

Checklist: PR Distribution Effectiveness

1. **Media Coverage:**
 - Track the number of media outlets that pick up your press release.
 - Prioritize placements in publications that target your desired audience.
 - Evaluate the quality and relevance of these media placements.
2. **Website Traffic:**
 - Use Google Analytics to monitor website traffic after the PR release.
 - Check for increased referral traffic from news sources.
 - Analyze engagement on key pages related to the press release.
3. **Audience Feedback:**
 - Review direct responses such as comments, questions, or emails.
 - Assess the positivity and relevance of the feedback.
 - Measure the interest generated from the press release.
4. **Lead Generation:**
 - Monitor conversions such as sign-ups, product inquiries, or purchases.
 - Track how PR distribution contributes to business results.
5. **SEO Impact:**
 - Measure improvements in search engine rankings.
 - Track backlinks generated from media coverage.
 - Monitor long-term organic traffic growth from PR efforts.
6. **Social Media Engagement:**
 - Track metrics like shares, comments, retweets, and likes.
 - Measure engagement on platforms such as Twitter and LinkedIn.
 - Evaluate how well the message resonates on social media.
7. **Earned Media Value (EMV):**
 - Compare the value of media coverage with the cost of equivalent advertising.
 - Calculate the earned media value to gauge return on PR investment.

Use this checklist to get a comprehensive overview of your PR distribution's success.