

# The Ultimate PR Guide to Search Engine Strategy

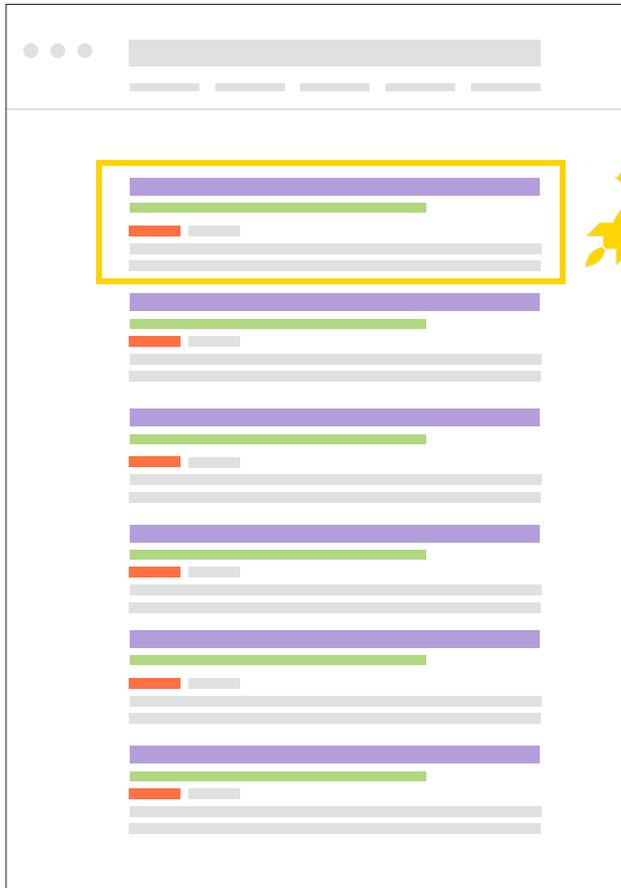
How to build better lists, deliver impactful new client strategy, and dominate search results using PR.

PRESENTED BY

*Visably*

# The Ultimate PR Guide to Search Engine Strategy.

Search Engine Optimization and Public Relations are powerfully connected brand marketing disciplines. This guide is designed to clearly delineate their points of synergy within search engine strategy and demonstrate how the intelligent application of available tools and tactics can result in dominant brand visibility in search.



## WHAT WE'LL COVER:

1. How to optimize your link building with PR.
2. How to utilize keyword research to improve the visibility of your press releases and pitches.
3. Search Engine Visibility — what is it and why PR is key to a brand's success in search.
4. How to build smarter media lists using search results.
5. How to generate reports on media coverage that highlight SEO gains.



NO PUBLISHER IN THE WORLD FACILITATES MORE PRODUCT DISCOVERY THAN GOOGLE

Search Engines receive around 4 Billion queries every day. 92% of them are on Google.

INTERESTING FACTS ON THE WORLD'S LARGEST SEARCH ENGINE:

- Google handles over **75,000 queries per second**.
- Google's share of mobile search traffic is **over 85% globally**

- Google's search volume grows by **10%-15% per year**.

- **Local searches account for 46%** of all searches on Google.

- **Moving up one spot** in Google's search results can **increase CTRs by up to 30%**.

- **Less than 1%** of searchers click on results from Google's second page.

- **The top organic search result** in Google has a **CTR of around 31%**

# Public Relations and Link Building.

PR has traditionally been an excellent channel to build SEO authority by winning high quality backlinks for a brand. The net sum and quality of backlinks are very important indicators of a site's importance in the eyes of a Search Engine. The more high quality backlinks you can produce, the more likely the receiving website will be elevated in search algorithms.

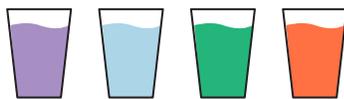
## WHAT YOU NEED TO KNOW ABOUT BACKLINKS

### Link Equity

(aka Link Juice)

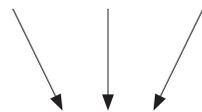
**LINK EQUITY:** The term used in the SEO world to refer to the value or equity passed from one page or site to another. This value is passed through hyperlinks. Search engines see links as votes by other websites that your page is valuable and worth promoting.

#### EXTERNAL WEBSITE LINKS



PAGE A

#### EXTERNAL WEBSITE LINKS



PAGE B

## FOLLOW VS. NO-FOLLOW LINKS



#### FOLLOW LINKS

► A link from one page to another that is recognized by a search engine and counts toward a site's "Link Juice."

You want these.



#### NOFOLLOW LINKS

► NoFollow links are NoFun. They are identified as a link that DOESN'T count toward your link juice or help your SEO. Nofollow links specially include a rel="nofollow" HTML tag applied by the publisher. The nofollow tag tells search engines to ignore that link and hence, they don't impact search engine rankings.

From your seat as a website visitor you can't tell the difference, but behind the scenes...

**Normal Link:** <a href="https://visably.com/blog" >

**NoFollow Link:** <a href="https://visably.com/blog" rel="nofollow" >

## SITUATIONS THAT COMMONLY HAVE NO-FOLLOW LINKS

### 1. CONTRIBUTOR CONTENT

In order to discourage the "sale" of high-quality links, Google recommends restricting "follow links" only to staff writers. In the event that a publisher allows many different contributors to add content without oversight from an editor (like Medium or Forbes.com), it is typical to blanketly make all links nofollow.

### 2. AFFILIATE CONTENT

Publishers will commonly nofollow "buy-now" buttons and links to Amazon, etc.

### 3. OTHER FORMS OF SELF-PUBLISHED CONTENT

Links posted on social networks, etc. are typically nofollow.

## HOW TO IDENTIFY FOLLOW VS. NO-FOLLOW LINKS

If you have access to professional SEO software, it can likely identify and summarize your followed vs. nofollow links for you. However, if you wish to identify links on the fly (while fact-checking a press hit prior to sending to the client), you may want to install a browser extension like "NoFollow" to identify nofollow links in real time as you browse.



<https://www.igorware.com/extensions/nofollow>

# How to maximize the SEO of your press release or pitch.

Although the traditional press release may be sliding into antiquity, press releases still offer a convenient way to make an announcement or compile all the facts for a particular story in a single place.

When building a press release, it makes sense to not only focus on the story's "hook," but also draft your copy in a way that supports **search engine optimization**. Depending on the nature of the publication, press releases may be published verbatim or directly quoted. In either circumstance, intelligently drafted copy can grab the attention of search engines when people are looking for related keyword searches.



## SEO TIPS TO KEEP IN MIND

### 1. SMALL KEYWORD TWEAKS CAN HAVE BIG EFFECTS ON SEARCH VOLUME.

If you have a headline or key descriptor phrase in mind, double check to make sure that's actually how people look for that type of benefit or product. For example, the keyword phrase "Portable Kayak" has only 1/3 the search traffic as "Lightweight Kayak." These small changes to the title of your press may make a major impact down the road.

### 2. WHO YOU QUOTE MATTERS.

Quoting a recognizable figure like your CEO or other public figure (sponsored athlete, celebrity chef, social influencer, etc.) in the press release may provide your press release with greater visibility as those people may be the subject of searches themselves.

### 3. ORIGINAL GRAPHICS AND DATA HELP.

Not only will your press release be more likely to be picked up by the journalists, but search algorithms will also recognize and reward original content and data presentation. Not all press releases topics will have this opportunity, but it's worth pushing your team toward generation and distribution of original content and research.

### 4. DON'T BE SPAMMY.

Indiscriminate distribution of press materials continues to plague the PR industry. Beware that with SEO, you can actually incur tangible penalties from this kind of behavior. Follow links from websites of questionable repute can weigh negatively upon your PageRank; you don't want just anyone posting your press release.



## CONSIDER HOW YOUR PRESS RELEASE WILL LOOK WITHIN SEARCH RESULTS.

### TITLE

Although you may be used to more descriptive titles, the optimal length for search engines is only 50-60 characters. Bottom line — make sure your target keywords exist here. This is how the Search Engine knows what your press release is all about.

### META DESCRIPTION

When posting through a blog, this section will often present itself separately from the body text of the press release. However if you don't have the luxury of directly entering the meta-data, the first few sentences from your press release are often used. Keep this in mind and keep the copy succinct and to the point. Google generally truncates its meta descriptions to 155 - 160 characters.

### BODY TEXT

Ideally you've identified primary and secondary keywords as part of the structure of your press release. While your primary keyword should be in the title as well as the first 1-2 sentences, your secondary keywords should also be sprinkled throughout. But don't keyword stuff. It's not helpful to your readers or your SEO.

### Page Title

Google will truncate your title to 50-60 characters

### Meta Description

The first 155-160 characters of your body text

TradeOrganization.org > press- release > Company-announces...

**Company Announces Launch of New Product...**

May 23, 2020 - Mountain Nasal, a leader in clean smelling solutions, announces the launch of High Mountain Bathroom Spray, an all natural clean air freshener made from authentic mountain air...



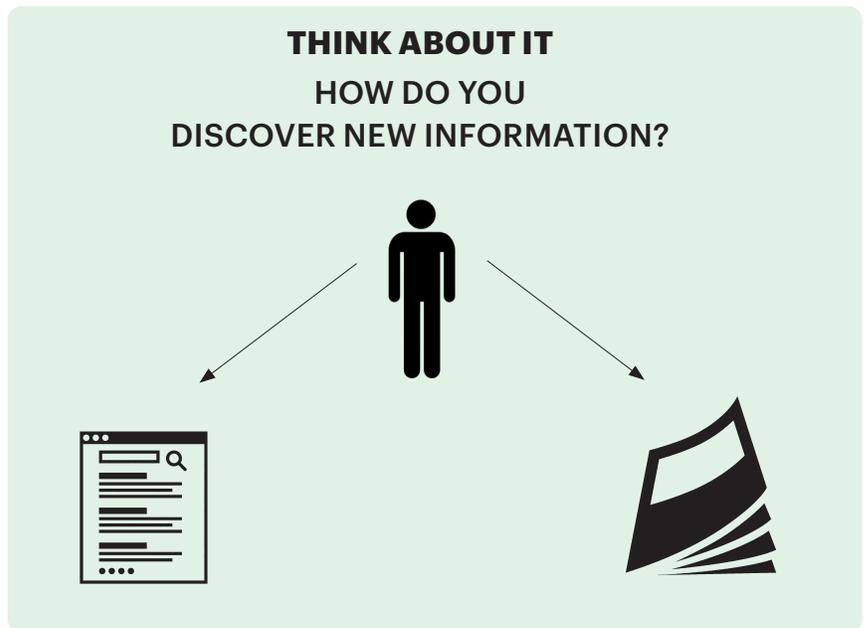
“If your article doesn’t live beyond the flicker of the moment it’s published, then its value is inherently limited. Winning in search extends the value and life of your PR.”

—CHRIS DICKEY / PR AGENCY OWNER + FOUNDER OF VISABLY

## Search offers Public Relations a Resource of Highly Targeted Customers, Media, and Tangible Success Metrics.

Public Relations has always been an important top-of-funnel marketing strategy. Reaching new customers by leveraging third-party endorsement is at the heart of the profession.

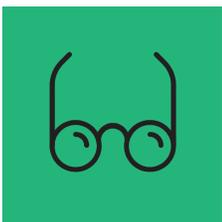
However, reaching the RIGHT audiences is the perennial challenge and can often become a point of tension with clients.



### SO YOU WON A BIG PR HIT!

- 1.** Do you know how many people saw it? (circulation and UVM numbers fail to tell us how a specific article performed)
- 2.** Of the people who saw it, how many were truly engaged with the content?
  - ▶ Did they read through to the bottom? Or did they bounce?
  - ▶ Were they the right readers?
  - ▶ How many of the readers were planning to make a buying decision or engage in a call-to-action?

**Focusing your practice around winning valuable search positions for your clients using PR tactics could be the most under-leveraged strategy in PR today.**



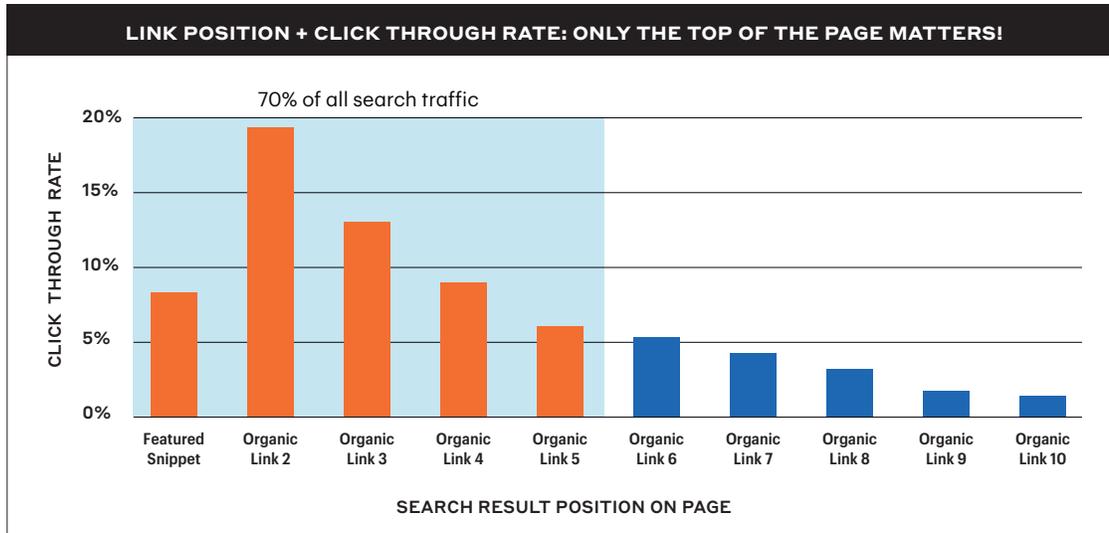
## Search Engine Visibility (SEV)

**DEFINITION (noun)** The overall “visibility” of a product or brand within a Search Engine Results Page (SERP). All search results, paid and organic, are factored into a brand’s SEV.

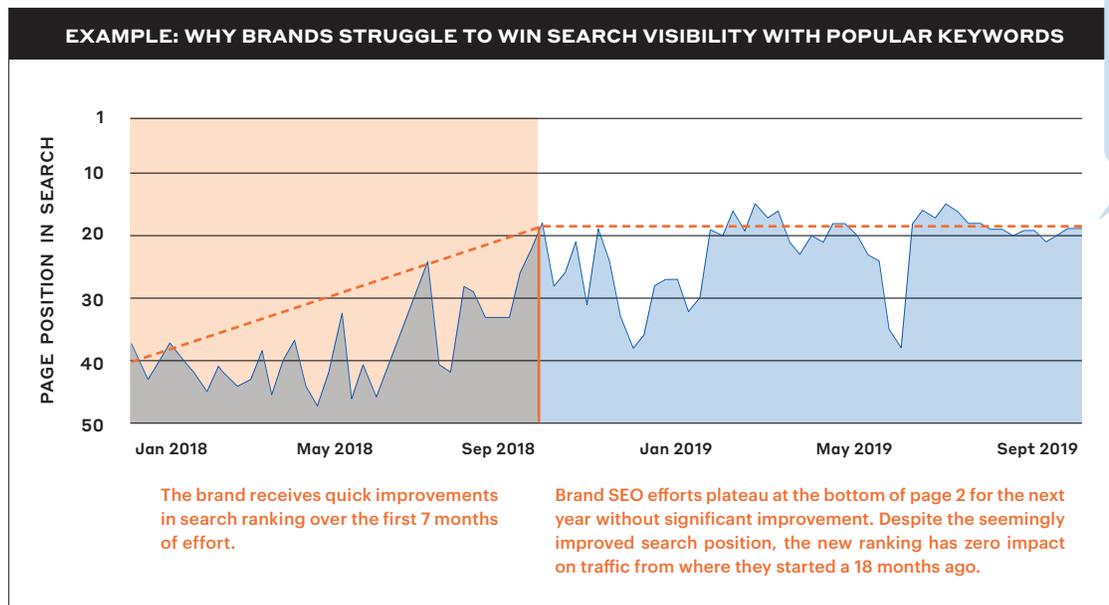
SEV directly corresponds to the likelihood a customer will discover a brand, product or service while performing a search query.

# PR can create dominant Search Engine Visibility where SEM and SEO struggle.

Brands often have a very difficult time placing their web content within the top search results for popular non-branded keywords of commercial or informational intent (e.g “Best Running Shoes” or “Where to stay in Jackson Hole?”). Earned media, however, performs very well within this tier making it a golden opportunity for big PR wins.



► **Around 70% of all customer traffic (clicks) land within the first 5 organic results in a SERP.** Statistically speaking, if people don't find what they're looking for here, they change their keyword — they don't dig deeper. Winning brand placement here will massively increase your brand's Search Engine Visibility.



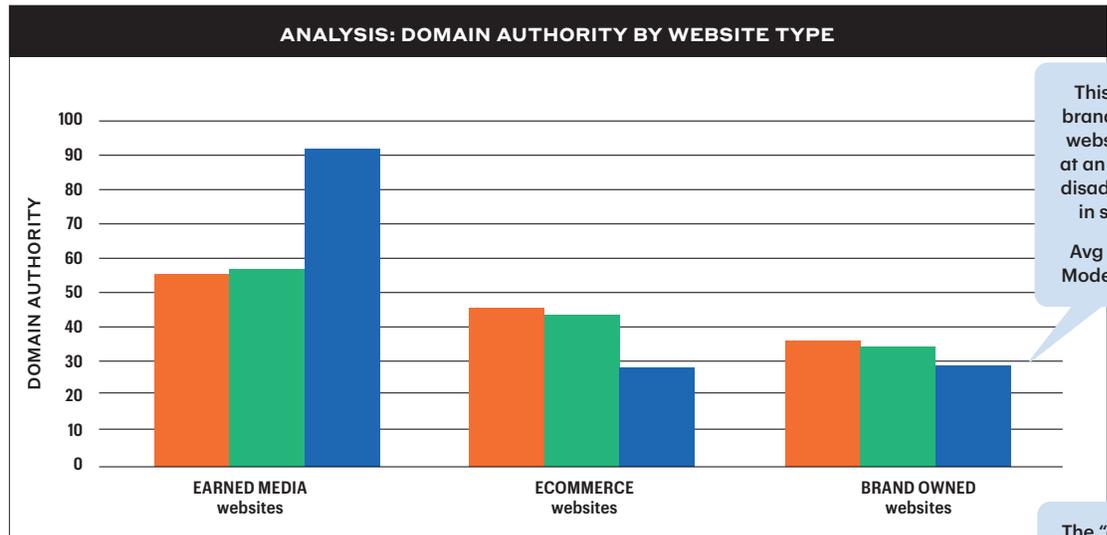
► **The above graph is real data from a mid-sized brand-owned website trying to rank in organic search for a non-branded keyword over an 18-month period from January 2018 until Sept 2019.** Notice how the brand receives quick gains at the beginning, but the brand plateaus once it hits page-2. The net result has zero impact on the brand's web-traffic.

# RESEARCH: Why leveraging the Domain Authority of publishers makes good sense for a brand.

We looked at a randomly selected sample of 3000 Earned Media, Ecommerce, and Brand-Owned websites (1000 per category) and compared their Domain Authority.

## DOMAIN AUTHORITY

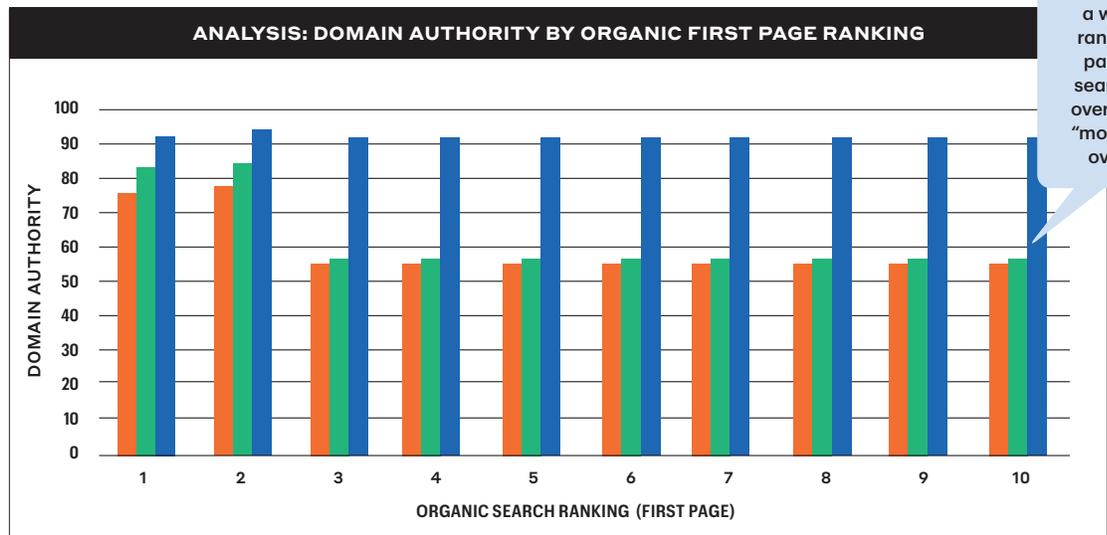
- AVERAGE
- MEDIAN
- MODE



This is why brand-owned websites are at an inherent disadvantage in search.  
  
Avg DA = 35  
Mode DA = 29

### ► An analysis of organic search results from 450 keywords with the following criteria:

- Non-branded (e.g. no company names)
- Commercial or informational intent (active information seekers)
- Monthly search volumes (USA) between 1,000 - 10,000



The "average" Domain Authority of a website ranking on page-1 of search was over 55. The "mode" was over 90.

### KEY TAKEAWAYS

As a category, Earned Media sites have more "clout" or better Domain Authority than other types of sites (ecommerce and brand-owned websites).

**1** "Brand-Owned" websites perform poorly in high-volume, non-branded searches.

**2** Advertising or SEM strategies are very expensive for these keywords, weeding out advertising opportunities for small and mid-sized businesses.

**3** The equivalent advertising value (e.g. the dollar cost of a PPC campaign for the same keyword and # of clicks) of a top organic search position is thousands of dollars per month.

**4** PR offers the best vehicle both tactically and economically when it comes to accessing these keyword results.

# Search Engines deliver better audiences than traditional subscription readership

PR focused on Search Engine Visibility places your client's products and messaging directly in front of an "active information seeker."

## THE PASSIVE VS. ACTIVE INFORMATION SEEKER

### TRAITS OF PASSIVE INFORMATION SEEKER



1. Low to zero intention to buy
2. Content discovery is motivated by boredom, leisure, or routine
3. Audience's goal with reading the article is undefined (they may continue reading if it piques their interest, or quickly move on)
4. Low click-through rates
5. Low PR value for your client

### TRAITS OF ACTIVE INFORMATION SEEKER



1. High intention to purchase, solve a problem, or make a decision
2. Content discovery is motivated by a need
3. Reader's goal with reading the article is to attain needed knowledge
4. High click-through rates
5. High PR value for your client



“PR suffers from irrelevant and inflated vanity metrics. We know it and clients know it. Finding new ways to demonstrate that PR is reaching the right customer is critical.”

-CHRIS HUMBER / FORMER EXECUTIVE VICE PRESIDENT, PERFORMANCE MARKETING AT EDELMAN

## Search Engine Visibility (SEV) offers better KPIs and more targeted audiences than traditional PR measurement.

Reporting using audience data, such as print circulation, unique visitors per month, or social following only tells a small part of the story. Consider UVPM (Unique Visitors Per Month). UVPM is measured at the outlet level and reports the estimated total visitors for the entire outlet over the course of a month. PR historically adds up UVPM numbers for any outlet they are mentioned and claims this for their audience. This is not only bad practice — it could endanger your clients’ trust.

Let’s say you’re representing a headphone brand and you successfully secure the following reviews for “Best Wireless Headphones.”

### COMMON PR MEASUREMENT (DIGITAL AUDIENCES)

FastCompany.com	4.7M UVM
GoodHousekeeping.com	9.5M UVM
TheVerge.com	14.3M UVM
<b>Total UVM / Audience</b>	<b>28.5 Million!!</b>

But wait, isn’t New York City’s entire population 8.4M? So with these three placements, you reached the equivalent of 3x of NYC’s entire population? (Not a chance.)

▲ UVM METHOD

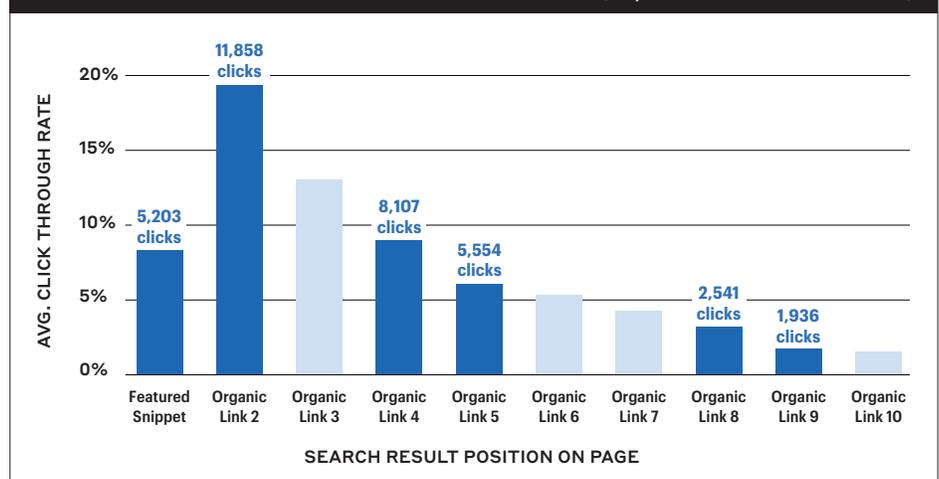
▼ SERP METHOD

### HOW TO MEASURE AUDIENCES USING KEYWORD VOLUME

Now let’s say that you focus your PR on sites that commonly show up in search results for “Best Wireless Headphones” (Monthly Search Volume: 60,500) — after months of work you win the following reviews on the first page of search:

“PR HIT” – Search Position # 1 (Featured Snippet)	5,203 Customer Clicks
“PR HIT” – Search Position # 2	11,858 Customer Clicks
“PR HIT” – Search Position # 4	8,107 Customer Clicks
“PR HIT” – Search Position # 5	5,554 Customer Clicks
“PR HIT” – Search Position # 8	2,541 Customer Clicks
“PR HIT” – Search Position # 9	1,936 Customer Clicks
<b>Total Monthly Audience:</b>	<b>35,199 Customers Clicks</b>

### PR RESULTS FOR “BEST WIRELESS HEADPHONES” (60,500 SEARCHES / MONTH)



# Search Engine Visibility (SEV) Offers a Better Way to Build Media Lists.

Search algorithms are incredibly adept at finding the most relevant content for a query.

Why not let Google identify the best authors and outlets for your next media list?

Predictable media outlet, but do you know the writer?

More non-endemic running outlets to focus on!

A recognizable media outlet, but perhaps they weren't on your radar previously as valuable to running?

Hmmm... these guys are ranked #3 in organic search but have a modest Domain Authority, indicating they're a smaller site / blog. Maybe not previously on your radar?

The screenshot shows a search engine results page for the query "Best running shoes 2020". At the top, there are five colorful icons of running shoes. Below them are several search results, each with a title, a URL, and a snippet of text. The results include:

- Best running shoes 2020: rule the road with road running...** from [www.t3.com/us/features/best-running-shoes](http://www.t3.com/us/features/best-running-shoes)
- Best Running Shoes | Running Shoe Reviews** from [www.runnersworld.com/gear/a19663621/best-running-shoes/](http://www.runnersworld.com/gear/a19663621/best-running-shoes/)
- The best running shoes 2020 - Runner's World** from [www.runnersworld.com/gear/a19663621/best-running-shoes/](http://www.runnersworld.com/gear/a19663621/best-running-shoes/)
- The Best Running Shoes 2020 | Running Shoes Guru** from [www.runningshoesguru.com/guide/best-running-shoes/](http://www.runningshoesguru.com/guide/best-running-shoes/)
- The Best Running Shoes 2020 | Buyer's Guide | Fleet Feet** from [www.fleetfeet.com/running-shoe-buyers-guide](http://www.fleetfeet.com/running-shoe-buyers-guide)
- Best running shoes for 2020 - CNET** from [www.cnet.com/news/best-running-shoes-in-2020-nike-brooks-mizuno-more/](http://www.cnet.com/news/best-running-shoes-in-2020-nike-brooks-mizuno-more/)
- The Best Running Shoes Of 2020 - Esquire** from [www.esquire.com/uk/style/shoes/g24739613/best-mens-running-shoes/](http://www.esquire.com/uk/style/shoes/g24739613/best-mens-running-shoes/)
- Best Running Shoes: Shop the Top Men's Running Shoes 2020** from [www.esquire.com/uk/style/shoes/g24739613/best-mens-running-shoes/](http://www.esquire.com/uk/style/shoes/g24739613/best-mens-running-shoes/)

Callout boxes provide additional context: one notes that the first result is a predictable outlet; another highlights that the Runner's World result is ranked #3 in organic search but has a modest Domain Authority; a third points out that several non-endemic running outlets are present in the results.

KEYWORD ANALYSIS

# “Best Running Shoes 2020”

## 1.

### What we know about a person looking for this term

- ▶ They are an “Active Information Seeker” looking for recently published information on running shoes
- ▶ They are not brand loyal
- ▶ We can infer an intent to buy (if not now, soon)

## 2.

### What we know about the Page Results

- ▶ 8 out of 9 organic results are “earned media” (note that Google has not selected any “brand-owned” websites to appear on this page, meaning the **only** chance your client has to reach this customer is via your PR work or advertising)
- ▶ It’s relatively expensive to advertise: CPC = \$1.78
- ▶ Public Relations has a huge opportunity to win share-of-voice in front of a very valuable customer

The screenshot shows a search engine results page for the query "Best running shoes 2020". At the top, there are three window control buttons and the search bar containing the text "Best running shoes 2020". Below the search bar, there are five image thumbnails of different running shoes in various colors (orange, green, blue, purple, and white). Below these images, there are several search results. Each result includes a title, a URL, and a snippet of text. The results are: 1. "Best running shoes 2020: rule the road with road running..." from t3.com. 2. "Best Running Shoes | Running Shoe Reviews" from runnersworld.com. 3. "The best running shoes 2020 - Runner's World" from runnersworld.com. 4. "The Best Running Shoes 2020 | Running Shoes Guru" from runningshoesguru.com. 5. "The Best Running Shoes 2020 | Buyer's Guide | Fleet Feet" from fleetfeet.com. 6. "Best running shoes for 2020 - CNET" from cnet.com. 7. "The Best Running Shoes Of 2020 - Esquire" from esquire.com. 8. "Best Running Shoes: Shop the Top Men's Running Shoes 2020" from esquire.com. Each result has a small orange bar and a grey bar below it, likely representing click-through rates or other metrics.

# Winning PR that performs well in search means your articles will reach more Active Information Seekers over a longer period of time.

COMPARISON OF TWO PRODUCT REVIEW PAGES FROM THE SAME POPULAR OUTDOOR WEBSITE								
ARTICLE HEADLINE / KEYWORD	Article's Organic Position in Search	Keyword Monthly Search Volume	Monthly Recurring Search Traffic	PAGE PERFORMANCE OVER FIRST 60-DAYS	Total Page Views	Average Time Spent on Page entrances	Site Entrances	Bounce Rate
 "Best Sleeping Bags"	<b>3</b>	<b>6,600</b>	<b>884</b>		16,043	7:33	12,537 (78% of all traffic)	7%
 "Therm-a-Rest NeoAir Topo Luxe Sleeping Pad Review"	--	<b>0</b>	<b>0</b>		2,153	2:27	1,005 (46% of all traffic)	82%

## WHAT WE CAN LEARN FROM THE PERFORMANCE OF THESE PAGES

- "Best Sleeping Bags" capitalizes on a **recurring audience of "Active Information Seekers"** through its position in search.
- Although the "Best Sleeping Bags" article included many brands, it received **645% more traffic after two months**.
- Due to its position in organic search, the sleeping bags article receives nearly **900 new visitors every month**.
- Almost **80% of the readers for "Best Sleeping Bags" came from outside the website** — (active information seekers)
- Average time spent on the "Best Sleeping Bags" page is more than 7:30 minutes**, indicating readers are very engaged with the content.
- "Therm-a-Rest NeoAir Topo Luxe Sleeping Pad Review" receives mostly **"Passive Information Seekers" and no recurring audience**.
- Less than half of the "Sleeping Pad Review" came from outside the website** indicating the readers were likely Passive Information Seekers exploring content while already on the website.
- The "Sleeping Pad Review" article was **basically dead (sustained zero page traffic) after two weeks** due to no incoming traffic from search.
- An exceptionally high **"bounce rate" of over 80%** indicates that most readers left the "Sleeping Pad Review" page soon after arrival; another trait of Passive Information Seekers.

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## How to Select Keywords that Lend Themselves to Earned Media Search Results.

Not all keywords or search results generate media leads. The Search Engine Results Page (SERP) is a multi-channel sandbox full of ecommerce sites, brand-owned sites, and reference (wikipedia) and who knows what else.

We recommend you start with a list of keywords your client or brand is always using for its advertising or SEO efforts. From here, you can begin to sort through the list and identify keywords that lend themselves to PR opportunities.

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KEYWORD COMBINATIONS  
THAT TYPICALLY  
GENERATE EARNED MEDIA  
SEARCH RESULTS

🔍 Running shoes 2020

1. Comparison  
.....
2. "...reviews"  
.....
3. "Can..."  
.....
4. Top...  
.....
5. "Best..."  
.....
6. \_\_\_ vs \_\_\_  
.....
7. "How..."  
.....
8. "Product category" + year



THERE ARE  
NUMEROUS TOOLS  
YOU CAN USE  
THAT WILL HELP  
YOU FIND THE  
BEST KEYWORDS  
FOR YOUR  
CLIENT'S BRAND  
OR PRODUCT.

VISABLY ▶ <https://visably.com>

UBERSUGGEST ▶ <http://ubersuggest.org>

WORDSTREAM'S KEYWORD TOOL ▶  
<https://www.wordstream.com/keywords>

KEYWORD SURFER ▶  
<https://surferseo.com/keyword-surfer-extension>

# VISABLY: A new tool to audit brand presence in search

Visably was developed by a PR agency owner to better identify and measure PR opportunities in Search.

**Enter your keyword or search phrase you'd like analyzed**

**Enter the name of your product or brand**

**Enter the organic rank of the result in Google.**

**Search Result Title & Link**

**Is your content present within the result?**

**Channel classification of the result's root domain.**

**Estimated clicks received based on position in the SERP**

**Equivalent advertising value of the Click-Through traffic based on CPC data**

**Visably SERP ANALYSIS**

Search: Best Travel Mug | The Super Mug Company

Location: USA 00/0000 0:0:0AM | Search Engine: Google Desktop

**Visably SCORE: 70/100** | **KEYWORD SEARCH VOLUME: 2,900 /MONTH** | **ESTIMATED CONTENT CLICKS: 1,345 /MONTH** | **EQUIVALENT AD VALUE: \$2,314.09**

**Organic Search Results: Analysis**

**CONTENT COVERAGE:** Your content was found within 70% of the organic results.

**SEARCH ENGINE INTENT:** Informational | Transactional

RANK	RESULTS	CONTENT MENTION	CHANNEL	EXT. MONTHLY CLICKS	EQV. AD VALUE
1	The 10 Best Travel Mug... <a href="https://www.pageresult.com/">https://www.pageresult.com/</a>	Yes	Earned	249	\$428.97
2	11 Best Travel Coffee M... <a href="https://www.pageresult.com/">https://www.pageresult.com/</a>	Yes	Earned	568	\$977.65
3	Amazon Best Sellers: Be... <a href="https://www.pageresult.com/">https://www.pageresult.com/</a>	No	Ecommerce	469	\$806.68
4	13 Best Travel Coffee M... <a href="https://www.pageresult.com/">https://www.pageresult.com/</a>	Yes	Earned	282	\$485.04
5	The 11 Best Travel Coffee M... <a href="https://www.pageresult.com/">https://www.pageresult.com/</a>	No	Brand-Owned	191	\$328.52
6	12 Best Travel Coffee M... <a href="https://www.pageresult.com/">https://www.pageresult.com/</a>	Yes	Earned	136	\$233.93
7	The Best Travel Mugs to... <a href="https://www.pageresult.com/">https://www.pageresult.com/</a>	Yes	Earned	98	\$168.56
8	Best Travel coffee mugs f... <a href="https://www.pageresult.com/">https://www.pageresult.com/</a>	Yes	Earned	74	\$127.28
9	The 10 Best Trave lCoffe... <a href="https://www.pageresult.com/">https://www.pageresult.com/</a>	No	Brand-Owned	57	\$98.04
10	Best travel mugs in 2019... <a href="https://www.pageresult.com/">https://www.pageresult.com/</a>	Yes	Earned	43	\$73.96

**Visably MAP:** Data visualization of your content in the SERP. Legend: Brand-Owned (Red), Ecommerce (Green), Unclassified (Grey), Earned (Blue), Other (Light Blue), Paid (Yellow).

**Visably Score:** A proprietary algorithm that ranks the overall “visibility” of your content within the SERP. The higher the number the more likelihood of discovery by a customer.

**Keyword Monthly Search Volume:** Average monthly searches the keyword receives according to Google.

**Estimated Monthly Content Clicks:** Estimate total clicks-through on links that include your content.

**Equivalent Ad Value:** Equivalent advertising value of click-through traffic, based on cost-per-click data.

**GRAPH: Content Coverage**  
Number of organic results that include your content (not based on clicks).

**GRAPH: Search Engine Intent**  
Analysis of the aggregate organic results as either “informational” (click-to-learn) or “transactional” (click-to-buy).

**GRAPH: Visably Map**  
Visual representation of your content footprint within the SERP. Only the results with your content are highlighted. Results are color-coded by channel type.

# REVIEW: How to win more top-of-page brand placements with PR.

It's likely that your client or marketing team is already executing a search engine brand strategy, but doesn't include PR. **You can change that.**



EXPLAIN TO YOUR CLIENT / TEAM THAT THOSE HIGH-VALUE, HIGHLY-COMPETITIVE KEYWORDS THAT THEY HAD PREVIOUSLY WRITTEN OFF ARE ACTUALLY OBTAINABLE USING YOUR PR SKILLZ.

## GET YOUR KEYWORDS ORGANIZED

1. Focus exclusively on non-branded keywords.
2. Reverse engineer how a customer might try to find your brand or product.
3. Focus on keywords that offer product recommendations or comparisons.

## ANALYZE THE SERP FOR PR OPPORTUNITIES

1. Build a target list of all the media hits listed within a keyword's SERP and log whether your brand was included or not.

### Whoa hold on... aren't these already published results??

- ▶ Yes they are. But reaching out to the writer and introducing yourself is the first step to building a relationship next time they update the result (and they tend to update the results often to maintain their SEO dominance).
- ▶ Additionally, by working through this process you'll develop a strong sense of who the most valuable outlets and writers are for your clients' product category.

## BENCHMARK YOUR SUCCESS

1. Use Visably to track your content visibility score within the SERP (Visably Score)
2. Use "Visably Map" to download a visualization of your brand's search engine visibility for that keyword over time (for example compare your brand position in a SERP on April 15th vs. Sept 15th).

## VALIDATE YOUR PR HITS' AUDIENCE

- ▶ Visably provides estimates of how many people visited your PR wins. These customers can be considered very valuable as their keyword choice indicates they are more likely to make a buying decision.

## COMPARE THE VALUE OF YOUR PR WINS TO A PAY-PER-CLICK CAMPAIGN

- ▶ By estimating how many people visited your article based on keyword traffic, you can tell your client / marketing team how much they saved in equivalent advertising value.

## THE BOTTOM LINE

- ▶ It doesn't matter how a qualified customer finds your brand — all that matters is that the product discovery took place. By focusing on winning more PR placements at the top of search, you are giving your brand / client an unfair advantage and capturing more qualified customers than ever before.

## WHAT SEARCH ENGINE VISIBILITY (SEV) STRATEGY DOES WELL:

Works beautifully for product-oriented PR work.

- Reaches competitive keywords and audiences considered out of reach by SEO and SEM.
- Reaches customers already looking for your product or service.
- Offers clear reporting metrics.
- A great method to build media lists.

## WHAT SEARCH ENGINE VISIBILITY (SEV) STRATEGY DOES NOT DO WELL:

- It's not a quick fix. SEV strategy exposes PR hits that have already happened, meaning that updates may not happen for months.
- Nuanced brand stories, news cycles, and long-form writing.
- You still need to dig up the contact information for the writers.

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