

PR and SEO Template

Goal: Create a winning digital marketing strategy by combining the strengths of PR and SEO.

Key Partners: PR and SEO Teams

Steps:

1. Content is King:

- PR: Generate valuable content like press releases, expert interviews, and case studies.
- SEO: Optimize this content with relevant keywords to improve search ranking and attract organic traffic.

2. Keyword Research Informs PR Strategy:

- SEO: Identify keywords people search for related to your brand or industry.
- PR: Tailor press releases and outreach to target those terms, increasing the chances of journalist pick-up and higher search ranking.

3. Link Building Love:

- PR: Leverage relationships with journalists and influencers to secure backlinks to your website (these act as votes of confidence for search engines).

4. Measure and Adapt:

- Track the results of both PR and SEO efforts together to see what's working and adjust strategies accordingly.

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