

SEO TIPS FOR PRS





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PR and off-page SEO rely on a similar set of skills and the techniques used are the same. Each relies on an interesting story that is well-written and then outreached to publications to achieve maximum coverage. However, the subtly different aims of SEO and PR mean that each has a slightly different approach and therefore outcome.

This document is written by Search Laboratory, a digital marketing company specialising in SEO and provides our tips for PRs to get maximum SEO impact for their work.

We would argue that very often the SEO impact of a piece of PR is often the most valuable aspect due to the incredible value of high positions on Google; gaining a handful of links from high authority news sites can bump a brand's website a few places up the search rankings and bring in thousands of new visitors.

Here we discuss PR to gain awareness and publicity. We are not talking about crisis PR or PR to change perception of a brand.

Our view is that if you follow these tips, your story will not lose any of its impact, but it will gain SEO value and you will be able to demonstrate this value much more clearly to your business' or client's stakeholders.



PLANNING

1. Consider your media targets in terms of the domain authority and online readership.
2. Aim to get links from target publications. Links are *very* valuable to your site and its SEO.
3. Involve high value bloggers in the planning process and even quote them in the article. This way they are more likely to link to you afterwards.
4. Plan the headline that the target publications will run, and think about why the reader will then want to visit your website to get the full picture.
5. Categorise your story as 'customer engagement' or 'viral' before you start and ensure your aims are clear. Visit: www.searchlaboratory.com/what-type-of-content-to-use/ for further information on this topic.
6. Allow time and budget for following up coverage properly and converting it into links.



CREATION

1. Always create the main resource on your website, usually on the blog.
2. The creative or article must be link-worthy. This means that, while news publications may quote a headline from the article, to gain the full benefit readers need to go and see the full article on the your website.
3. Infographics, map-based surveys, widgets, calculators and pictorial representations always work well because they are difficult to replicate on a news site.
4. Regional surveys provide opportunities to gain coverage (and therefore links) from diverse internet properties meaning they are valuable to SEO.
5. Tailor content to wide online audiences. For example, if you interest the tech community in your content, the online audience is massive with a high propensity to share. If they start sharing it, you will gain huge coverage.
6. Make the content shareable. Always keep in mind the question "why would someone share this content?" and provide easy mechanisms to do so.





OUTREACH/PROMOTION

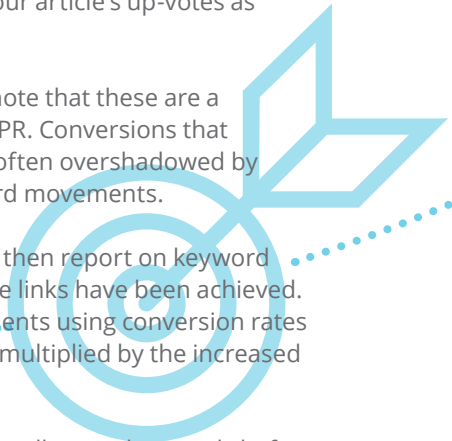
1. Outreach to catalyst sites quickly to ensure the content is seeded online on relevant publications. These sites should know the content is coming, so keep them interested throughout creation. A catalyst site is one that other online publications use to get their news. An online analysis of the market or audience for this piece of PR should reveal these sites.
2. Carefully consider your objectives if a news site wants an exclusive. That site may be highly influential for your target audience, but if it doesn't act as a catalyst, the resulting lack of wider coverage will mean less links and SEO value.
3. Set-up alerts so that you know which online publications and influencers cover the story.
4. Convert coverage to links quickly. Contact sites that cover the story but don't link immediately while the story is front of mind. Remember that many of the smaller news sites and blogs obtain their stories from the big sites and we want them to refer/link to our client as the original source.





REPORTING

1. Reporting emphasis is different depending on whether the content is designed to engage customers or have mass (viral) appeal. In either case, report on links gained and also coverage (non-linking coverage still has SEO value but isn't as powerful as linking coverage). Define success metrics for the links you aim to obtain (e.g. Domain Authority or another third party tool metric; readership; social following; etc.). For viral content, links is the primary metric.
2. Report on traffic. This is a primary metric of customer engagement content.
3. Report on social metrics such as tweets, likes and shares. Tweets and Facebook shares from high authority social users have higher value, so include examples in your report.
4. If your content is placed on a social sharing site such as Reddit, Stumbleupon or Digg, report on your article's up-votes as these have SEO value too.
5. Conversions can be reported but note that these are a welcome by-product of the online PR. Conversions that come direct from a story are very often overshadowed by conversions achieved from keyword movements.
6. If the PR targets certain keywords, then report on keyword movements one month after all the links have been achieved. Apply direct value to these movements using conversion rates on those keywords from analytics multiplied by the increased traffic from the new positions.
7. Plot overall keyword movements on all target keywords before and after successful PR. Monetise these movements using analytics as above.





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