



13 Tactics for PR to Influence SEO

Public Relations, with quality content, social sharing and online engagement, is increasingly becoming SEO's strongest vehicle and anchor. **How can we take advantage of PR's SEO role?**

* We created this infographic from Cheryl Conner's 'The 15 steps to 'Power SEO' article on Forbes.

01 Get credible PR coverage (with back links)

- Relevant, true, and non-promotional coverage, that appears in a credible location.
Coverage can come from the brand or from a customer telling a meaningful and genuine story that would benefit others (not a testimonial). It's what you'd tell your best friend, person to person.
- Think quality over quantity.
The coverage (with linkage) from strong media within the right targeted audience niche can potentially bear far more relevant SEO traffic than thousands of links from a general source.

02 Define a thought leadership campaign

- Provide relevant information that serves your readers.
- Develop an editorial calendar of the right content that serves your marketplace with an eye toward keyword and topic research.
- Write with a purpose, to become more visionary and trusted in the audience segment.

03 Make your material compelling

Choose strong titles, topics, and images.



04 Syndicate through relevant media

- Distribute and syndicate your content via credible platforms (like PR Newswire). And find blogs that you can contribute to on an ongoing basis.
- Engage fully in the comment strings.
- Return the favor by inviting contributed content on your own blog and website.

05 Leverage social media

- It is both an art and a science.
- Set up Google+ authorship – simply because Google's search algorithm favors the network it owns (of course!).

06 Watch and measure your site traffic

- Look at your sites analytics such as bounce rate, time on page, and number of pages of each website visit.
- And put your energy and resources into the sources that serve you the best and the most.

07 Offer free tools or downloads

- In traditional SEO parlance, the term for these goods is "linkbait".
- Be aware of overusing this tactic, or of using it badly.

08 Use effective site structure

Don't think only of backend code and html structure, optimize the front end navigation of your site to improve user experience too.

09 Collaborate with experts

Reflect and cite industry experts' comments (with attribution links) in a way that allows constructive dialogue, learning and a deeper level of thinking to occur.

10 Provide excellent customer service & be transparent

- Engage candidly and constructively in the conversation, and prepare a plan on crisis communications.
- Don't engage in deceptive PR or SEO tactics. Be fully transparent in your business practices and responses to problems as well.

11 Use Social Media monitoring

- Pay attention to reputation management.
Do you know who's talking about your executive and your brand? Do you have a tool to monitor what they're saying about you in other languages?

PR Newswire's China Media Monitoring provides a platform for you to find mentions, complaints and negative news about an organization, check more deeply and deal with any misinformation in real time. Find out more: <http://cmm.prnasia.com>

12 Work with brand advocates

- Use paid tools or simple customer response surveys to find your brand advocates.
- Engage and reward them further by inviting them to share their stories.

13 Use "on land" promotions to drive your online results

For instance: get people to 'check in' on Facebook for extra discounts or deals as they shop in person.

Resource

- <http://www.forbes.com/sites/cherylsnappconner/2013/05/29/the-15-steps-to-power-seo-pr-is-the-new-seo/>
- <http://www.forbes.com/sites/jaysondemers/2013/05/23/the-3-pillars-of-seo-in-2013-content-links-and-social-media/2/>
- <http://cmm.prnasia.com/mw/>