



BOSS
YOUR **PR.**

SEO FOR PR

WHAT IS SEO?:

SEO = SEARCH ENGINE OPTIMISATION

SEO is the process of optimising and enhancing your website and online content to find favour with Google and other search engines.

Online visibility is crucial for any of us businesses that use our websites as a way of attracting and converting our customers.

We work so hard on getting ourselves visible in person, through the media through our social media and trying to ultimately direct traffic to our website where we then sell, why don't we get our website working harder for us and doing some of this work in tandem with us?

WHAT DOES SEO HAVE TO DO WITH PR?

PR and SEO are very much interlinked in terms of raising your visibility and sharing your brand ethos and story.

Both are about trust:

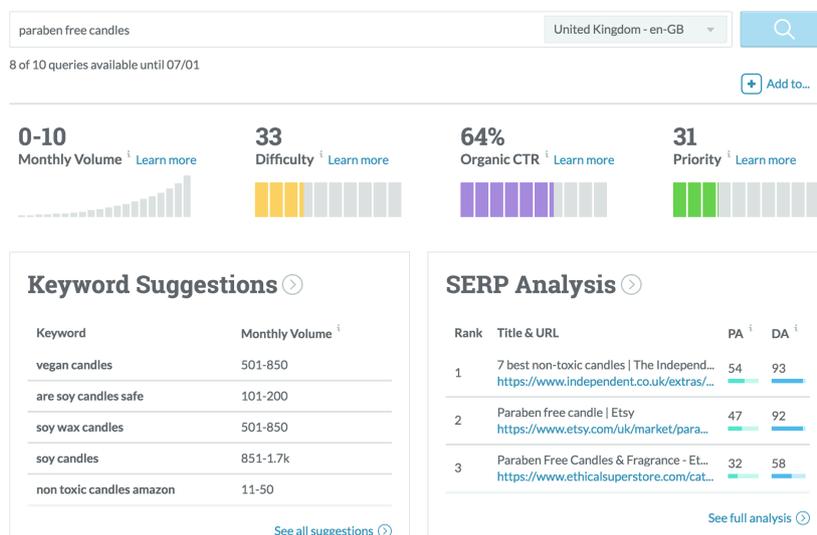
- PR is about nurturing trust with journalists and your target audience
- SEO is about nurturing trust with Google and your target audience.

Both are about visibility and attracting your ideal audience to you.

Both are about sharing your messages, driving traffic and increasing sales.

TOP TIPS TO START ACTIONING NOW:

- Keep everything consistent and on brand in terms of language, identity and keywords
- Do some key word research using a tool like Google Keyword Planner or moz.com



Using the example of a search for 'Paraben Free Candles' this is some of the insight that Moz gives me.

- Use Moz to analyse the keywords that you think your ideal clients might be using to search for your type of offering and explore the additional suggestions it makes.
- Use your chosen keywords throughout your content.
- Write for your reader first, Google second.
- Blog regularly on different but relevant subjects and share your expertise.
- Try and engage users by keeping them on your website as long as possible - encourage them to browse or consume your content.
- Label your images, title your pages and add unique meta descriptions for each web page where possible.
- Use social media plug ins to encourage social sharing of your content and your images in order to generate inbound links to your website.
- Explore online PR as part of your visibility and outreach - sharing content and generating back links from online magazines and blogs are a great way of directing traffic which in turn enhances your SEO success.
- Online PR results are 'Earned Media' that will complement your 'Owned Media' (your content on your website) and will show Google that you are respected and trusted in the online community - this will help your SEO ranking.
- Use your keywords across your content and in your press releases where relevant.
- Explore guest posting and sharing your expertise with online platforms and blogs.
- Get a mix of internal and external links into your website.
- Use Google Analytics to understand what keywords are bringing traffic to your website and what external links are working when it comes to sending traffic your way.
- Develop your SEO based on what's working, what's not and on-going keyword and customer research.

There is so much more to SEO. There is a more in-depth training video in Tier 2 but also, I'm thinking about diving deeper later in the year if it's of interest to the group.

Ask any questions in the FB group or fire me an email.

Remember, every step you take when it comes to any SEO, PR or visibility is a step in the right direction for your business; whether it's baby steps or leaps, keep moving forward.