



# LINK nky Case Study

## Client Profile

LINK nky is a digital-first news platform serving Northern Kentucky. Launched in 2021, it aims to fill the gap in local news coverage for the region. As a modern, community-focused publisher, LINK nky provides timely, relevant local news and information to its readers while fostering community engagement and civic awareness. With a small but dedicated team of journalists, LINK nky covers a wide range of topics including local government, business, education, and community events, striving to be the go-to source for Northern Kentucky residents.

## Challenges

As a relatively new player in the local news ecosystem, LINK nky struggled to establish itself against more established competitors. The small team was stretched thin, trying to cover a wide range of local issues while also managing the technical aspects of running a digital platform. The challenge was not just about creating content, but creating the right content that would resonate with the community and drive engagement. With limited resources, every minute spent on non-editorial tasks was a minute taken away from reporting and community engagement. LINK nky needed a solution that could help them work smarter, not just harder, to fulfill their mission of serving Northern Kentucky with high-quality local journalism.

- 1. Resource Constraints:** Limited staff needed to produce high-quality content efficiently.
- 2. Audience Growth:** Competing for attention in a crowded digital landscape while trying to expand readership.
- 3. Content Optimization:** Ensuring content was discoverable through search engines and engaging on social media platforms.
- 4. Workflow Efficiency:** Streamlining content creation and distribution processes to maximize productivity.
- 5. Engagement Metrics:** Improving key performance indicators such as time on site and return visits.

## Solutions

LINK nky implemented several of Nota's AI-powered tools to streamline their content creation and distribution processes:

### Nota SUM

Utilized to automatically generate SEO-optimized headlines, meta descriptions, and keywords for articles, saving time and improving search visibility.

### Nota SOCIAL

Utilized to quickly create platform-specific social media posts, enhancing their content distribution across various channels.

### Nota PROOF

Employed to ensure content adhered to best practices and was optimized for readability and SEO before publishing.

## Outcomes

The implementation of Nota's AI-powered tools led to several positive outcomes for LINK nky:

40%

Decrease in  
time invested

### 1. Increased Productivity

The editorial team reported a 40% reduction in time spent on non-core tasks like headline writing and social media post creation.

25%

Increase in  
search traffic

### 2. Improved SEO Performance

Within three months of implementation, organic search traffic increased by 25%, with key articles ranking higher in local search results.

15%

Increase in  
engagement  
rates

### 3. Enhanced Social Engagement:

Social media engagement rates improved by 15%, with more consistent posting and platform-optimized content.



### 4. Better Resource Allocation

With time saved on technical tasks, journalists were able to focus more on in-depth reporting and community engagement.

## Summary

By implementing Nota's AI-powered tools, LINK nky successfully addressed its challenges of resource constraints and workflow efficiency. The solution allowed the small team to punch above its weight, competing effectively with larger, more established news outlets in the region. The improved SEO performance and social media engagement helped LINK nky grow its audience, while the time saved on technical tasks allowed for more focus on quality journalism. As a result, LINK nky has strengthened its position as a vital source of local news in Northern Kentucky, demonstrating how AI tools can empower small, digital-first news organizations to fulfill their mission more effectively.

“ We were thrilled to find an AI tool developed by journalists that helped solve some of the actual problems in our newsroom - keeping up with social media algorithms, SEO optimization, etc. - while not intruding on the work that our journalists actually like to do, like reporting and writing,

**LINK nky President/CEO Lacy Starling**