Unlock your content creation potential

blastingnews

What is Blasting News?

Blasting News is a global tech company that pioneered social journalism in Europe. It was founded in 2013 to report trustworthy news created by an independent, open and vibrant community of contributors, ranging from professional journalists to passionate writers.

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Independent.
Democratic.
Accurate.

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Our numbers

In 10 years Blasting News has developed an international network of high-quality content creators and influencers managed by a team of marketing experts, journalists and editors.

5
Languages

2,000
Freelance writers and editors

1,2M
Registered users

4M
Monthly unique readers

30M
Monthly page viewed

10,000
Monthly original news and video

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We are *meritocratic*

Blasting News' compensation system rewards quality, measured in terms of the engaged readership each news article gets, and in terms of subscriber interest.

This innovative system has allowed us to give to our contributors around €30M as cash compensation since the company was founded.

The compensation scheme is fully disclosed. Our revenue comes from advertisements sold on article pages and in the near future from subscriptions and partnerships.

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Our editorial process

The quality of the news is guaranteed both by human curation and proprietary algorithms. Curation is done before the publication of any news content.

A team of more that 100 editors and 10 content managers corrects, reviews and publishes our articles and videos.

Our algorithms play a role both before the news is published and after publication (deciding which news articles to promote and which to keep live without promotion).

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Our editorial workflow

As an open platform and a tech startup, we adhere to processes, rules, and policies meticulously. We are obsessed with details because we understand the significant impact that every decision or error can have.

We rely on over 100 documents and a set of rules established in the last decade to create a smooth and effective workflow from the inception of an article to its publication, including any necessary corrections.

We conduct a monthly review and update process for all our documents.

We have developed a proprietary CMS to produce, edit, publish, and share every single piece of content.

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Examples of *handbooks and policies*

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# The process: from the idea to the social media

The heart of our workflow lies in our CMS and our proprietary algorithm, capable of optimizing SEO performance and conducting fact-checking.

▪ Using our algorithm, our community managers daily review and distribute a series of topics and ideas to our authors.

▪ Our writers, whom we refer to as "blasters," craft articles using the internal text editor of the platform. We require reliable and fresh sources, not older than three days.

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- Each article undergoes automatic SEO standard checks.

- The blaster submits the article for editing, where it appears in a list reviewed by our editors for the first edit. Editors have two options:

   1. They can send it back to the blaster with a comment for revisions.

   2. They can approve the article and forward it to the content manager of the respective country.

- If the article is sent back, the blaster can make corrections and resubmit it. After the third submission, the editor can only choose to publish or discard the article.

- Once approved, the article undergoes a final check in the control room by our content managers, who are integral members of our internal newsroom. Only after this final check is completed do we publish the article on our website and social media platforms.

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- Following the completion of the editorial process, another significant aspect of our workflow comes into play: our internal platform called BX. Here, our micro influencers, also known as social blasters, have the opportunity to decide whether they want to share the article and on which platforms.

- If they choose to share the articles on social media, they are eligible to share potential revenues with the author.

- Additionally, after this entire process, we implement a randomized check to identify any errors that may have been overlooked. We have a rigorous corrections policy in place to address any issues that arise promptly and efficiently.

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Fact checking
control room
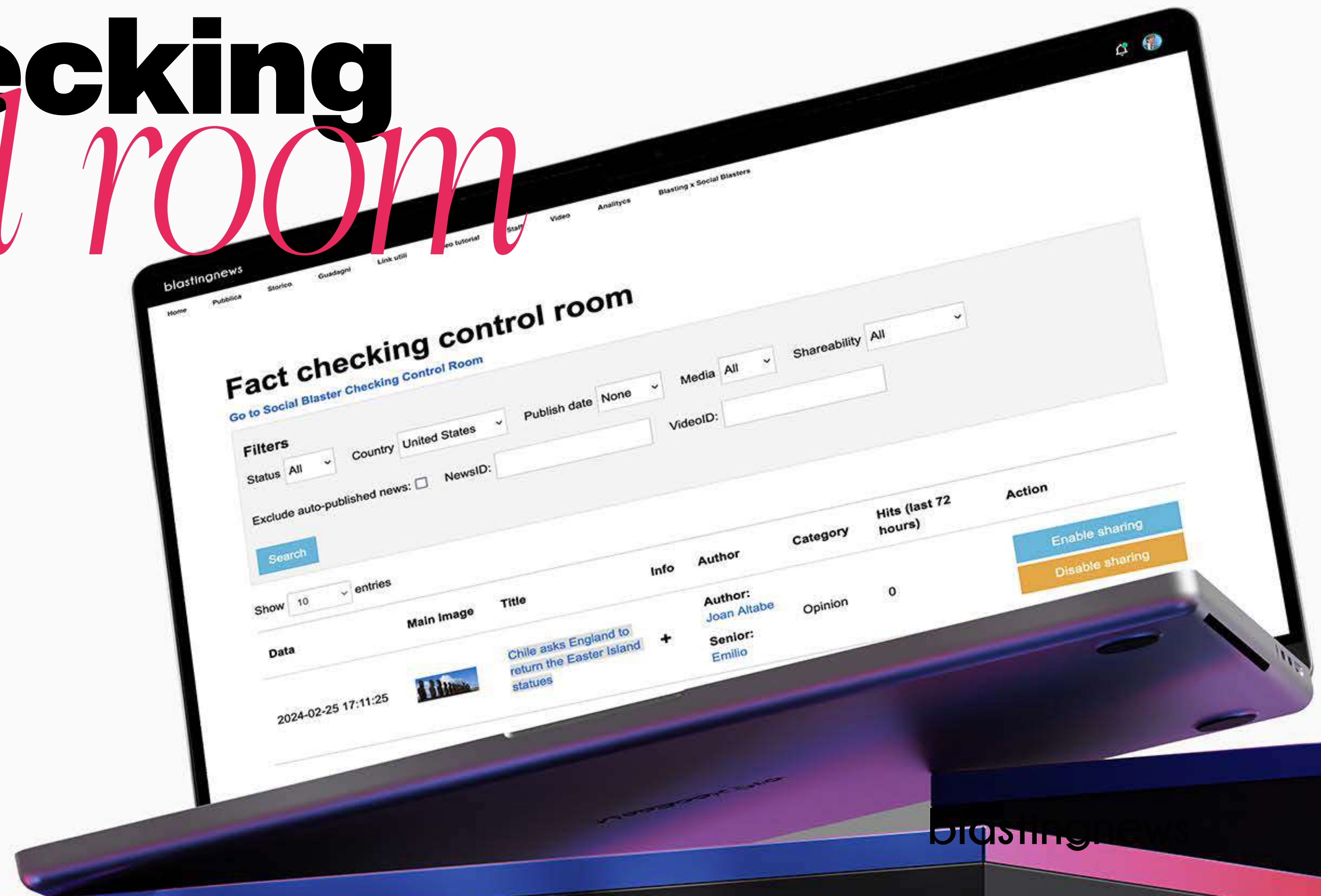
The reports: how we track our performance

At Blasting we produce two main reports, which play pivotal roles in shaping our editorial operations. These reports, **the Executive Report** and the **Time Approved Report,** offer comprehensive data and analysis crucial for optimizing our efficiency and performance.

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Executive Report: This report consolidates data regarding the number of articles, website traffic, and the activity of our blasters and social blasters on a daily basis. The Executive Report is divided into two parts:

- **Daily Report:** Provides a snapshot of our daily editorial activities, including real-time updates on article production, traffic trends, and blaster engagement.

- **Monthly Report:** Offers a comprehensive overview of our monthly performance, enabling us to identify long-term trends, areas of growth, and opportunities for improvement.

Time Approved Report: This report tracks the duration from article submission to publication. Our target is to maintain an average publication time of under 30 minutes for more than 90% of the articles, with a maximum cap of 3 hours. If an article exceeds the 3-hour threshold, we conduct detailed analysis to understand the reasons behind the delay and identify areas for improvement.

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Quality vs Quantity

We are shifting our focus from quantity to quality content, aiming to encourage our contributors to generate original material.

To accomplish this objective, we are tackling two fronts:

1. We have established a set of guidelines to organically steer our contributors towards producing original content.

2. We are actively engaged in special projects, newsletters, and collaborations with our internal newsroom to foster originality and enhance the quality of our platform.

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A vibrant community

Our journalistic ethos was inspired by Jeff Jarvis's insight, which emphasizes that journalism revolves around **communities** and is **more of a service than a product.**

As a result, in each country where we operate, we have dedicated community managers responsible for overseeing our network of contributors, known as "blasters."

These community managers play a crucial role in recruiting new members, motivating them to improve their article writing skills, and providing valuable suggestions and ideas to enhance their work.

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How to growth an a *international editorial team* for a small startup

I oversee two distinct teams: one comprised of freelance editors and another consisting of internal editors.

- **For the freelance team,** we employ a rigorous selection process, identifying top performers who, after a year with us, are eligible to advance to senior positions. We administer tests, conduct multiple workshops annually, and provide comprehensive handbooks detailing essential processes.

- **Regarding the internal team,** I leverage my connections with leading journalism universities to source talented individuals. We prioritize quality content: his is especially crucial as we operate as an open platform and bear the responsibility of educating our writers.

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Fighting against *misinformation*

Since February 2024, Blasting News has been a member of the International Fact-Checking Network (IFCN).

- Funded by Regione Sicilia to fight misinformation.
- Works with the EU in the fight against fake news – Eunomia.
- Follows The Trust Project transparency and quality standards.
- Green Shield (score 100/100) by fulfilling all nine criteria of transparency and credibility of NewsGuard, a New York-based start-up that counters misinformation.
- Blasting News has been awarded by the Google News Innovation Fund with € 500,000.

Disinfo policies

Anti-misinfo editorial workflow. Put in place in 2018 after Cambridge analytica and implemented in 2020 with the pandemic. We have two main things:

1. An automatic check of the sources and of the writers to do a first skim.

2. A human check with our fact-checkers: we have a dedicated area of the control room where all the articles with potential disinfo, propaganda or reputation threat are placed. From that area our fact-checkers can double-check if it is all good or we need to take an action: correct the content, stop the content before the publication and so on and so forth.

Where we're headed

Blasting News is evolving into a platform where content creators can write, share, create videos, newsletters and podcasts.

We will put our talents in contact with content agencies or companies that are looking for content creators. We will create a marketplace for on-demand content.

We will mix ads with subscriptions and other innovative streams of revenues.

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Contacts

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Blasting News is an *innovative global publisher* whose main objective is to offer independent and accurate journalism. *We tell our news from a multiplicity of angles*, without taking sides.

blastingnews.com

Optimizing Workflow and performance

WP PUBLISHER SUCCESS WEEK

MULTIDOTS | SODP
STATE OF DIGITAL PUBLISHING

About Me

Aslam Multani

CTO and Co-Founder

🐦 @aslam4net

🐦 @multidots

MULTIDOTS®
Serving People. Solving Problems.

Our Clients

Ask

tropicana
brands group

accenture

SiriusXM

FOURSQUARE

NAB
NATIONAL ASSOCIATION OF BROADCASTERS

AAP | ASSOCIATION OF AMERICAN PUBLISHERS

Jumeirah

Malwarebytes

SNEAKER NEWS

News Corp

Penguin
Random
House

مؤسسة دبي للمستقبل
DUBAI FUTURE FOUNDATION

RYMAN
RYMAN HOSPITALITY PROPERTIES, INC.
A REAL ESTATE INVESTMENT TRUST

WONDERWALL

Audit Your Current Setup

- Themes
- Page Builders
- Plugins
- Content Architecture
- Hosting Platform

Continuous Monitoring

- Performance (CWV)
- WordPress Upgrades
- Plugin Upgrades
- Security
- SEO Performance
- Accessibility
- Editorial Workflow

Editorial Workflow optimization

Plugins

Take advantage of plugins to achieve you custom workflow need.

For examples, plugins from PublishPress.com
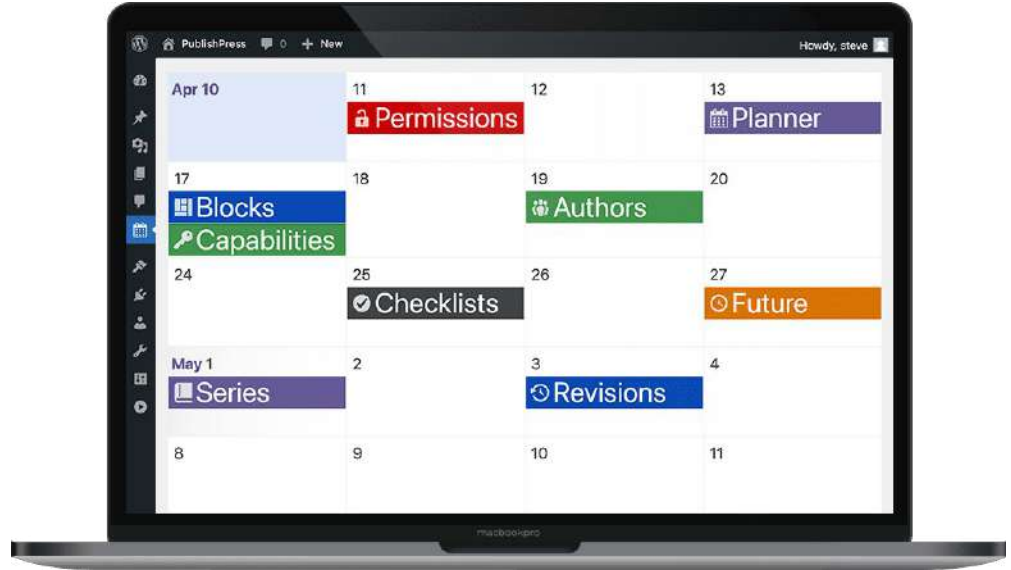
Multicollab - Collaboration within WordPress

Live User Collaborators

Inline Comment

Reply & Resolve

Real-time Collaboration

Suggestions

Google Docs-Style Collaboration in WordPress

Collaboration is the default in content creation apps like Canva, Notion, Sketch, Google Docs, and Microsoft 365, except WordPress

Yup- while it's easier than ever to start online publishing (thanks, WordPress!), it's harder than ever to publish content faster and collaboratively

Most content teams have three challenges with WordPress and Collaboration:

1. You can't *real-time co-edit* in WordPress.
2. There's no real way to directly leave comments on a piece of content in WordPress and empower collaboration.
3. Copy and paste the content between Google Docs and WordPress leads to critical errors and wasted time.

Gutenberg Custom Blocks

Wonderwall.com

We implemented custom Gutenberg block with custom media management feature.

Custom Solution

Ask.com

- Centralised content management
- Headless WordPress
- Common dashboard for all future websites for all their editors
- Should be easy to launch a new site
- Should be easy to detach a site as an independent site

Case Study

Ask
Media Group

Legacy CMS Migration   Multisite

Speed Optimization   WordPress VIP

Migrating Ask Media Group's 50K+ Posts across 11 Websites to WordPress

Custom Solution

NABShow.com

- Main content on Third-party platform MayYourShow
- Requirement to achieve optimum performance for page loading
- Easy to manage and synchronize content

Case Study

NABSHOW®
Where Content Comes to Life

Drupal to WordPress Migration

Enterprise Software Integration   Gutenberg

The mission-critical migration to WordPress from Drupal for NABShow— the largest trade show of global broadcasters.

Questions

Thank You

Aslam Multani

CTO and Co-Founder

🐦 @aslam4net

🐦 @multidots

MULTID⊙TS®
Serving People. Solving Problems.

Web Performance
&
Core Web Vitals

Barry Pollard

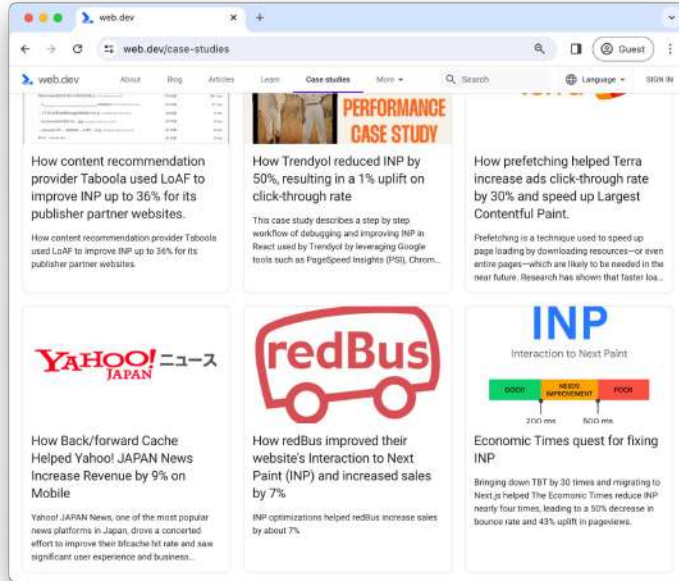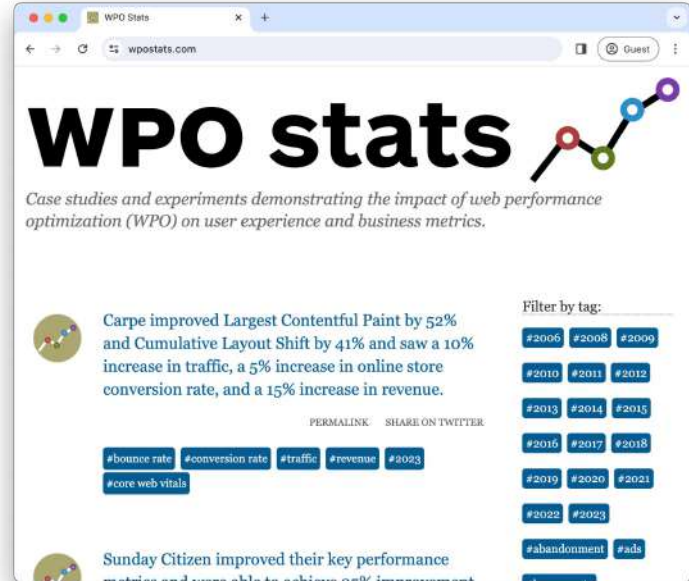Web Performance Developer Advocate on Google Chrome

Google

Why web performance is important

Google

Case Studies

web.dev/case-studies

wpostats.com

Google

Core Web Vitals

Google

Core Web Vitals

(Loading)

LCP
Largest Contentful Paint

GOOD	NEEDS IMPROVEMENT	POOR

2.5 sec 4.0 sec

(Visual Stability)

CLS
Cumulative Layout Shift

GOOD	NEEDS IMPROVEMENT	POOR

0.1 0.25

(Interactivity)

FID
First Input Delay

GOOD	NEEDS IMPROVEMENT	POOR

100 ms 300 ms

Chrome for Developers

Google

Core Web Vitals

(Loading)

LCP
Largest Contentful Paint

GOOD	NEEDS IMPROVEMENT	POOR

2.5 sec 4.0 sec

(Visual Stability)

CLS
Cumulative Layout Shift

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0.1 0.25

(Interactivity)

INP
Interaction to Next Paint

GOOD	NEEDS IMPROVEMENT	POOR

200 ms 500 ms

Chrome for Developers

Google

Let's talk a bit about INP

Google

What is INP or Interaction to Next Paint?

"INP is a metric that assesses a page's overall responsiveness to user interactions by observing the latency of **all click, tap and keyboard interactions** that occur throughout the lifespan of a user's visit to a page. The final INP value is **the longest interaction observed**, ignoring outliers."

https://web.dev/articles/inp
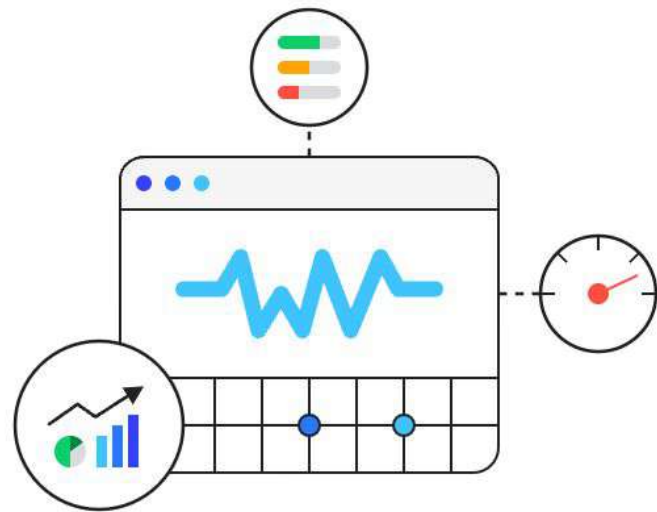
Google

Why are Google changing this?

(Interactivity)

FID
First Input Delay

| GOOD | NEEDS IMPROVEMENT | POOR |
100 ms   300 ms

INP
Interaction to Next Paint

| GOOD | NEEDS IMPROVEMENT | POOR |
200 ms   500 ms

Chrome for Developers

Google

Why are Google changing this?

Core Web Vitals — Technology Report

5 Technologies

Select date range ▾   Client: mobile (1) ▾   Technology: ALL, WordPress, Squarespace, Wix, Sh... (5) ▾

Rank: ALL   Geo: ALL

— ALL — WordPress — Shopify — Wix — Squarespace

Origins having good FID

https://cwvtech.report

Chrome for Developers

Google

Why are Google changing this?

https://cwvtech.report

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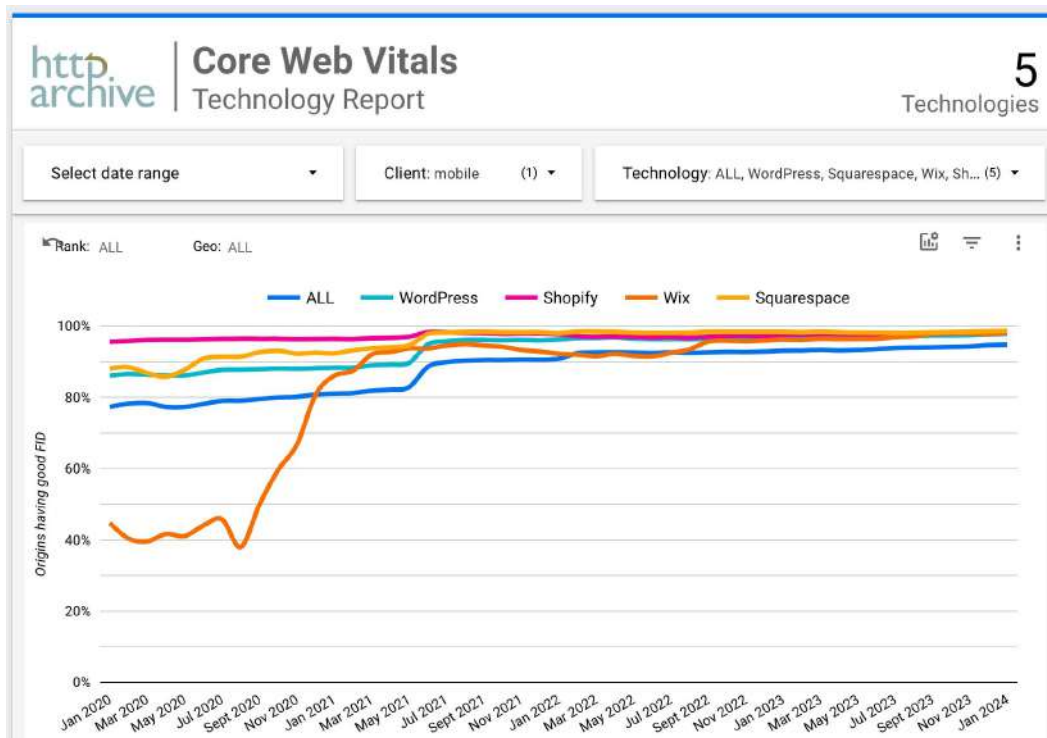
Google
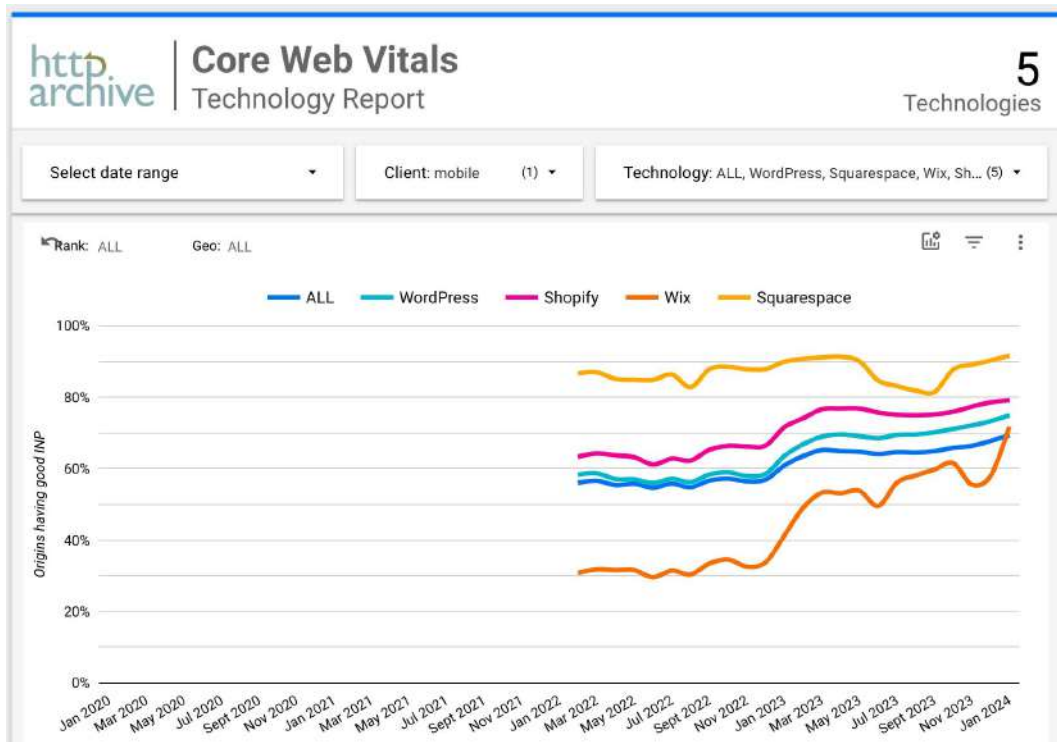
How is INP different to FID?

How is INP different to FID?

This is what FID measures

Google

How is INP different to FID?

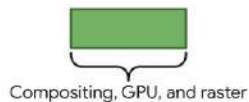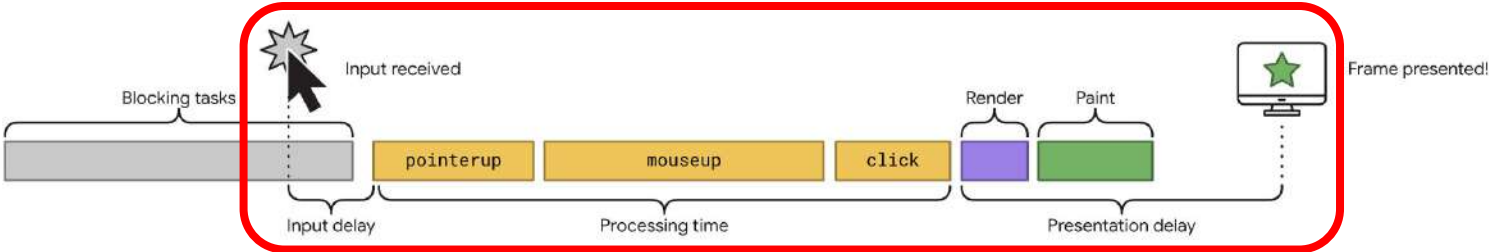*This is what FID measures*
(and only for the first interaction)

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Google

How is INP different to FID?
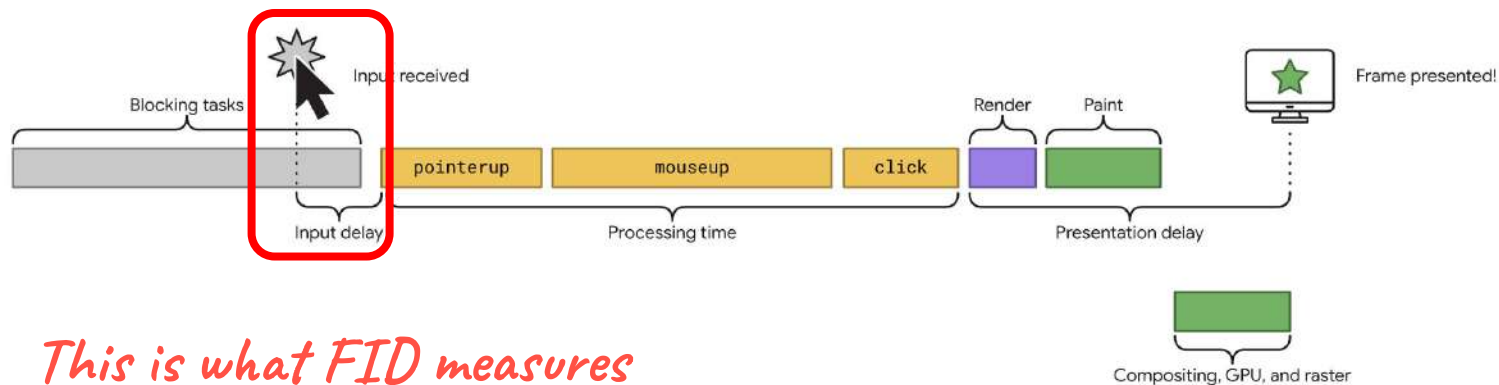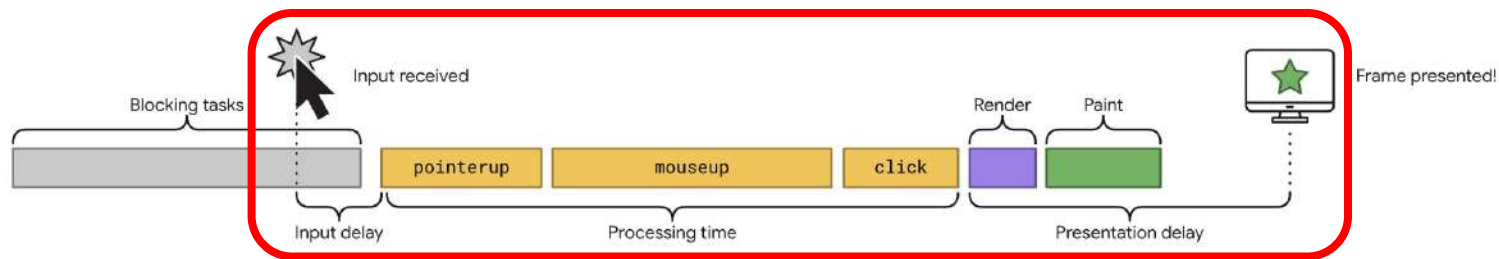
This is what INP measures

How is INP different to FID?

Input received — Blocking tasks — Input delay — pointerup — mouseup — click — Processing time — Render — Paint — Presentation delay — Frame presented!

Compositing, GPU, and raster

This is what INP measures (and across all interactions)

Google

How is INP different to FID?

Input delay   Processing time   Presentation delay

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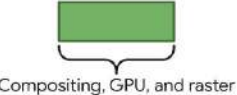
Google

INP is going to be an adjustment

- Something we've not really measured before
  (similar to CLS in that respect)

- Sites **and** third-parties **and** platforms need to do work to improve

- And yes even Google

- INP is intended to improve web experiences
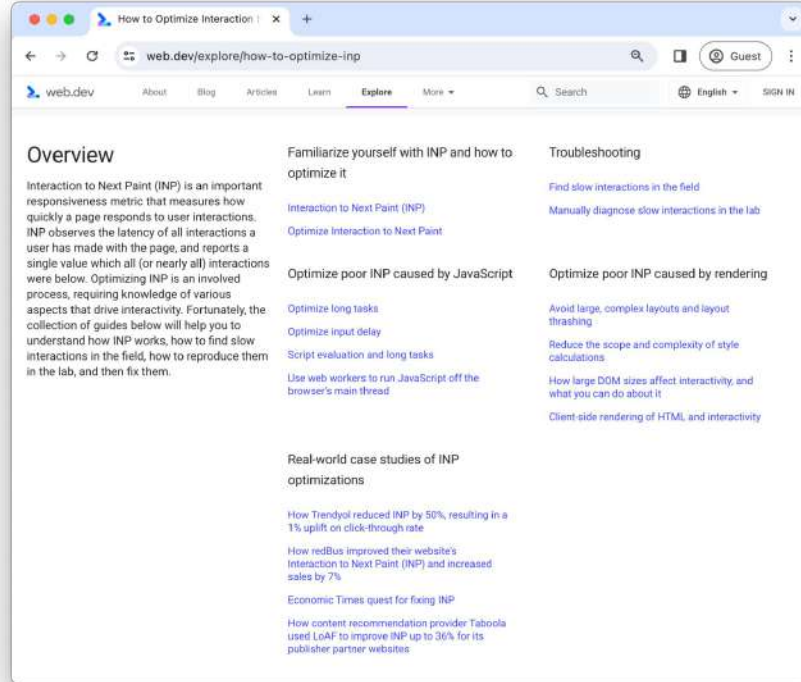
Google

Quick INP fixes - for the non techies!

- Have a spring clean!

- Avoid expensive widgets and plugins

- Consider number of ads—especially on mobile

- Avoid excessive page size

https://web.dev/articles/optimize-cwv-business

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Google

More detailed information - for the techies

https://web.dev/explore
/how-to-optimize-inp

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Google

How are Core Web Vitals measured?

Google

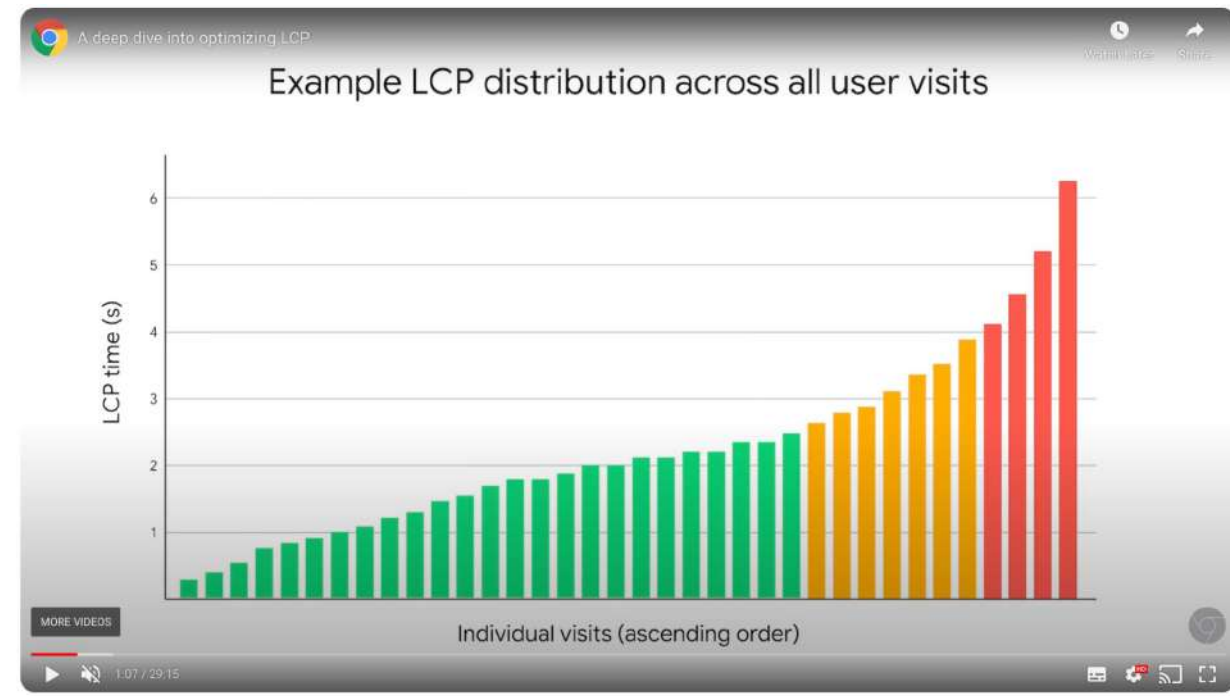# Core Web Vitals are measured in the field

- Core Web Vitals are NOT based on a lab tool like Lighthouse

- Core Web Vitals are measured from real users of Chrome, on real devices

- Be aware of what the tool you are using is using

- PageSpeed Insights shows both data

- They may be very different!

Field data
(CrUX)

Lab data
(Lighthouse)
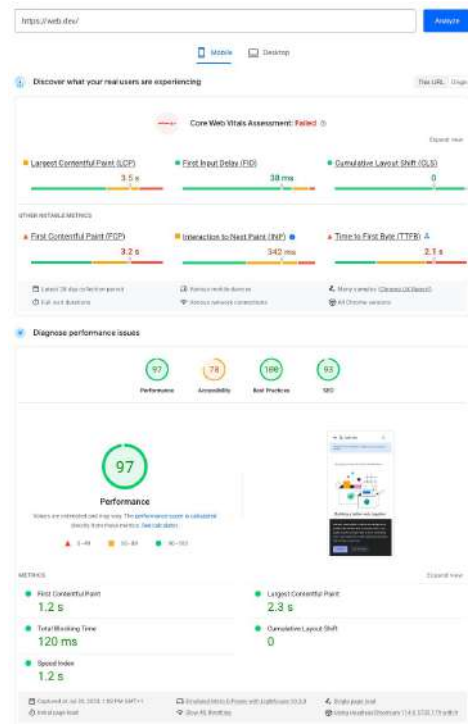
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Performance is a distribution - not a single number

https://www.youtube.com/watch?v=fWoI9DXmpdk&t=67s

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Google

Performance is a distribution - not a single number

https://www.youtube.com/watch?v=fWoI9DXmpdk&t=67s
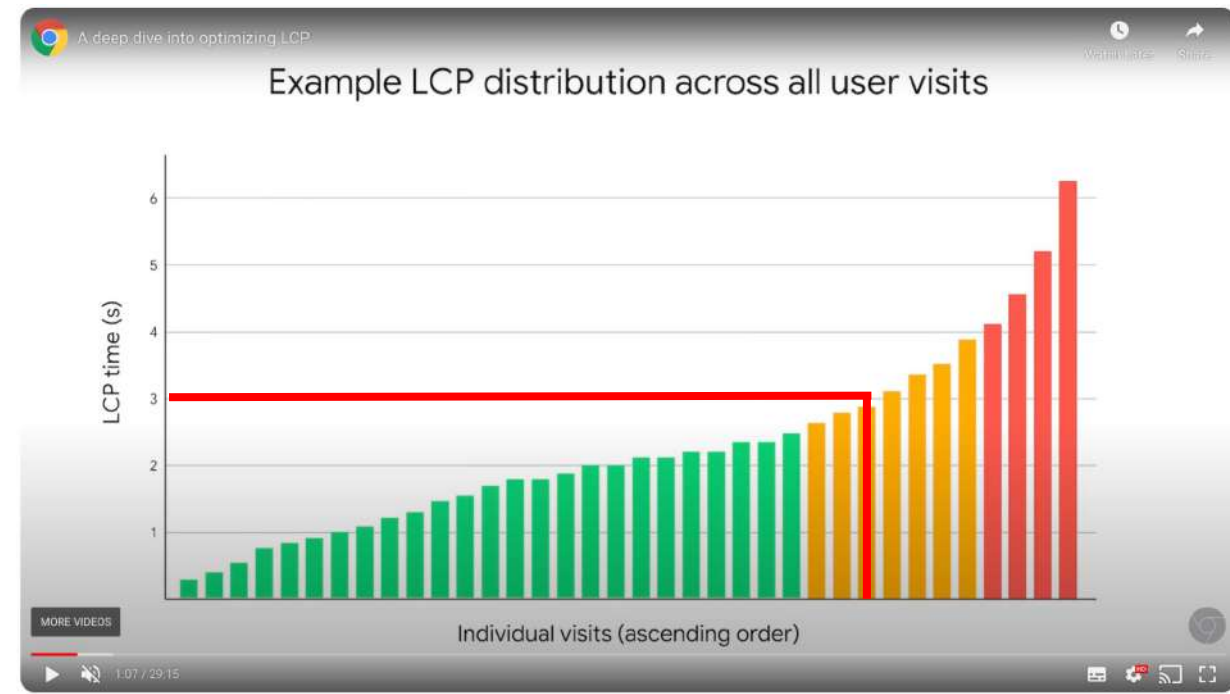
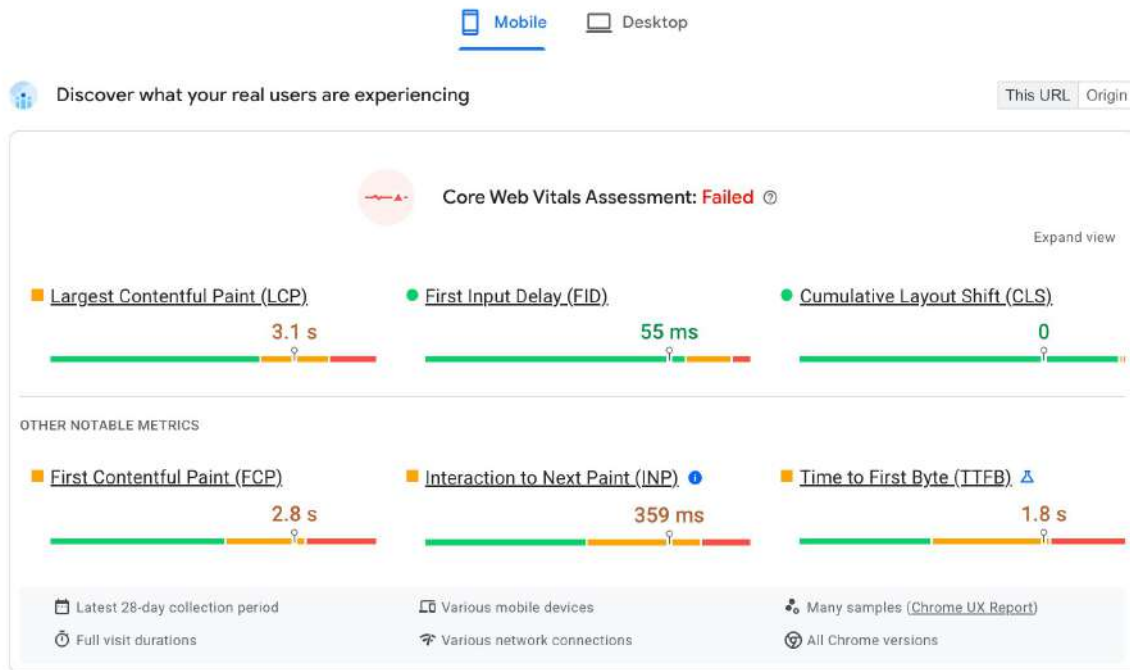# Workflow for identifying performance issues

Workflow for identifying performance issues

- Step 1: Evaluate website health and identify opportunities for improvement

- Step 2: Debug and optimize
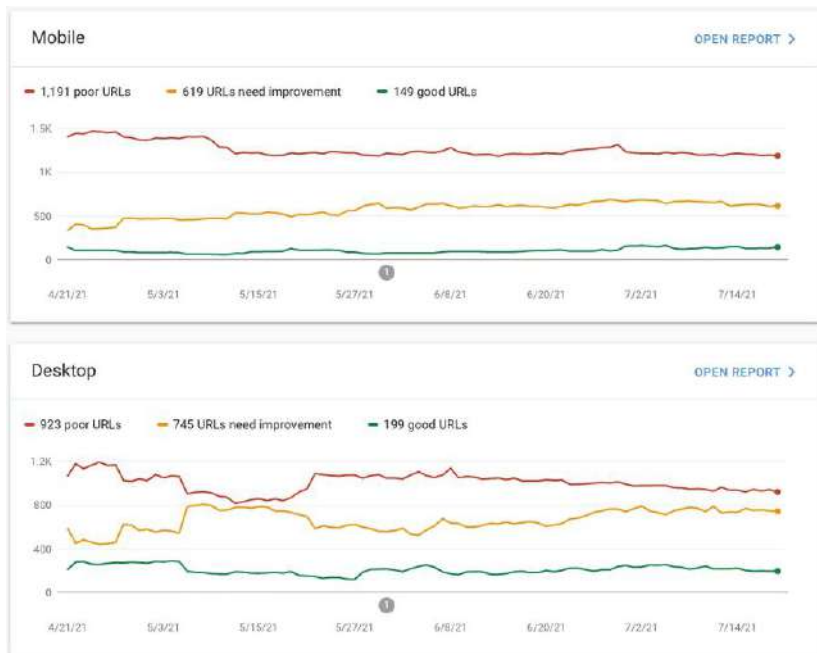
- Step 3: Monitor for changes

https://web.dev/articles/vitals-tools

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1a - Analyze site performance with PageSpeed Insights

1b - Analyze site performance with Google Search Console

https://search.google.com/search-console/

2 - Debug and optimize

- Run a Lighthouse audit to get page-level guidance

- Use the Web Vitals extension to analyze Core Web Vitals in real time.

- Use the Performance panel in Chrome DevTools to debug performance issues and test code changes.

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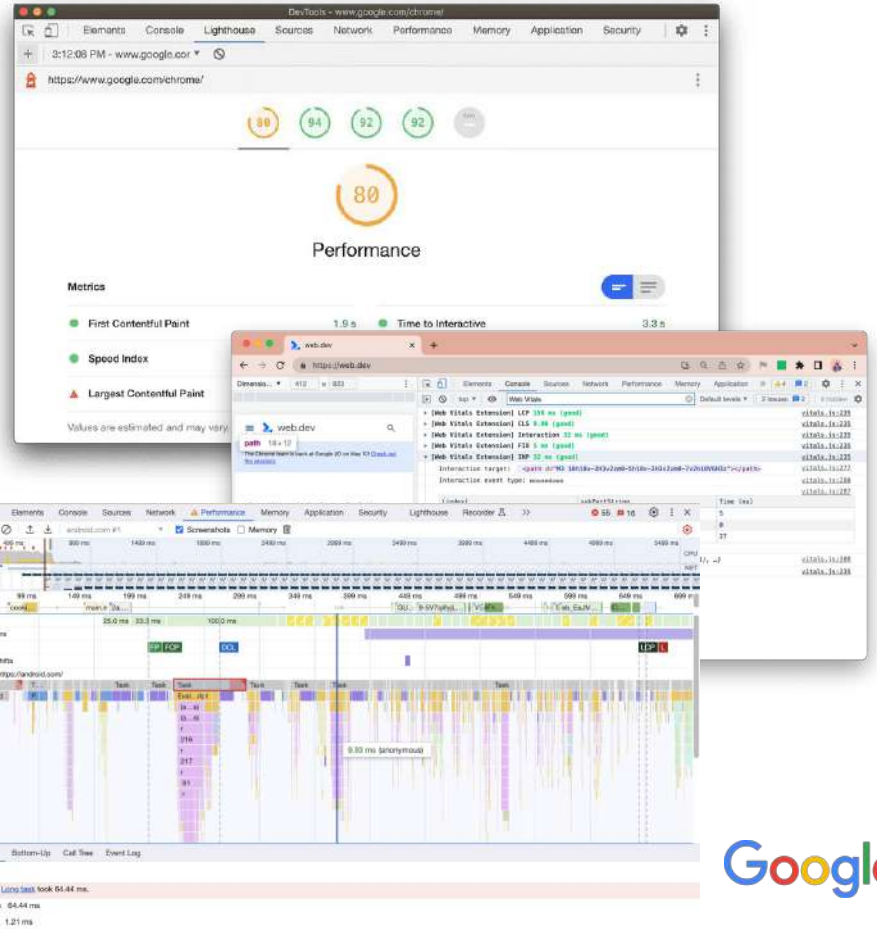
Google

3 - Monitor for changes

- Chrome User Experience Report (CrUX) measures over 28-days at the 75th percentile

- Changes can take 3-4 weeks to be reflected depending when 75% of our data has the new changes

- Use PageSpeed Insights and Google Search Console to monitor

- RUM solutions can give quicker results

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Google

Thank you!

Articles:

- https://web.dev/articles/vitals-tools

- https://web.dev/articles/optimize-cwv-business

Contact me:

- https://twitter.com/tunetheweb

- https://webperf.social/@tunetheweb