



SEO & PR Quick Guide

By Corey Wenger January 2023

✓ Integrating Digital PR and SEO: The Benefits

Optimizing press releases for PR distribution and search engines has become an important part of the digital marketing toolkit to get the most reach and exposure for your PR efforts.

Some of the **benefits of SEO optimizing your Press Releases** include the following:

- Using keywords in press releases **encourages reporters to use those keywords** when describing a brand, thus increasing the likelihood that a brand **appears in searches** for those terms.
 - Press Releases **can appear** in the “**News Results**” section on search engine results pages.
- Press releases can contribute to your business’s and website’s perceived **experience, expertise, authority, and trustworthiness** (E-E-A-T) - which are quality metrics and can help SEO rankings.
- High-quality content helps **earn links back to a brand's website**; links from reputable, credible media sources rank high in Google's algorithm, which can boost your SEO rankings.
- **Increase overall search term rankings** for targeted terms and topics.

✓ Press Release Distribution vs. SEO Link Building:

These two marketing vehicles often get confused around SEO and link building efforts.

Press Release distribution service's goal is to position your brand and PR piece in front of a wider audience using a network of media outlets.

The goal of **SEO** optimizing your Press Release is **to rank high** (top ten listings) in Google News, Yahoo News, and other News and related sites.



THE ULTIMATE GOAL OF SEO-OPTIMIZED PRESS RELEASE IS TO GET THE ATTENTION OF JOURNALISTS AND MEDIA OUTLETS.

If your press release is unique, eloquent, valuable, and attention-grabbing, then a newspaper, media outlet, or other blog is **more likely to pick it up** and champion it.

When they do so, your company gets a **valuable link**, mention, citation, buzz, referral traffic, etc., from outside sources.

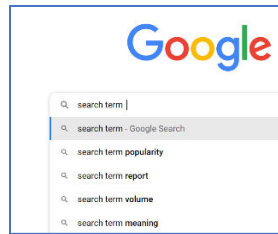
*(*This is the true mechanism of how SEO and PR can help build high-quality links from media outlets and other websites.)*

✓ SEO and Press Release General Guidelines & Best Practices:

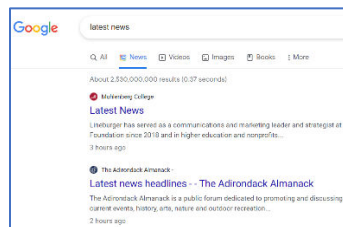
Regardless of the type of Press Release, all PR pieces should follow these basic guidelines to help maximize the value and distribution of your PR content.

1. Whether the PR content is around your brand or a specific product/service, the content should be optimized for **(1) primary search terms/topics and (1-2) secondary search terms/topics**.
2. Once you have chosen your PR topic(s), you must conduct **keyword and competitor research** to help **identify** your **best search terms**.

- a. Use **SEMRush Keyword Magic Tool** to help identify high search volume search terms.
- b. Use the **Google Auto-Complete function** (in a live Google Search) to help identify good long-tail and secondary keywords.



- c. Use **Google News** searches to help find high-ranking, Competitor PR content and examine what specific keywords and topics they use. (Look at the top 10 listings.)



3. Try to optimize each Press Release with **unique SEO terms/topics**.
 - a. It is best not to keep using the same keywords/topics repeatedly.
4. Don't forget about **logos, photos, embedded videos, and infographics**.
 - a. By including **multimedia**, the likelihood that a news source or blog will **take your whole press release package** and publish it on their site (gaining you high-quality links) will increase.
 - b. When including graphics, photos, or videos, ensure that your file name contains a concise, clear description of the image and a **keyword**.
5. **Include a Media Kit** - PR today is all about the user experience, so make it easier for journalists to search for photos and download the ones they like best in high-res. (This makes their jobs easier.)
6. Use SEO **Optimized links** within your Press Releases.
 - a. Best practices suggest **linking from keywords** rather than catchphrases like "click here," "website," and "learn more."
 - b. A good rule is to write up the piece first, then insert backlinks where it's natural.
 - c. In some instances, the actual, **full URL** tells reported where to go to get more information. If you have a long, messy URL, use a hyperlink.
 - d. Generally, you will use 2-3 links of anchor text for the entire Press Release.

Further Resources to Review:

1. [Corey Wenger SEO Consulting SEO Content Optimization Checklist 2023](#)

✓ How To SEO Optimize Press Releases?

Similar to how you would optimize a web page on client-site.com, you follow a similar process with your Press Releases.

Here is a general breakdown by key sections.

1. Title/Headline:

a. Include (1) primary SEO term in the PR Title.

b. Titles are recommended to be less than **70 characters** long (if longer, Title gets truncated.)

2. Subheadings/Summary: (if applicable)

a. Include (1) primary SEO term or (1) secondary SEO term.

3. Body:

a. Include the primary SEO term in the first sentence.

b. Front-load the first 200 words in your press release with Primary, Secondary, and natural variations of the SEO terms.

c. Use long-tail (1-2 secondary SEO terms) throughout.

d. Use **natural SEO Term variations** throughout.

i. Example: If the primary SEO term is “search term.”

1. Variations could include:

a. Search term variation 1

b. Search term variation 2

c. Search term variation 3

e. Use keyword phrases in executive quotes, when possible, as media coverage may highlight this content.

f. Optimize images by naming them with SEO keyword phrases in the URL (where appropriate).

4. Links in Press Release:

a. Don't only link to the **home page** of your website.

b. A good rule is to write up the piece first, then insert a backlink where it's natural.

c. Link targeted web pages (other than your home page).

d. Use 2-4 anchor text links per release.

i. *(Total number of links will vary by Press Release service provider.)*

e. In some instances, the actual, **full URL** tells the reporter where to go to get more information. (If you have a long, messy URL, use a hyperlink.)

f. Best practices suggest linking from keywords rather than catchphrases like “**click here,**” “**more information,**” “**website.**”

5. Images, infographics, videos, logos, and other media.

a. Include logo, graphics, videos, and related media in your Press Releases.

i. By including **multimedia**, the likelihood that a news source or blog will **take your whole press release package and publish** it on their site (gaining you high-quality links) will increase.

ii. When doing this, ensure your file name contains a concise, clear description of the image and a **keyword**.

6. Post Press Release on client-site.com.

- a. Post your PR for each piece you release.
- b. Optimize the Press Release by:
 - i. Your press release should have at least **one keyword target, and that keyword should be used in the headline, first paragraph, and one anchor link.**
 - ii. Include Primary keywords in the **Title** of the Page.
 1. Keep **Title** to less than **60 characters** in length.
 - iii. Include Primary and one secondary search term in the **Meta Description**.
 1. Keep **Meta descriptions** to less than **150 characters** in length.
 - iv. Include **natural variations** of the primary and secondary terms throughout.
 - v. **Front-load (first 200 words)** content primary and secondary SEO search terms.
 - vi. **Cross-link** to other PR and content that is relevant.

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