

Checklist: SEO for PR Success

Before your next PR campaign:

- **Keyword Research:** Identify relevant keywords your target audience is searching for.
- **Content Optimization:** Ensure press releases, website content, and other PR materials are optimized with those keywords.
- **Backlink Strategy:** Develop a plan to secure backlinks from high-authority websites through outreach and content promotion.

Promote and Measure:

- **Track Brand Mentions:** Monitor how often your brand is mentioned online and in the media.
- **Analyze Website Traffic:** Use website analytics tools to track organic traffic generated by PR efforts.

Remember:

- Open communication and collaboration between PR and SEO teams are crucial.
- A unified approach that considers both PR goals (brand awareness) and SEO objectives (organic traffic) is essential.