

AMBITIOUS 

INSIGHT. IDEAS. IMPACT.

ABOUT TODAY

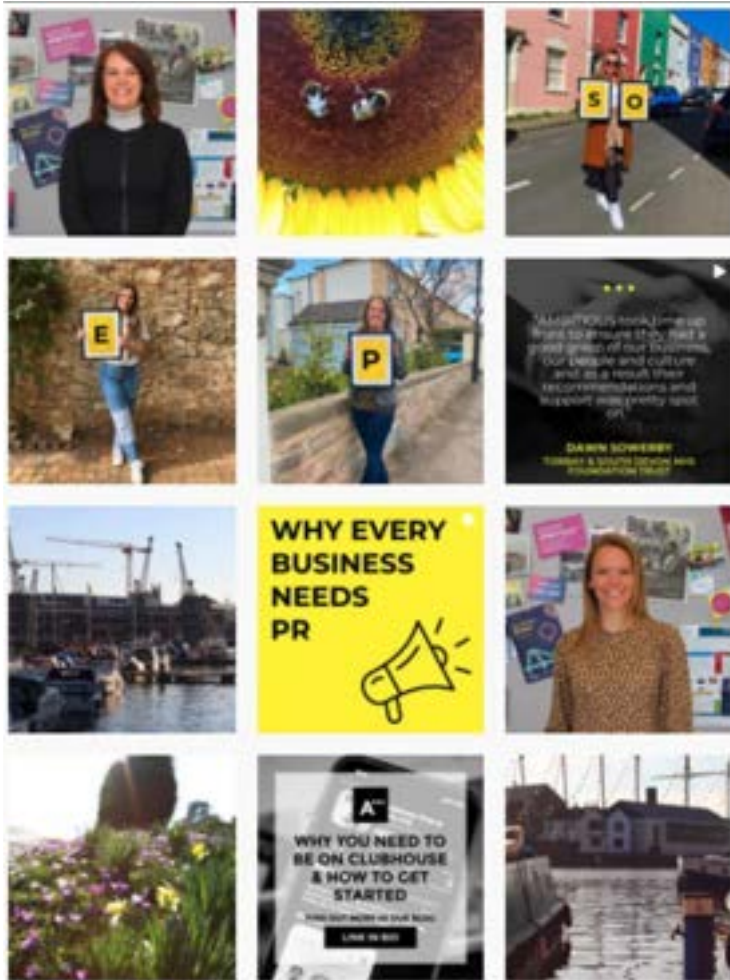


- Introductions
- Basics of PR & SEO how they work hand in hand
- Why SEO is important for your online brand presence
- Case studies of how PR & SEO working together delivers results
- Tools & tips for your business
- Setting your objectives & measuring results
- Q+A

INTRODUCTION



ABOUT US



- Award-winning independent PR-led consultancy celebrating our 10th anniversary in 2022.
- Hands-on senior counsel comes as standard. Every client relationship is headed up by a Director who has a vested interest in AMBITIOUS.
- Challenger to traditional PR agency model - non-hierarchical, client-centric, skills-driven.
- Our 20-plus team includes a blend of talent & tenacity - PR consultants, digital & social experts, copywriters, stakeholder specialists & content strategist and marketers.



PR FOR BUSINESSES



PR FOR BUSINESS



PR is: “the planned & sustained effort to establish & maintain goodwill & mutual understanding between an organisation & its publics.”

PR is managing third-party credibility.

In your business, press releases & generating coverage, building reputations with influencers, thought leadership, sourcing speaker opportunities, managing a crisis, producing an event, copywriting for a white paper

BUT...

The digital landscape & social media economy opens up more opportunities & needs to be central to your PR/communications planning ...





SEO: WHY IT'S SO IMPORTANT FOR YOUR BUSINESS



search engine optimization

noun COMPUTING

the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

"the key to getting more traffic lies in integrating content with search engine optimization and social media marketing"

SEO IS A MARKETING CHANNEL



A successful SEO plan can...

- Significantly increase the online presence of a website & in turn drive traffic & long-term brand awareness online
- Support other marketing channels (content gap analysis)
- Deliver ROI
- Support your business - clients, staff, suppliers, stakeholders

SEO FOR YOUR BUSINESS?

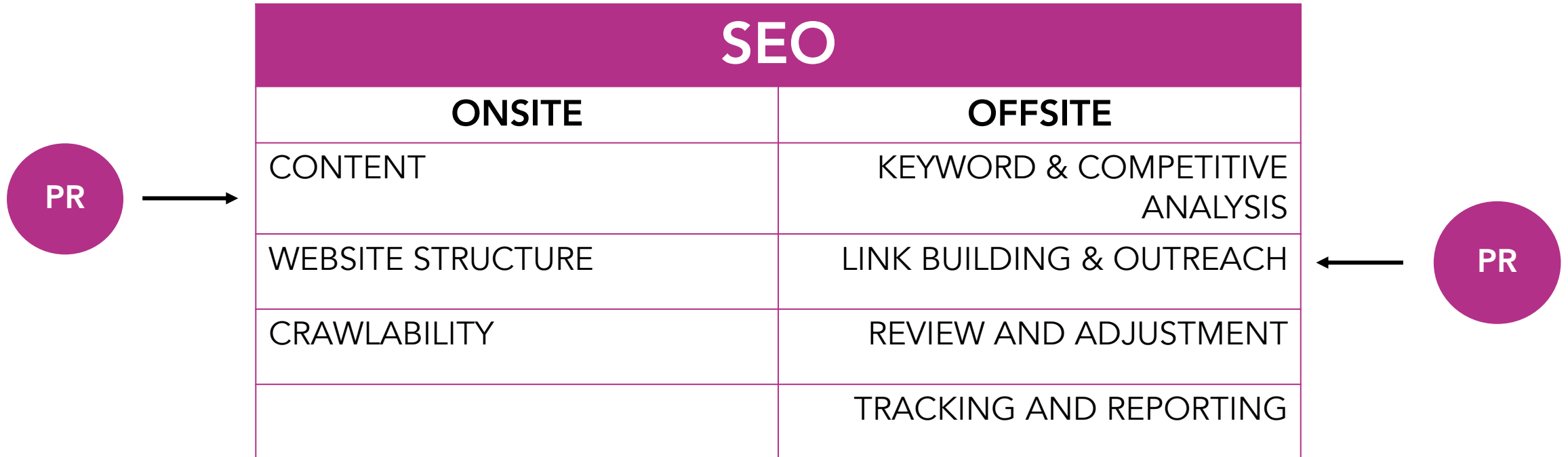


- You have a company website?
- You don't need to be an IT whizz
- Better SEO for your business is accessible to everyone in this room:
 - Affordable
 - Resource
 - DIY to start with
 - Time & patience



**WHAT DO YOU
HAVE IN PLACE
FOR YOUR
BUSINESS?**


SEO ACTIVITY: SPLIT IN TWO



SEO ACTIVITY CAN INCLUDE: ONSITE



Onsite

- URL structure
- Page loading speed
- Internal linking
- Content 
- Rich snippets
- Keyword optimisation

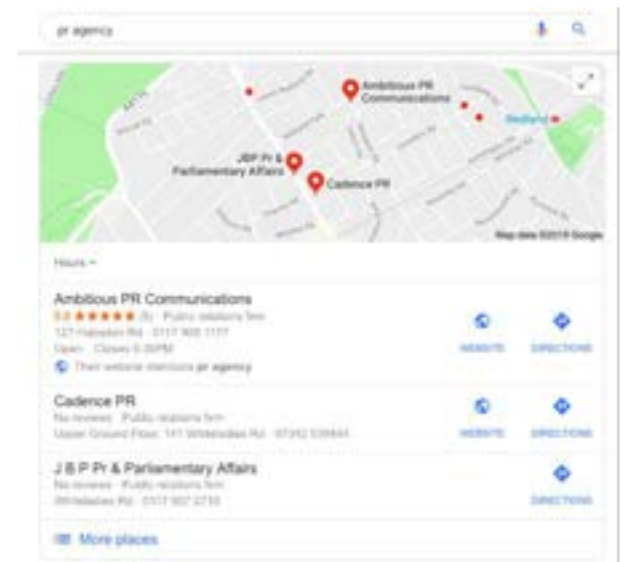
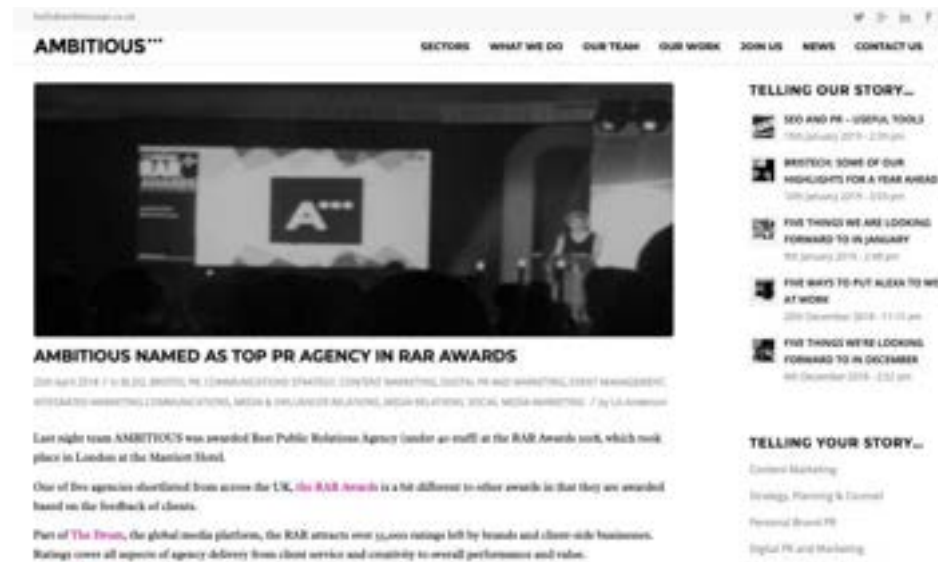
SEO ACTIVITY CAN INCLUDE: ONSITE



Content

Regular blog content supported by keyword research improves search visibility

Keywords	Search volume
personal pr	10 – 100
pr agencies Bristol	100 – 1k
pr companies Bristol	100 – 1k
pr agency Bristol	100 – 1k
blogger relations	10 - 100
pr agency	1k – 10k
pr agencies in Bristol	100 – 1k
TOTAL	



SEO ACTIVITY CAN INCLUDE: OFFSITE



Offsite

- Backlinks
- Social engagement
- Brand sentiment (Trustpilot)
- Trust/ Authority
- Content context (geo, topic, intent)

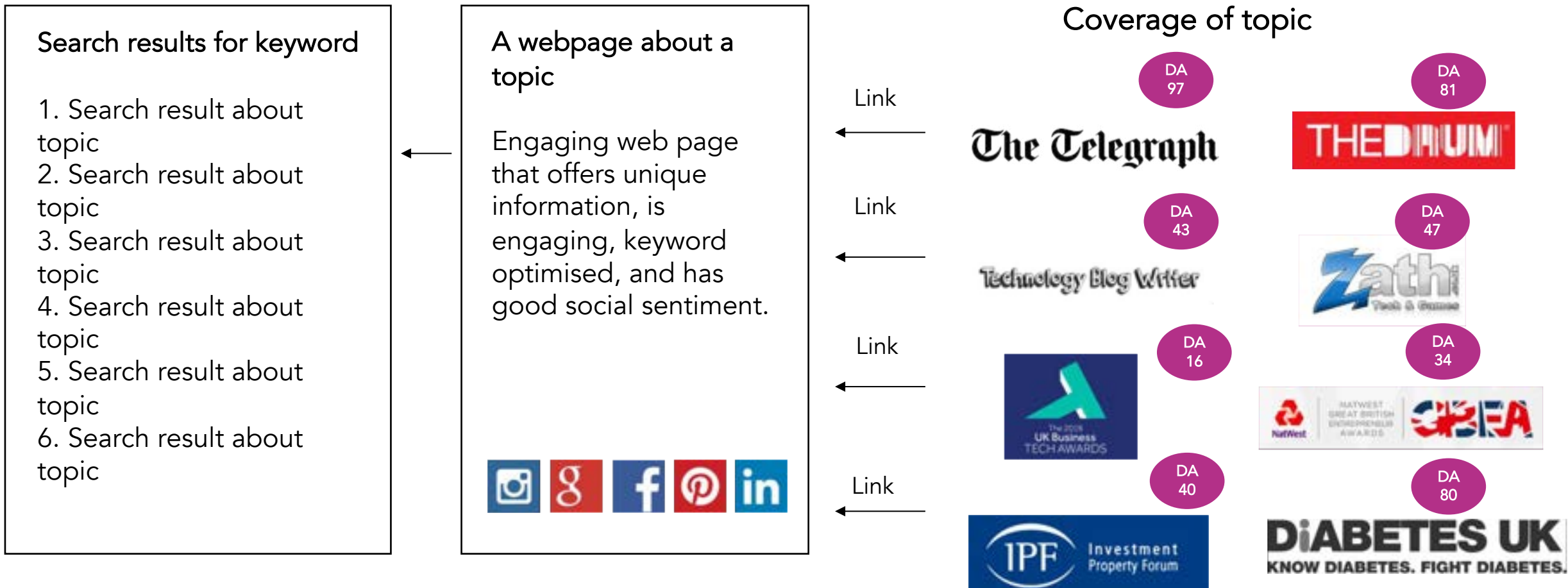


This is predominantly focused on the signals that search engines get about your site from other websites & thus harder to control.

HOW PR INFLUENCES ORGANIC VISIBILITY



A constant stream of links from different authoritative websites, has proven to have significant impact on organic visibility in search results.



WHY PR & SEO NEED TO WORK TOGETHER



Both channels have a symbiotic relationship because they:

- Focus on brand reputation (PR online and offline, SEO online)
- Drive brand awareness (PR for brand, SEO for products/services)
- Aim for authoritative recognition (PR through industry feedback, SEO through authoritative website links)
- Can support campaigns for maximum output (SEO activity can be paired with a media relations strategy, a PR campaign can be optimised online to gain organic exposure on search)
- PR as an industry is more experienced in organic brand placement on third party channels



CREATING CAMPAIGNS FOR YOUR BUSINESS





IN ACTION: CASE STUDIES



SOCIAL MEDIA WEEK BRISTOL

Social Media Week is a global conference held in over 25 cities worldwide.

AMBITIOUS launched #SMWBristol in 2016.

Each event attracts over 30 speakers, 20 sponsors & 2,000 plus delegates.

Regional, national & international support.



SOCIAL MEDIA WEEK BRISTOL

Results:

- 74 linking domains (including link from SMW global .org website).
- 20 Domain Authority.
- 9,000+ visitors to smwbristol.co.uk during event.
- Press coverage in all major publications linking back to smwbristol.co.uk.
- Trending on Twitter from day one of conference in Bristol for the whole week.



PROCORRE

Procorre100 – Objectives:

- Raise industry awareness of women in consulting.
- Support company with recruitment drive.
- Thought-leadership positioning of CEO Anne O'Donnell.
- Increase longevity of 'Voice & Vote'.

procorre.
project • management • consulting



PROCORRE

Results:

- 6m audience reach from media coverage.
- 17 pieces of coverage including; BBC Newsnight, ITV News, BBC World Service, The Bristol Post, Business Insider, BQ Live.
- 600 click throughs from social media channels to Procorre website.
- 21% increase in new sessions on website the Procorre website overall in three months.



BristolLive

This Bristol company is recruiting 100 women in 100 days

Procorre is recruiting 100 women into its consultancy network

Business Leader

MANAGEMENT CONSULTANCY LOOKS TO RECRUIT 100 WOMEN IN 100 DAYS

By October 11, 2018 at 4:55 pm & Posted by [Barney Collier](#)

Western Daily Press



Women need to keep up the fight to break glass ceiling

Anne O'Donnell, CEO of Bristol-based Procorre, comments today to mark the start of the company's 100 day challenge to recruit 100 women into its consultancy network.

BBC newsnight





TOOLS AND TIPS















PR ACTIVITY & CAMPAIGNS THAT CAN HELP SEO



IDEAS & PLANNING TOOLS



	<p>Tracks brand sentiment and demographics online.</p>		<p>Find influencers that are the most engaged on social media for a certain topic.</p>
	<p>Statistics on wide ranging topics.</p>		<p>Survey company.</p>
	<p>Lists Freedom of Information requests</p>		<p>Quick way to find influencers on twitter by topic, location.</p>
	<p>Type a topic and see the most popular search queries.</p>		<p>Trends and latest research about state of economy and markets.</p>
	<p>In-depth demographic profiling.</p>		<p>Find out what BBC was reporting on a selected date.</p>
	<p>List of national and international days across the year.</p>		<p>Presentation software that uses motion, zoom, and spatial relationships to bring your ideas to life.</p>

Google Trends

You can see the popularity of any topic over time and geo (Avocado, Argan Oil & The Body Shop, Trump, Brexit etc.)



Great for tracking what competitors are talking about in the press.



Search the popularity of any keyword and use as part of your content marketing strategy.

HOW DO YOU MEASURE PR?



OVERVIEW:	SUCCESS:
<p>INPUTS messaging, positioning, research & preparation to develop materials & core content</p>	<ul style="list-style-type: none">• Robustness of themes, proposition, strategy developed by agency
<p>OUTPUTS messages going out from your organisation. The messages could be in the form of all types of communications</p>	<ul style="list-style-type: none">• Delivery of strong content material including key messaging such as :<ul style="list-style-type: none">• blogs• articles• newsletters & website material• social media• campaigns
<p>OUTTAKES looks at how the audience is aware of the messages & how the messages are being communicated & received</p>	<ul style="list-style-type: none">• Success in securing media coverage in pre-agreed key titles• Review of media coverage for key messages• Online tracking through social media (retweets), blog shares.
<p>OUTCOMES measure the positive impact the PR activity delivered.</p>	<ul style="list-style-type: none">• Increase in website traffic, increase in reactive sales leads• Specific KPIs - anecdotal, observation, change in audience behaviour• Return on investment & lessons learnt

WHAT KPIS SHOULD BE MEASURED?



PR Objectives

Off-site KPIs

Engagement stats

- links
- pieces of coverage
- influencers engaged
- brand mentions
- social sentiment

SEO Measurement

On-site KPIs

Engagement stats

- Amount of traffic/page views
- Avg. time on site
- Bounce rate
- Social shares
- SEO stats
- Organic visibility
- Rankings for core terms

TOOLS TO MEASURE SEO SUCCESS



Must-have:

Extra insight



Traffic, keywords,
conversion rates



Moz authority
extension ranks every
website from 0-100
based on credibility.



Domains linking to a
website, trust flow
based on topics.



Keyword research,
content research,
visibility tracking.

GOOGLE ANALYTICS



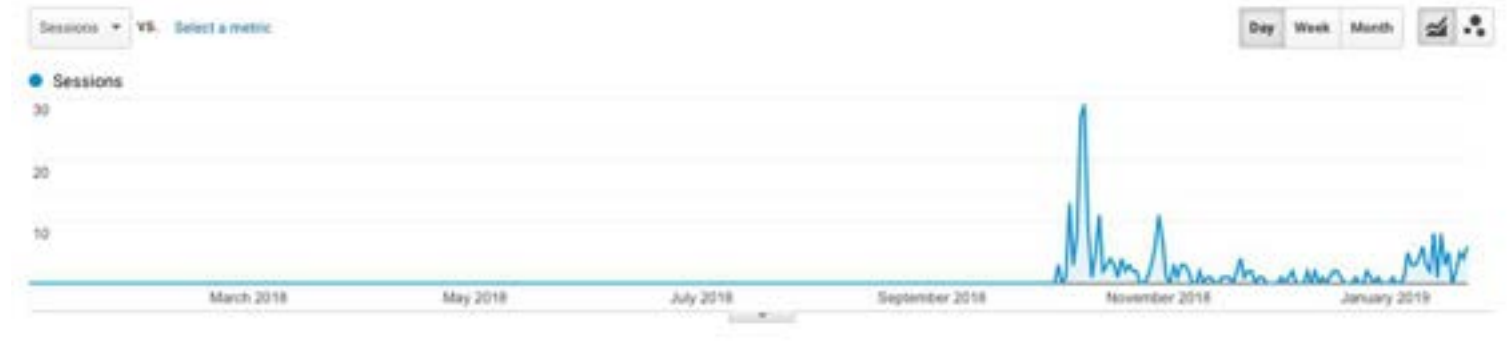
Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce ▾		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Ecommerce Conversion Rate [?]	Transactions [?]	Revenue [?]
	9,907 <small>% of Total: 100.00% (9,907)</small>	9,748 <small>% of Total: 100.00% (9,748)</small>	12,464 <small>% of Total: 100.00% (12,464)</small>	62.84% <small>Avg for View: 62.84% (0.00%)</small>	2.18 <small>Avg for View: 2.18 (0.00%)</small>	00:01:42 <small>Avg for View: 00:01:42 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Organic Search	4,523 (45.09%)	4,365 (44.78%)	5,878 (47.16%)	48.37%	2.61	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Direct	3,520 (35.09%)	3,502 (35.93%)	3,897 (31.27%)	83.29%	1.44	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Social	696 (6.94%)	631 (6.47%)	1,267 (10.17%)	61.64%	2.75	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Referral	485 (4.84%)	471 (4.83%)	520 (4.17%)	77.50%	1.64	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Paid Search	433 (4.32%)	407 (4.18%)	503 (4.04%)	40.76%	2.73	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Display	354 (3.53%)	353 (3.62%)	377 (3.02%)	88.33%	1.16	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Email	18 (0.18%)	17 (0.17%)	20 (0.16%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. (Other)	2 (0.02%)	2 (0.02%)	2 (0.02%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Tracking Performance

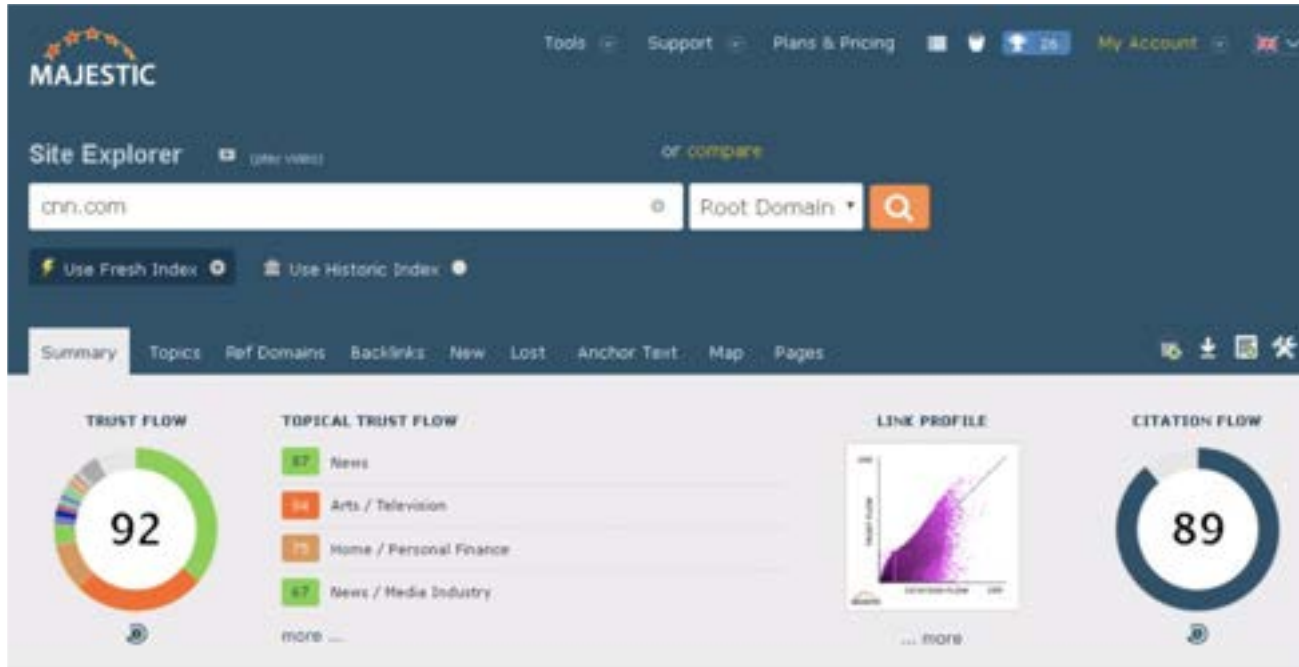
- Behavior
 - Overview
 - Behavior Flow
- Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages
 - Exit Pages

Calendar interface for selecting a date range. The calendar shows months from November 2018 to January 2019. A date range of Jan 1, 2018 - Jan 23, 2019 is selected. The interface includes a 'Date Range' dropdown set to 'Custom', a 'Compare to' dropdown set to 'Previous period', and 'Apply' and 'cancel' buttons.

smwbristol.co.uk/events



MAJESTIC & AHREFS



CNN - Breaking News, Latest News and Videos



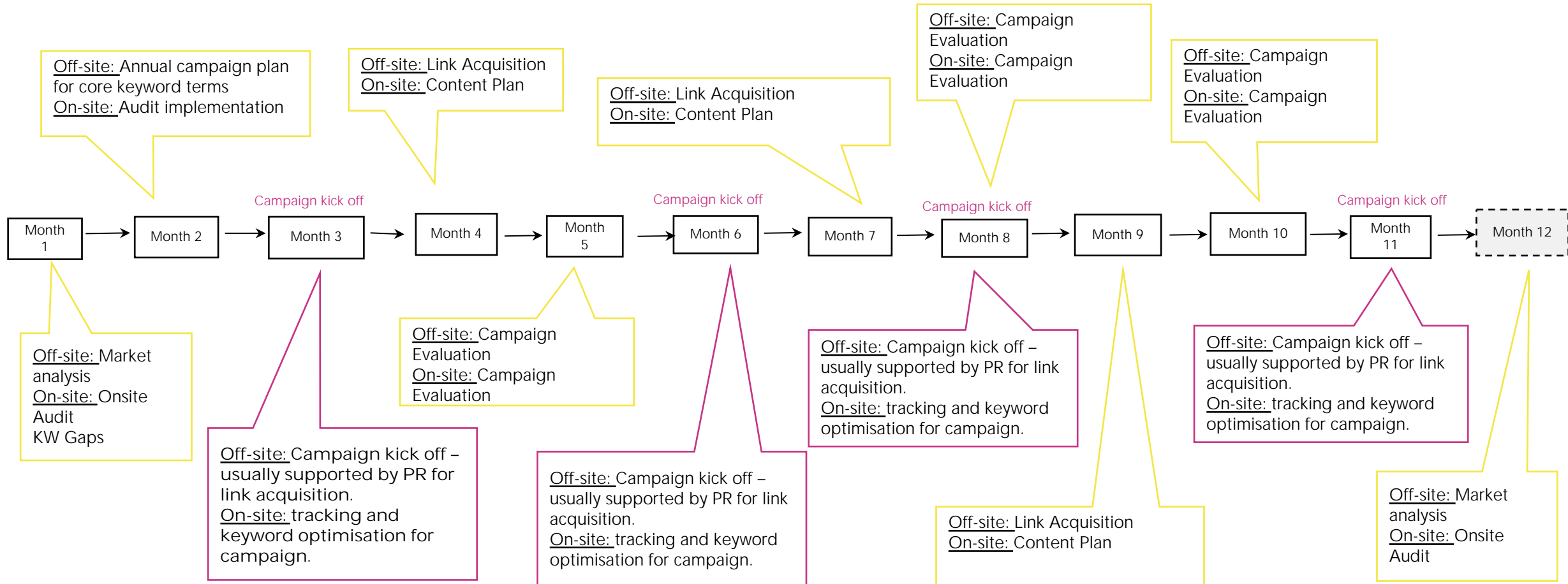


Domain Authority (DA) is a search engine ranking score developed by **Moz** that predicts how well a website will rank on search engine result pages (SERPs). ... **Domain Authority** is calculated by evaluating multiple factors, including linking root domains and number of total links, into a single DA score.

WHAT DOES A TYPICAL SEO PLAN LOOK LIKE?



For new companies/ websites an aggressive link acquisition plan is essential to boost organic visibility.



REPORTING



Be clear on your objectives from the outset:

Business plan

Communications activity

Marketing communications strategy

Know what you want to measure before you start:

Engaging influencers, such as investors or business partners

Driving recruitment to support growth

Raising brand awareness in a new market

Monitor & report & refine:

Board level report

Key highlights



ANY QUESTIONS?

