

# How Reach plc turned reader comments into a 7-figure content goldmine with a 70% Google Discover Success Rate

## THE CLIENT

Reach plc is the UK and Ireland's largest commercial news publisher, operating 120+ trusted brands from national titles to local news sources. Reach commands unprecedented reach across communities nationwide, reaching 70% of the UK online population each month.

# Reach

## THE CHALLENGE

Reach faced a critical challenge: how to maximize the value of an overlooked asset – their readers' voices. While their content consistently generated passionate reader discussions, these valuable community conversations were trapped in comment sections, delivering little additional value beyond initial engagement.

Stefan Mieszek, Head of Communities, recognized an untapped opportunity. With thousands of authentic, locally-relevant reader comments, the challenge was creating a systematic approach to transform reader insights into high-performing editorial content that could scale across 120+ brands.



“ We pride ourselves on reporting the issues that matter most to our readers and reflecting what our communities think and how they react to these. Our Communities team is absolutely integral to us being able to do this as effectively and thoroughly as we do. Their work is like holding up a mirror to the communities we serve. ”

— **Jeff Reines**  
Editor, Cornwall Live

# THE SOLUTION

Reach pioneered the innovative "UGC Recirculation Flywheel" powered by Viafoura's community platform – a systematic approach that transforms reader comments into high-performing editorial content.

## The 4-Step Process

1. **CAPTURE:** Readers engage passionately with articles using Viafoura's commenting system
2. **CURATE:** Communities team uses Viafoura analytics to identify compelling discussions and authentic voices
3. **RECIRCULATE:** Transform conversations into standalone "Readers' Corner" articles with SEO-optimized headlines using readers' own passionate language
4. **OPTIMIZE:** Recirculated content performs exceptionally well in search engines, attracting new readers who engage and feed the flywheel

The solution scales beautifully across Reach's entire network, with headlines crafted using authentic reader language that capture real community emotion. Content is strategically published when light-hearted reader content performs best for Google Discover, while featured commenters receive personal follow-up from the Communities team.

## BUSINESS IMPACT

Reach didn't just improve their content strategy – they revolutionized how media companies can harness community voices for exponential growth. By treating readers as content co-creators rather than passive consumers, they've built a self-sustaining engagement ecosystem that delivers authentic journalism while driving massive digital performance.

The UGC Recirculation Flywheel has proven that the most powerful content isn't always created in newsrooms – it's already being written by passionate readers who need their voices amplified through Viafoura's platform.



“The Communities team has really shaped how our readers interact with our brand. The CFUs have achieved almost half a million views on our site since the initiative was brought in eight months ago, which is an amazing achievement that would not have been possible without them.”

— **Katie Timms**  
Head of Content, Plymouth Live

## RESULTS

### Key Performance Metrics



of recirculation articles achieve  
Google Discover Placement



**7-FIGURE**  
MONTHLY PAGE VIEWS

generated by Communities team strategy



**COMMENTS → KPIs**

transformation driving authentic  
community engagement across 120+ brands



**“READER’S CORNER”**

has become cornerstone of  
authentic community journalism



**Real World Impact**

*“UPS have agreed to cut the hedges”*

— Councillor Alan Graves noted  
recirculation stories directly resulted  
in community improvements