in the results
- Clear, consistent E-E-A-T signals on every article

Transparency first

Google decides whether to recognize an entity, and nobody can guarantee it. We work methodically on the signals Google uses and tell you clearly, from the audit onwards, what to expect for each byline.

WHY IT MATTERS

Google looks not only at what you write, but at who writes it

E-E-A-T

Experience, expertise, authoritativeness and trustworthiness sit at the heart of Google's quality guidelines. A recognizable author makes those signals clear and verifiable.

Discover and Google News

Both channels give room to transparent, trustworthy sources. Clearly identified bylines help your articles stand out in the feeds.

Every article benefits

An author's authority travels with everything they byline: new pieces and the publication's archive alike.

Value that lasts

The entity stays tied to the journalist and the publication. It isn't a campaign that ends: it's an asset that grows stronger over time.

METHOD

How we work, step by step

01 **Byline audit**
We analyze author pages, bylines and each journalist's online presence. We set priorities and realistic timelines, byline by byline.

02 **Unique identity**
For each byline we build a consistent identity: name, role, bio, areas of expertise, photo and official profiles.

03 **Author pages and structured data**
We optimize the publication's author pages with Person markup and sameAs links, so Google ties every article to the right person.

04 **Authority signals**
We consolidate each byline's presence across reliable, consistent sources, so Google finds independent confirmation.

05 **Monitoring and reports**
We track how each entity is recognized and when the panel appears, with regular reports and clear next steps.

WHAT YOU GET

Concrete, measurable work

- An initial audit of every selected byline
- An action plan for each author, with priorities
- Optimized author pages and markup ready to publish
- Regular reports on the status of each entity
- Guidelines to keep bylines and profiles consistent

WHO IT'S FOR

For newsrooms that want to make the most of their bylines

- Publications with an in-house newsroom and regular bylines
- Editors-in-chief who want to strengthen the publication's credibility
- Newsrooms betting on Discover and Google News
- Media groups with several titles and many authors

SEPARATE SERVICE

Tailor-made quote

The cost depends on the number of bylines and where each one starts from. We define it after a first email exchange, with no commitment.

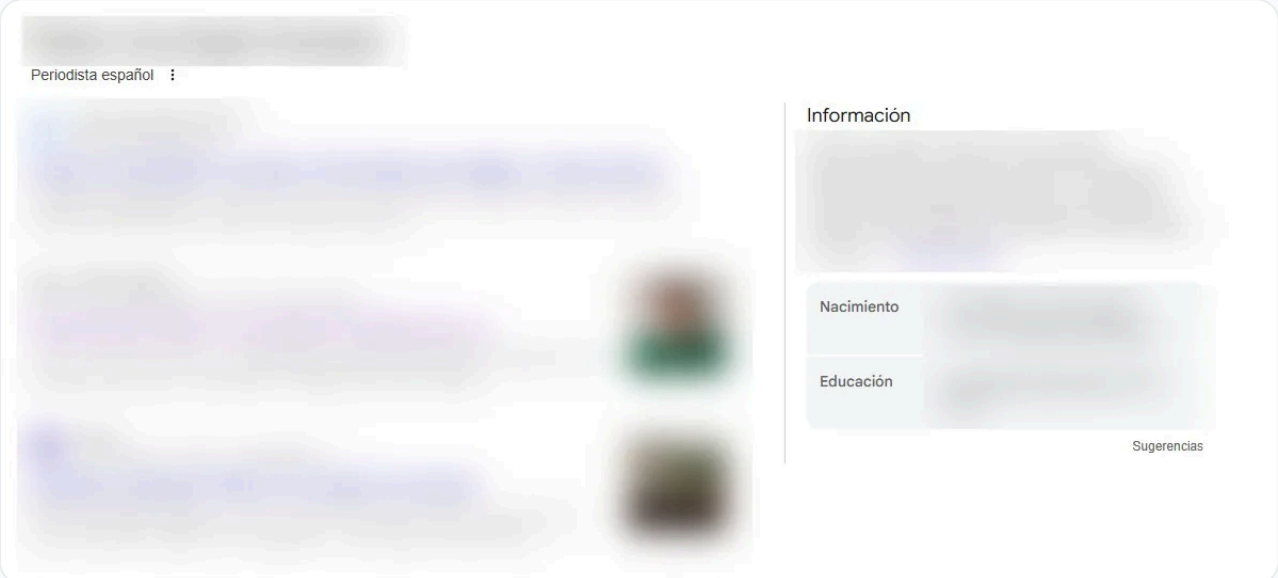
Pairs perfectly with the Discover partnership

Our authors already have their entity. With this service your journalists get theirs too, and the whole publication presents itself to Google with authoritative bylines.

A REAL EXAMPLE

The same result we build for your bylines

This is the knowledge panel of one of our authors, blurred for privacy. Every one of our writers has one, and with this service we bring it to your publication's journalists too.



A real example of the Knowledge Graph panel of one of our authors. Every one of our writers has their own. Details blurred for privacy.

FREQUENTLY ASKED QUESTIONS

Common questions

Who bylines the articles?

Our writers, each with a dedicated author profile on your site. They are all entities on Google with their own Knowledge Graph. The content stays clearly identified and separate from your newsroom's work.

What kind of sections do you create?

Topics with high demand on Discover that complement your audience. We don't work with fixed categories: we choose the subjects together before starting, in line with your editorial standards and the rules of your market.

Does it change the publication's editorial line?

No. The content goes into a dedicated category and does not replace your newsroom's coverage.

Do we need a technical team?

No. You only need to create the CMS users and the category. We sort out the technical details together once you decide to go ahead.

How do revenue share, CPA and the monthly fee work?

It always starts at zero cost for the publisher. With revenue share you receive a share of the advertising revenue generated by our traffic; the percentage depends on your site's volume, audience and market. Alternatively we can look at a payment per acquisition (CPA), a fixed monthly fee or a hybrid formula. Not every model is available for every site: we define it after a review.

Is the Knowledge Graph service included?

It is a separate, optional service designed for your publication's journalists. The quote is tailor-made and we define it after a first email exchange.

How do you measure results?

Through read-only access to Search Console and your analytics tool. Every month you receive a report with the section's numbers.

Do you work in English?

Yes. Our team produces content in several languages, including English.

SEPARATE SERVICE · KNOWLEDGE GRAPH

Questions about the service

How long does it take?

It depends on each journalist's online history. In the initial audit we give realistic timelines, byline by byline.

Does the journalist need to be famous?

No. They need real, verifiable journalistic work. Our job is to make it clear and recognizable to Google.

What does the newsroom need to do?

Very little: share basic information about each byline and give us access to the author pages. We take care of the rest.

Do you guarantee the Knowledge Graph panel?

No, and be wary of anyone who does: the decision belongs to Google. We guarantee a rigorous method, transparency at every step and clear reports.

How many bylines can it cover?

From a single journalist to the whole newsroom. In the audit we help you choose where to start.

NEXT STEPS

How to get started

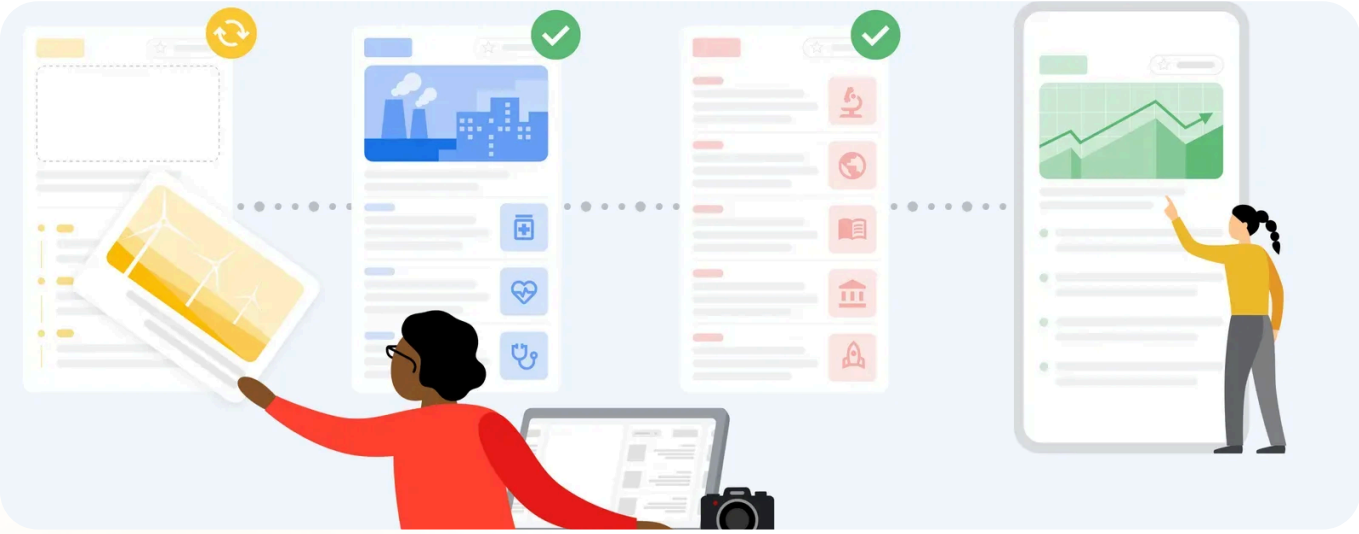
1. A first email exchange to get to know your site and your audience.
2. A proposal for topics and the new section, with no commitment.
3. Author accounts are created and publishing begins.
4. A monthly report with results from Search Console and your analytics.

Ready to start?

Write to us with the name of your publication: we'll review your site and propose the model that fits it best.

account@igcrm.ai

igcrm.ai/en/



COMPANY DETAILS

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Anonymized Search Console and Marfeel data from partner publications. Past results do not guarantee future results.

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