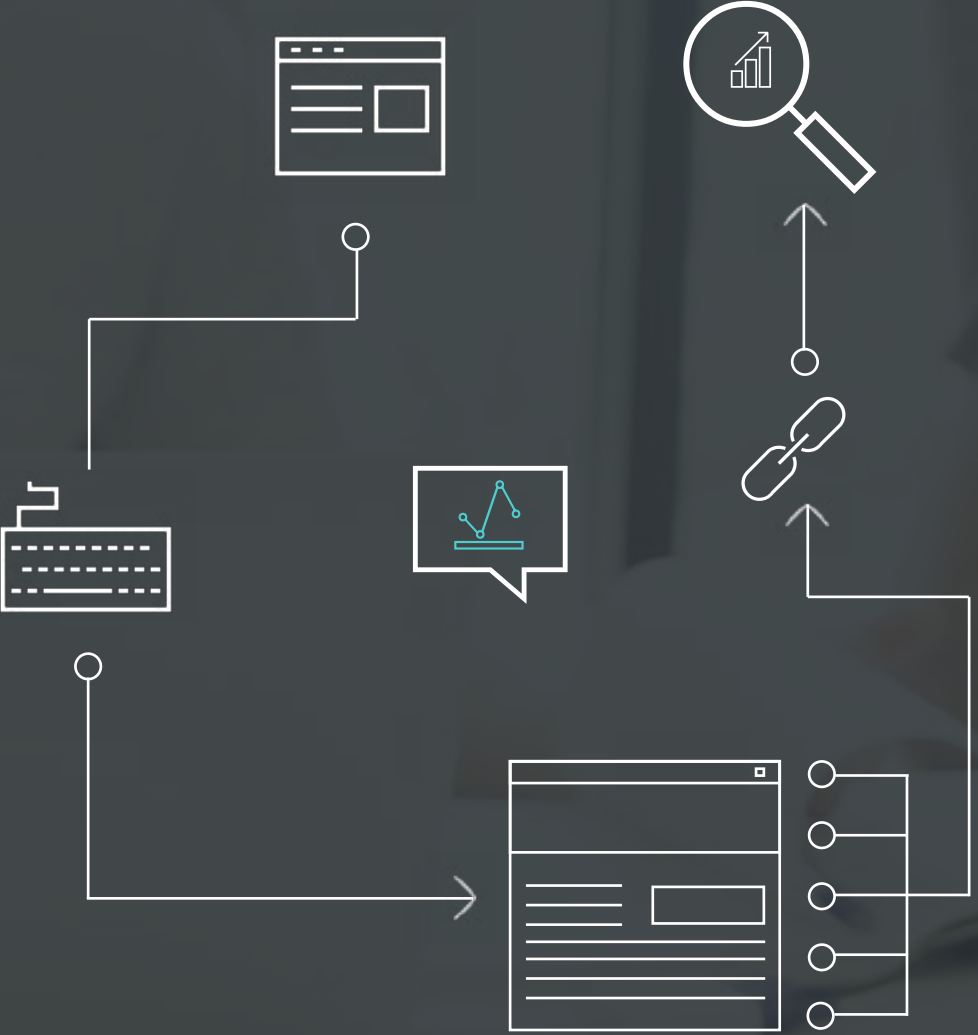


The What, Why, & How of SEO Driven PR



WHEN SEARCH ENGINE TECHNOLOGIES WERE NEW

Digital Marketers & Communications Professionals Had Opposite Skills & Their Worlds Had Very Little Overlap.



AS TECHNOLOGIES GREW UP, THIS FLIPPED.

Today, digital & PR must lock arms to effectively build a brand, bring people to a website, & deliver results in their work. PR pros need to think like SEO managers, & vice-versa.

The good news is, there's upside. SEO needs PR's quality content to improve search rankings, & if PR leverages the simple SEO best practices shared in this ebook, they can make a significant impact on Marketing.

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YOU MIGHT ALREADY BE INFLUENCING SEO IF....

- You're interacting with influencers, journalists, & bloggers on Twitter
- You're pitching guest posts to news outlets or other online publications
- You're e-mailing people in the hopes of getting links, mentions, or anything similar.

USE THIS EBOOK TO LEARN

- Background on why SEO needs PR
- PR strategies to drive SEO results
- KPIs to report PR's SEO impact

Learn From
Trailblazing Brand

saatva
LUXURY MATTRESS

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What is SEO & What Business Value Does it Bring?



**(SEO)
SEARCH ENGINE OPTIMIZATION**
is a set of practices that
marketers follow to bring
visitors to their website.

Organic search engine traffic (Google, Yahoo or Bing) is very valuable, because you don't have to pay to bring these people to your website.

Google

• YAHOO!

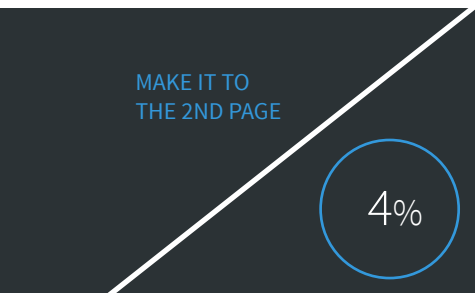
• bing

Moreover, these are people already searching for your product or services, so they're often warmer business leads. That's why organic web traffic (i.e. traffic driven by natural search rankings, rather than paid search ads) usually converts to customers (donors, patients, students, etc) at a much higher rate.

IN ORDER TO BRING PEOPLE TO YOUR WEBSITE FROM SEARCH ENGINES, YOU NEED TO SHOW IN RESULTS FOR SEARCHES YOU CARE ABOUT.

FOR EXAMPLE

If you're Saatva Mattress, you want to have your website show up when someone uses Google to search for "Luxury Mattress".



Search rank really matters when it comes to being seen. 56% of searchers click on one of the top three results(Moz), & only 4% of searchers ever make it to the second page(Chitika). That's why SEO exists; to help your website move up the ranks on searches that matter, so more people can discover & visit you.

Google

luxury mattress_

About 28,500,000 results (0.77 seconds)

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Saatva Mattress: America's Best Priced Luxury Mattresses

www.saatvamattress.com/

Buy our ultra premium eco friendly mattresses online for under \$1000. Flat rate delivery & set up. 75 Day Home Trial. Best reviewed mattress company of ...

SEO Jargon You Might Have Heard

Search Algorithm

a complex set of factors that determines how a search engine prioritizes results listings. They look at things like site speed, mobile friendliness, quality of content, & authority of links pointing to your website (backlinks).

Backlinks

a link back to your website from another website, blog, or PR article. Backlinks are the most valuable off-page factor for SEO.

Domain Authority

a valuable metric from Moz that predicts how well a website will rank on search engines

On-Page SEO Factors

optimizing factors you can control on your own website (layout, speed, & content) for improved search ranking.

SERP

search engine results page. There are ~10 results per page & if a certain search is important to your brand, you'll want to show up on page one.



Off-Page SEO Factors

building your website's authority & improving search ranking by getting other websites to mention you & link back to you (link building).

Organic, Paid, & Referral Web Traffic

organic traffic comes to your website as a result of unpaid search, paid traffic comes from ads that cost money, & referral traffic comes from other websites directly linking to you & pathing people your way.

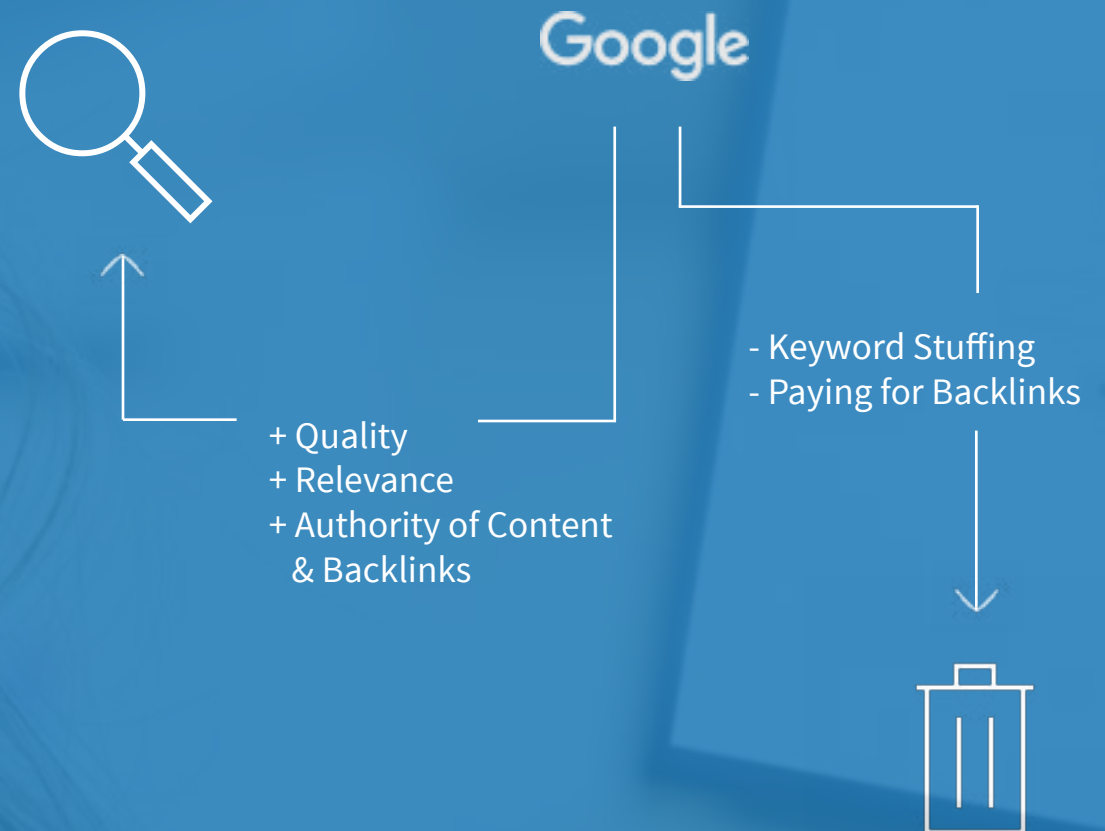
TEN YEARS AGO, WHEN GOOGLE SEARCH WAS RELATIVELY NEW THE GOOGLE TEAM HAD TO FIGURE OUT HOW TO SURFACE RELEVANT CONTENT ON TOPICS PEOPLE SEARCHED FOR.

Their answer, was to look at a bunch of technical, easy-to-measure things like meta-data, keywords, sitemaps, website speed, etc. *Yawn.*

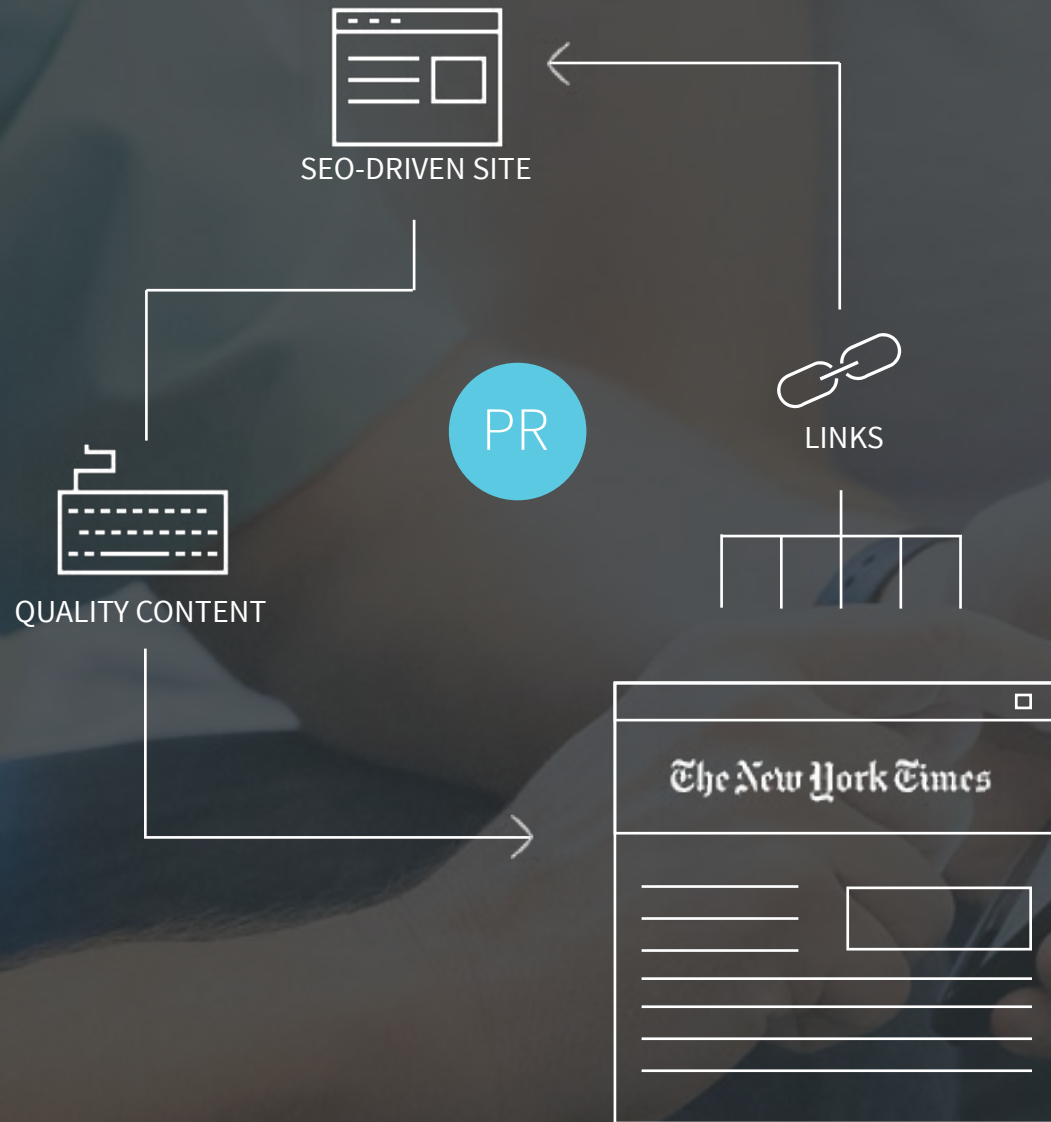
This meant that the person best suited to help you show up higher in search was a very technical SEO manager, who would look for under-the-hood ways to improve your website.

Google's algorithm has radically evolved since then, & now is much smarter & more mature. Since their goal is to surface highly useful content on demand, they've shed a lot of the questionable ranking factors people were cheating with (e.g. keyword stuffing websites or paying for backlinks), & evolved to place more emphasis on quality, relevance, & authority of content & backlinks. Suddenly, SEO became more than just a science; it evolved into an art form. Enter PR.

Why SEO Doesn't Live in a Silo Anymore



PR: A Powerful Lever for SEO Results



Today, SEO's mandate is to create quality content that target audiences will find useful, as well as build relationships with authoritative websites (think NYT), in the effort to get one of them to link back to your website. Conveniently, quality links & content are the ingredients to great Public Relations, so PR can be a powerful lever for driving SEO results.

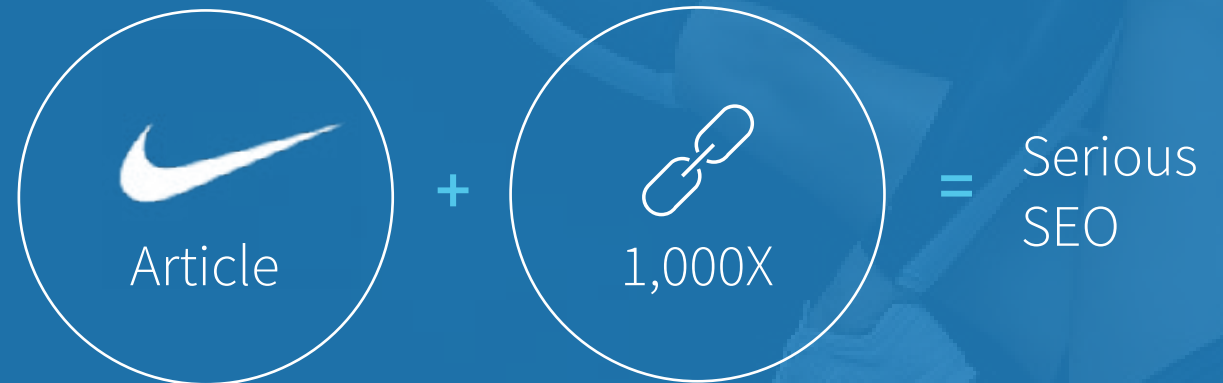
GOOGLE USES BACKLINKS AS A WAY TO GAUGE WHAT THE REST OF THE INTERNET THINKS OF YOU.

If industry influencers or high-readership publications are talking about you & linking to your dotcom, then Google deems you more credible. Additionally, if you're frequently linked to on social media or influential blogs, Google sees that as organic interest in your brand. These are some of the factors Google uses to rank you relative to others in search.

SOCIAL OR MEDIA MENTIONS CAN HAVE SOME IMPACT ON SEO, BUT THE REAL RESULTS COME FROM THE LINK.

According to Brian Dean of Backlinko, "The number of domains linking to a page correlates with rankings more than any other factor."

Why Links Matter



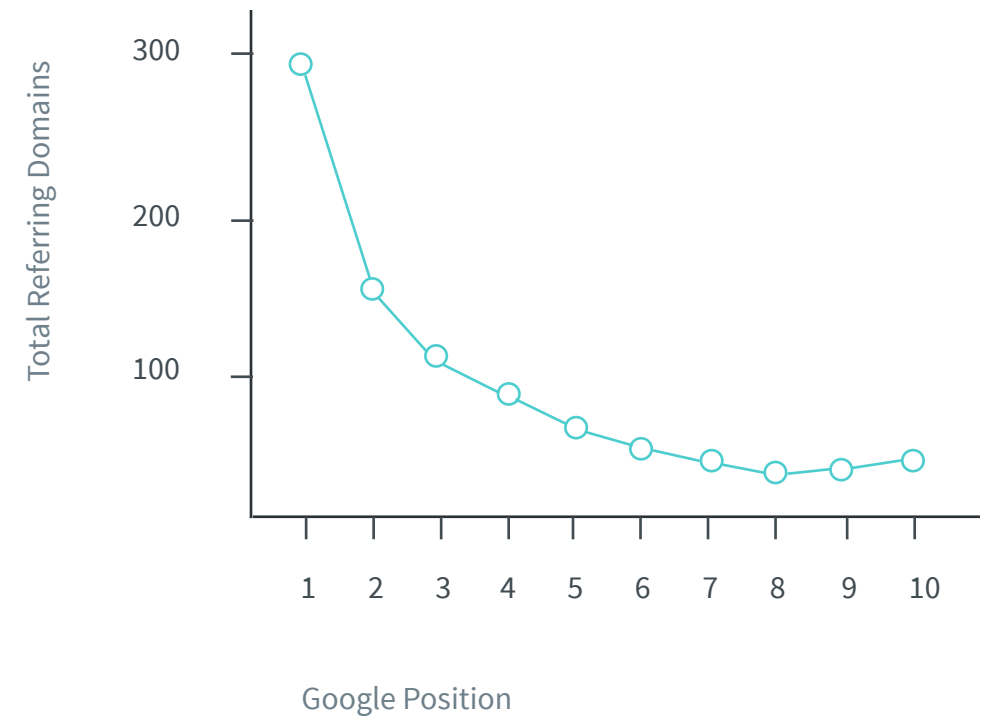
FOR EXAMPLE

If one of Nike's PR articles contains a link to www.nike.com/kickoff-collection, & then is organically shared thousands of times on social, their PR team will create some serious SEO juice for that landing page.

“20% of search rank is whether Google’s bots can get to your site quickly & easily (the technical SEO part). The other 80% is based on the freshness & quality of your content, in addition to how the rest of the web is noticing, commenting on, sharing, & linking back to your content.”

BILL LEAKE, CEO OF APOGEE RESULTS

Number of Referring Domains

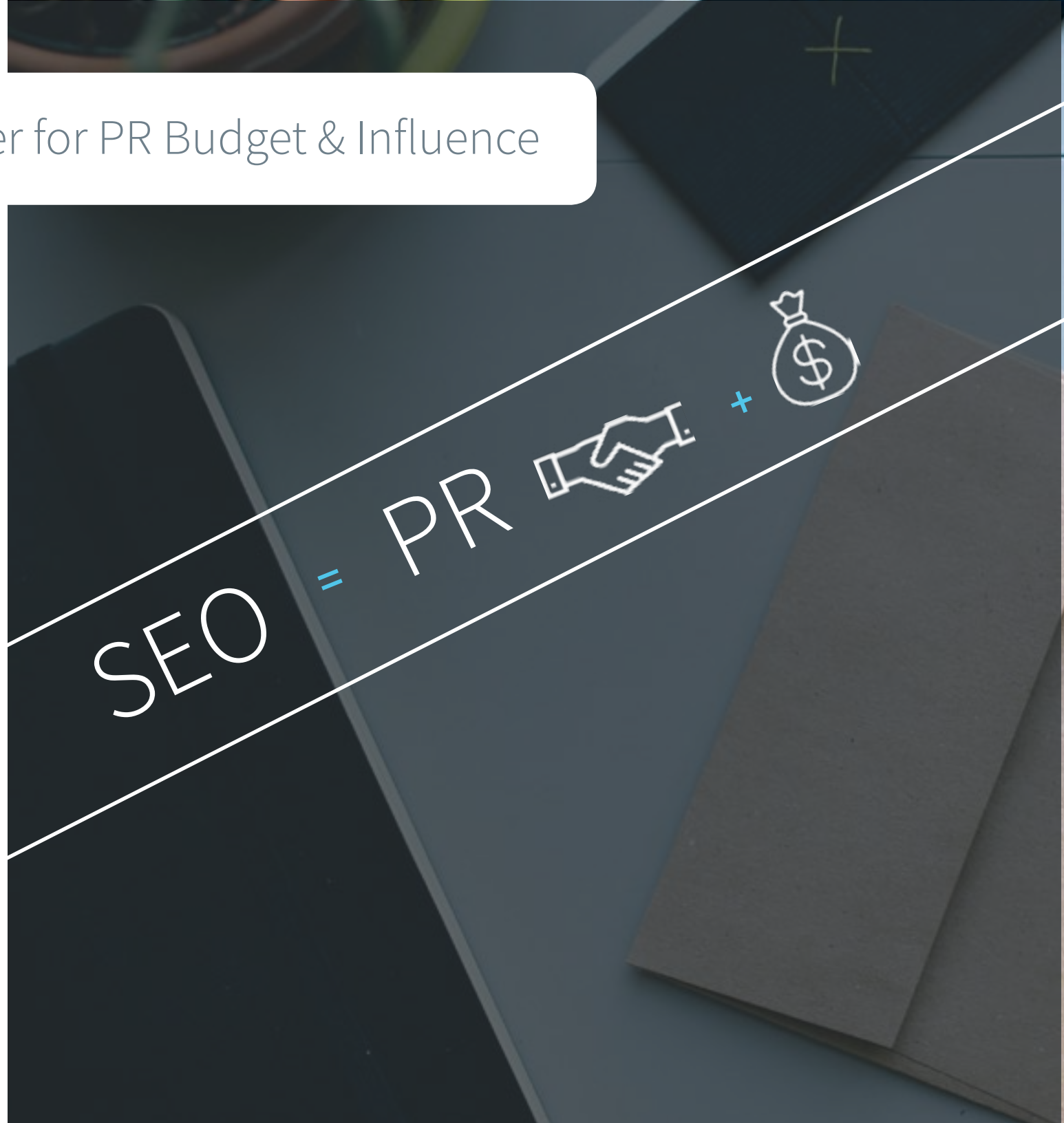


SEO: A Powerful Lever for PR Budget & Influence

Recall that SEO is the CMO's favorite marketing channel, because all traffic from organic search is free! If you can drive high-quality traffic from Google, your CMO will be very happy, your CAC (cost to acquire a customer) numbers will improve, & your Board will recommend additional investment in the program driving those awesome results.

GUESS WHAT? THAT INNOVATIVE PROGRAM IS PR!

PR can drive serious value for digital marketing & SEO these days, which means executives can justify earmarking budget for another PR campaign, an incremental headcount, or an increase in PR agency retainer.



A BIG PART OF PR'S JOB IS TO DRIVE AWARENESS & BUILD BRAND AUTHORITY.

4.5B

GOOGLE SEARCHES PER DAY

As readership & viewership stats for [traditional print](#) & [broadcast](#) continue to decline, the number of searches conducted on Google per day are accelerating at a meteoric rate. There are over [4.5B searches per day](#) on Google, & it's become the go-to-resource to answer any question.

WHAT THIS MEANS FOR PR?

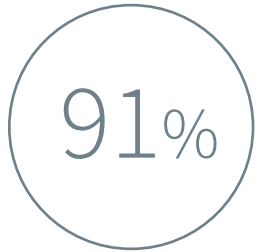
If you show up on page one for key brand searches, it will generate exponentially greater brand awareness than traditional mediums. Moreover, if you're one of top three results, then it's a real vote of confidence for consumers.

“GOOGLE SAYS THIS BUSINESS IS RELEVANT, SO THAT MUST BE THE CASE.”

— ALMOST EVERY CONSUMER

SEO Can Supercharge PR Results Too

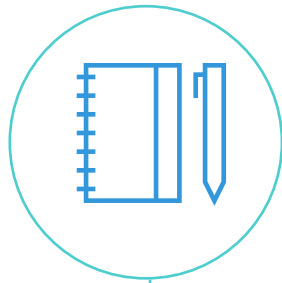
SEO also helps you get discovered by journalists interested in writing about relevant, on-brand topics. According to a [TopRank survey](#), 91% of journalists use search engines to do research for their stories.



FOR EXAMPLE



If a Forbes editor is writing a piece on innovative entrepreneurship programs, they will Google search the topic, & if your MBA program shows up high in search, you'll likely be on his short list to call. If he sees another news article in search results that already highlights how innovative you are, it doubles your credibility as a deserving feature for his story.



How SEO & PR Could & Should Work Together

AS OUTLINED ABOVE, THERE'S TONS OF MUTUAL UPSIDE FOR SEO & PR TO COORDINATE THEIR EFFORTS. HERE'S A PLAYBOOK TO THE RIGHT TO FOLLOW FOR BEST RESULTS.

Align on message themes & keywords to unequivocally own from a thought leadership & search standpoint

Link to top articles from your blog or website & promote with paid ads

Promote your coverage on social & encourage others to share

Partner with SEO on PR stunts, events, or campaigns to maximize awareness & traffic

Coordinate content calendars around key themes

Prioritize high SEO-potential publications & journalists

Develop relationships with bloggers with socially engaged audiences

Include backlinks & SEO keywords in press releases

Always ask for a backlink in earned media coverage

“There’s been a real movement towards quality of content. Before, ranking on a particular keyword search might have required 5,000 links & mentions. Now, it might only take five high-quality links. The flight to quality is pretty dramatic.”

BILL LEAKE, CEO OF APOGEE RESULTS

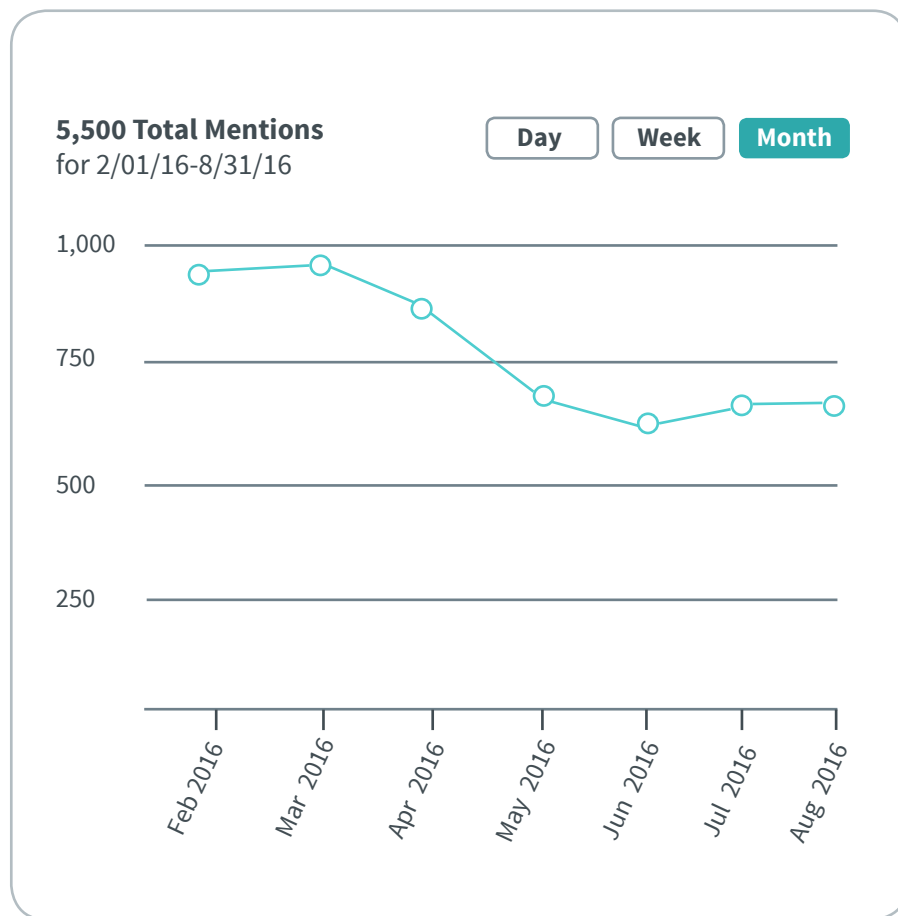
Q: WHAT’S YOUR GOAL IN ALL OF THIS?

A: TO L& A FEW REALLY HIGH QUALITY FEATURES & BACKLINKS

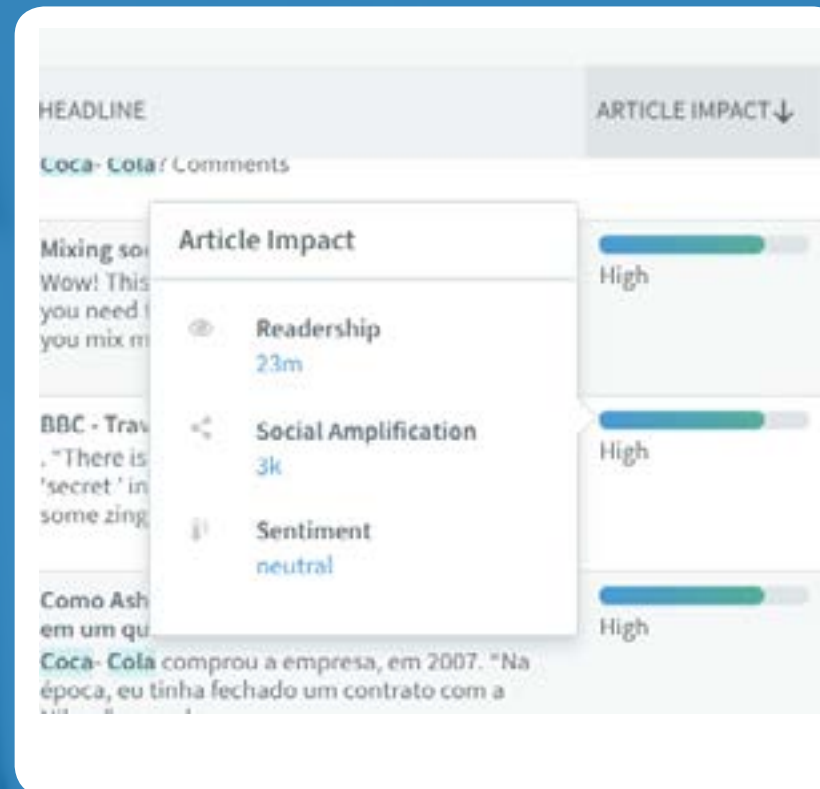
How to prioritize your pitch list for maximum SEO impact:

STEP ONE:

Use TrendKite to look at previous coverage on the topic you're writing about



STEP TWO:

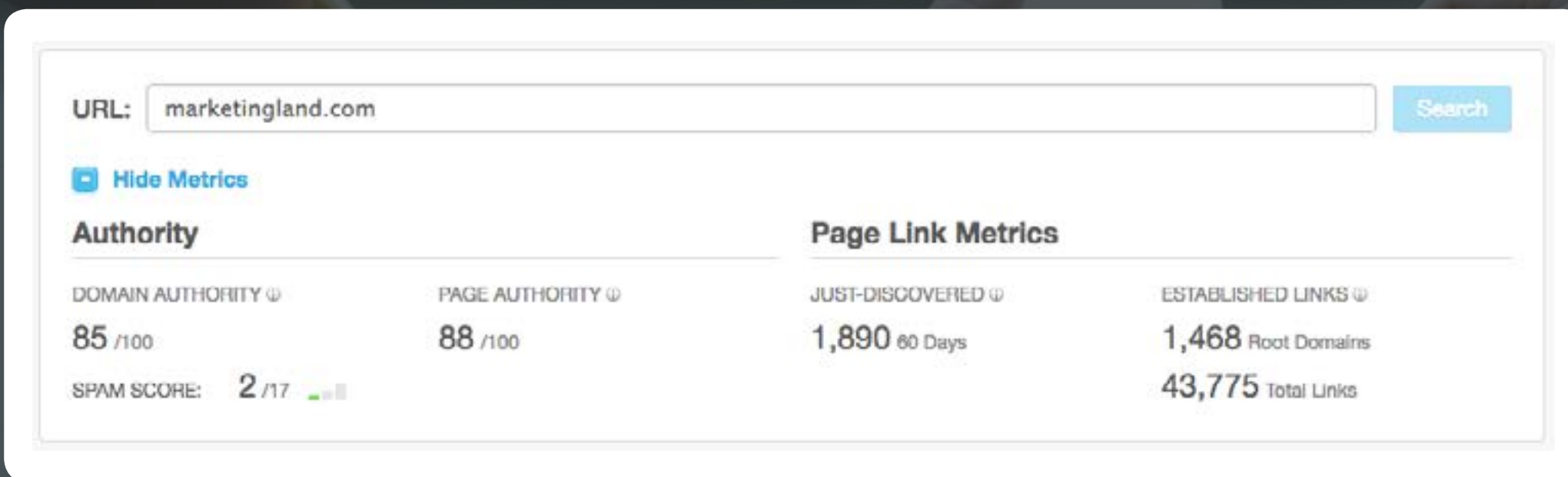


Sort by outlets with greatest Article Impact (a blend of readership, positive sentiment, & social shares) – add them to your list.

If you don't use TrendKite, then manually sort your coverage by each of those qualities & pick the top 3-5 of each.

STEP THREE:

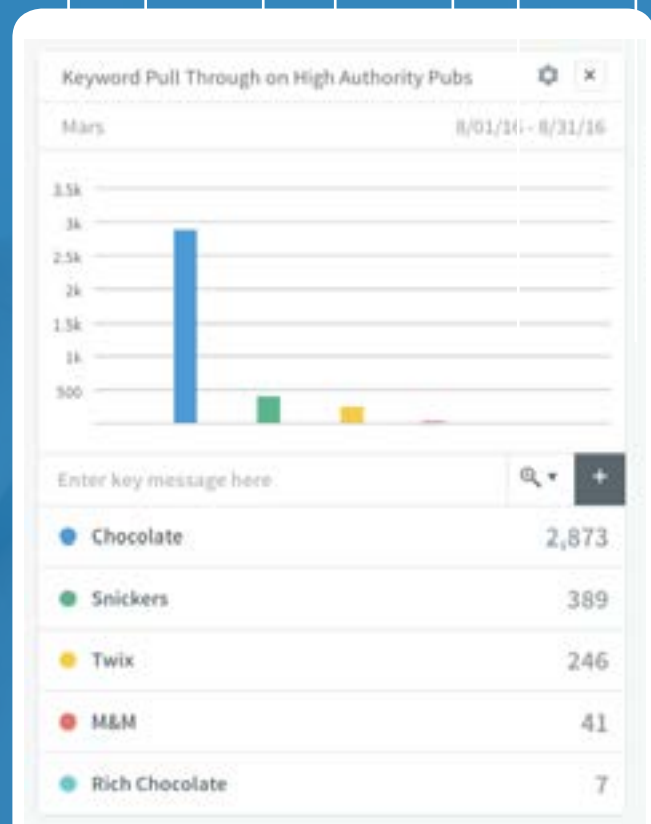
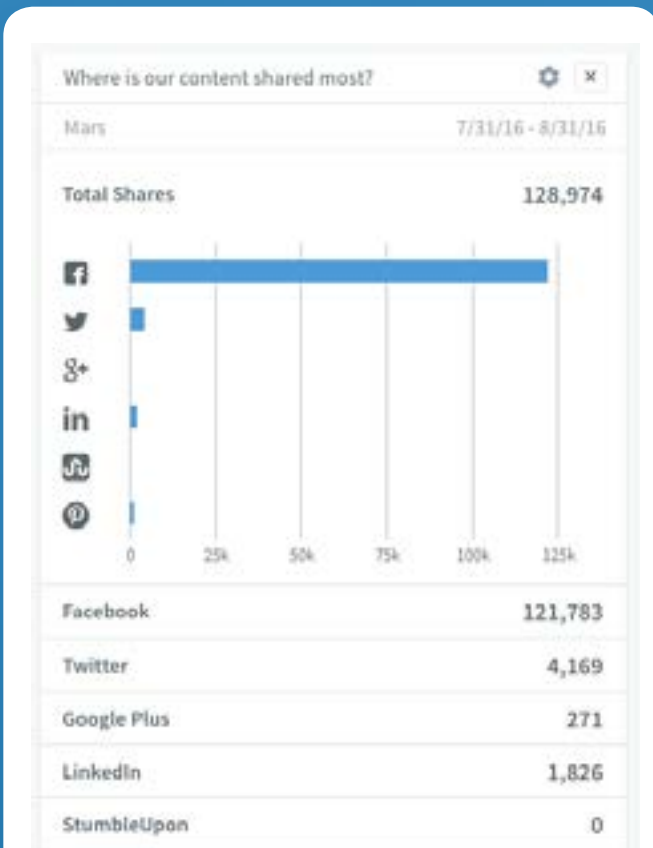
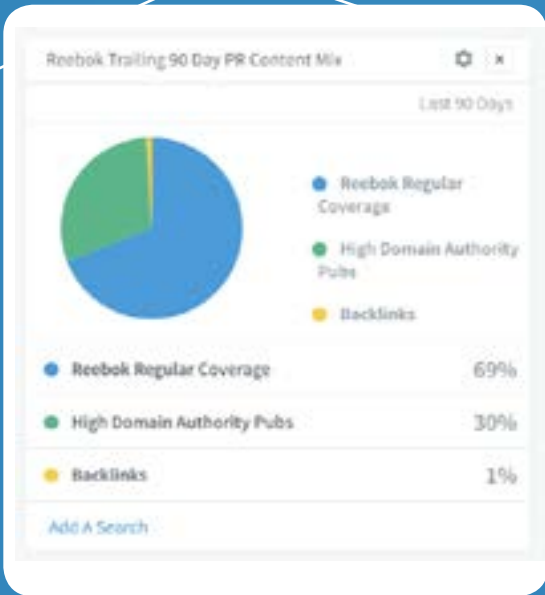
Use [Moz's Open Site Explorer](#) to determine which outlets on your list have greatest domain authority – consider these top priority for pitching.



The screenshot displays the Moz Open Site Explorer interface for the URL marketingland.com. It features a search bar at the top with the URL entered and a 'Search' button. Below the search bar is a 'Hide Metrics' toggle. The main content is divided into two columns: 'Authority' and 'Page Link Metrics'. The 'Authority' column shows a Domain Authority of 85/100 and a Spam Score of 2/17. The 'Page Link Metrics' column shows 1,890 just-discovered links (60 days) and 1,468 established links (1,468 root domains, 43,775 total links).

Authority		Page Link Metrics	
DOMAIN AUTHORITY [Ⓞ]	PAGE AUTHORITY [Ⓞ]	JUST-DISCOVERED [Ⓞ]	ESTABLISHED LINKS [Ⓞ]
85 /100	88 /100	1,890 60 Days	1,468 Root Domains
SPAM SCORE: 2 /17			43,775 Total Links

Measuring & Reporting Your Success:



Key message pull-through on keywords you are trying to rank on

Number of backlinks attained

Number of social shares for your earned media articles

Attainment of high domain authority publications

SAATVA USES SEO TO PROMOTE PR ARTICLES THAT INCREASE SALES

Saatva Mattress is a savvy brand with a few tricks up their sleeve to increase PR & SEO performance. First, if they want to increase their visibility in search for a particular topic, say “spine health,” then they work to get PR articles about spine health placed in top tier publications (NYT, Fortune, Vogue) because of their high Domain Authority.

“NYT’s domain is very powerful, & if we are lucky to get a backlink, then we get a major SEO bump on the keywords we’re trying to rank for.”

— Harrison, SEO Manager.

Saatva also uses TrendKite’s Google Analytics integration to see which earned media articles are driving high-quality traffic to saatvamattress.com & resulting in product sales. For top performing articles, they do some SEO work to get them to show on the first page when someone searches for “Saatva” or “comfortable mattress.” To do this, they link to the article on their website, blog, partner websites, & promote it a lot on social.

Trailblazing Brand: Saatva Mattress



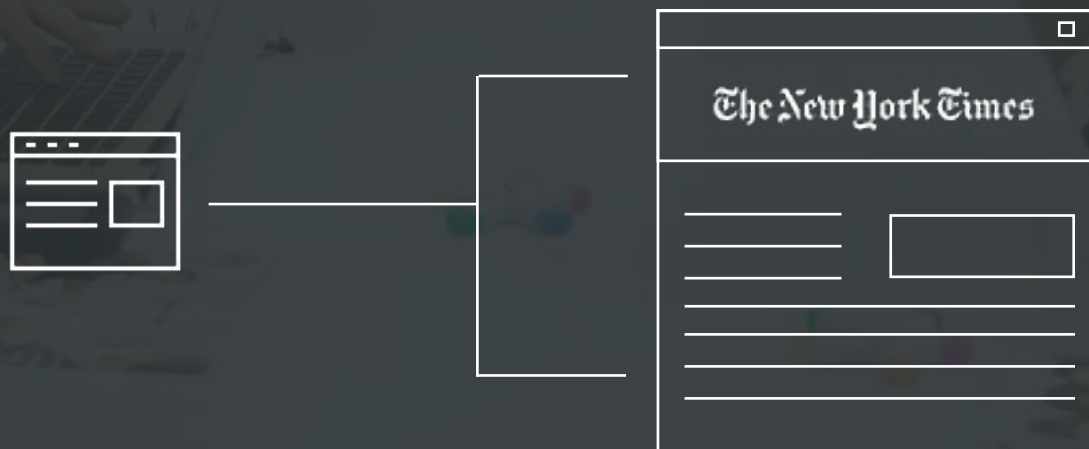
saatva
LUXURY MATTRESS

“PR articles are a little fly by night – they can show up on the first page of Google for a bit then go away, so if you want them to stay on the front page you have to do some work. We do a lot of promotion & linking to top articles because they help big time with our conversion rate.”

RICKY JOSHI, CO-FOUNDER & CMO, SAATVA MATTRESS

Summing it All Up: PR is Indispensable to SEO

IN TODAY'S AGE OF MARKETING, PR IS NEEDED MORE THAN EVER, & HAS GREATER POTENTIAL FOR IMPACT.



With their unique ability to generate high-quality, earned content & obtain valuable links from authoritative outlets, PR can significantly move the needle for search rank optimization & increase the volume of traffic coming from search.

Forward-looking PR teams are seizing the opportunity to become marketing's linchpin, & are optimizing their PR strategy to accomplish SEO goals. By aligning with SEO on keywords & content, shaping their pitch list around SEO impact, & hustling for valuable backlinks, they're able to demonstrate tremendous business impact & earn incremental marketing budget.

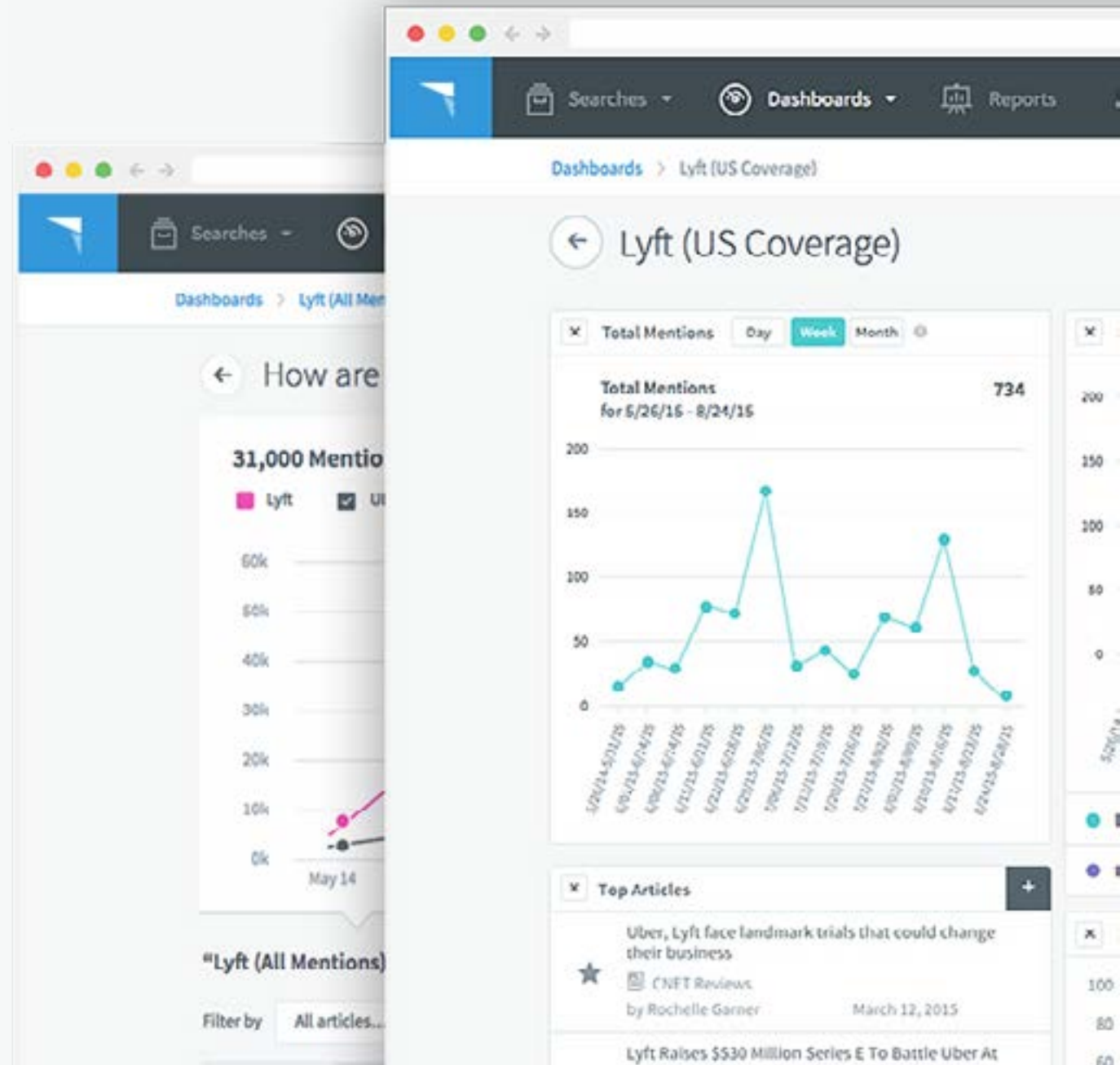


Learn More About TrendKite

We'll show you exactly how our next generation software will help you take your PR to the next level.

CONTACT US:
sales@trendkite.com

SHARE THIS E-BOOK:



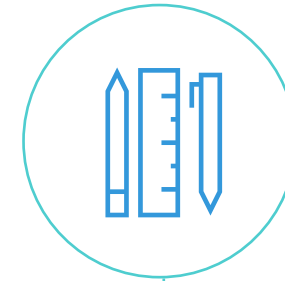
Tools & Resources to Know About

[Moz's Open Site Explorer](#)

Measure the Domain Authority for publications you are going to target for a PR campaign.

[SEMRush](#)

Keyword research tool. Look for the keywords you'll want to own in upcoming PR campaigns (you want keywords with high search volume, low competition.) You can also use this tool to compare the number of backlinks to your site vs. your competitors sites.



TrendKite Google Analytics Integration

- Track the amount of direct traffic PR drives to your website from people reading a PR article & clicking a backlink.
- Track the correlation between your website traffic & PR coverage. If you see both a spike in coverage & traffic, your coverage has likely influenced SEO & helped generate more traffic from search.