



## SEO guide for PR pros

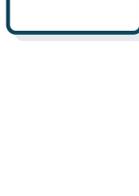
How can you think and work with SEO when doing PR? Our guide isn't a detailed explanation on how to SEO optimise your website, but more an overview of how your PR work can help support and increase your online visibility for relevant search terms.

### About SEO



#### What's SEO?

SEO is about improving your online visibility.



#### How do search engines work?

They use proprietary algorithms to rank websites. Focusing on user experience and relevance is key to increasing your online presence.



#### Linking SEO to PR

PR is about raising the profile of your business and your brand, and so is SEO.

Your PR activity should help improve the online visibility of your website, by bettering your ranking for selected pages and ensuring you benefit from every link.

### The Steps

#### 1. Understand your customers

User experience is critical, so get to know your users. The more you know about them, the more you will be able to cater to their needs.



What information are they looking for?

How can you provide it and in what format?

How are people reaching your site? From where? On what device?

Tip

Use [Google AdWords Keyword Planner](#) to run a 'search terms report' for your business.

#### 2. Find the keywords relevant to you, your industry and location

Search engines use keywords to help identify the most relevant search terms. Write down the keywords you think are important to you and your business. Think about your industry, services, and geographical locations.

Identify five keywords that matter to you and your business






#### 3. See how you rank for specific search terms

Use a search engine results page (SERP) tracker. These will tell you where you rank in a search engine for each specific keyword, or long-tail search term.

Use the dashboard below to link the rankings of keywords to your current position and identify targets. The KPIs will be the metrics against which you measure success.

Tip

There are some great trackers out there, including [Serps.com](#), [SERPLAB](#) and [SERPWoo](#).

KPI dashboard

Keyword	Rank	Target
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Tip

Find your niche. It isn't about communicating on everything. Find what you're an expert in and be relevant in that area. Use our [Strategy template here](#).

#### 4. Create and share relevant content

PR is about creating content that resonates with audiences. When assessing the relevance of your website, search engines look for regularly updated, high-quality content.

#### 5. Build your PR around your keywords

- Create active, engaging and newsworthy copy that uses strong keywords.
- Make sure you include your main keyword in your headline and subheadings.
- Use PR as an opportunity to promote the most relevant keywords for your industry.
- Create targeted and timely news releases that are likely to gain coverage.
- Develop a strategy and have a pipeline of keyword-focused news releases and regularly issue them to the press. Don't focus on one keyword but choose a variety.
- Be proactive. Look for opportunities to comment on issues in the news. Offer opinion and insight to help improve your relevance.
- Ensure everything you create has a home on your website where it is visible.



#### 6. Don't add too many keywords to your content piece

- Focus on the reader.
- Ensure everything you write makes sense.
- Be consistent.
- Feature your keywords in your content piece but don't overdo it.
- Create an SEO-friendly boilerplate.

#### 7. Repurpose and reuse your content

- Use your press release to create blogs and opinion pieces to reach different audiences.
- Support your press release with useful content like infographics that relate back to and support the original.
- If you're offering advice, create a short guide. Or try to use your press release as an opportunity for pitching an opinion piece.



#### 8. Get high-profile links

A link from a media outlet acts as a virtual stamp of approval and improves your SEO standing. The more influential and more relevant the source, the greater the SEO value. Successful, SEO-focused PR is about securing high-quality links.

#### 9. Target local or industry-specific press and websites

If you operate in a specific area, multiple mentions in the local press or industry-specific publications will provide a huge SEO impact. Start by targeting those publications or websites you read regularly.

Identify key local or industry-specific media outlets






#### 10. Use industry insiders

Bloggers, vloggers and online commentators are increasingly important for PR. They can also boast bigger audiences than mainstream publications. Obtaining a link from their sites is highly valuable.

#### 11. Create one solid link

When promoting your story to journalists, or sharing content through multiple channels, ensure they all use the same link.

Identify key influencers in your industry






#### 12. Practice multi-channel publishing

When sending out a press release, ensure it's also hosted on your site, and shared across all available and relevant media. Twitter, Facebook, LinkedIn, and Instagram are additional channels to use.

Tip

A tool like Mynewsdesk offers multi-channel publishing, allowing you to get your [press releases out there](#).

#### 13. Amplify earned media

Leverage your hard-earned links through amplification. Share the news on your site, through social channels and in regular updates with your customers. If you secure high-profile coverage, make a story out of the story. Ask staff to share news and spread it through their online networks.

#### 14. Monitor, review and refine your strategy

SEO-focused PR should be measured and related back to the impact it has had on your targets.

If your PR activity is generating improvements, then you're doing the right thing. If not, ask yourself why.

Ask yourself these questions

- Is it that the content isn't relevant or targeted enough?
- Are you publishing too much or too little?
- Are you amplifying your coverage to its maximum effect?
- Are you making errors when publishing content that means search engines won't see it?



SEO results can lag, sometimes taking months before you will see an effect, but keep going. Think about your PR effort as a long-term strategy for improvement.