Must-Visit Public Relations Websites Progress Checklist

PR Website	Exploration Status	Key Insights	Strategies to Implement	Completed
Website Name 1	☐ Researched ☐ Followed	[e.g., Key insights on press outreach]	[e.g., Implemented media contact strategies]	☐ Yes ☐ No
Website Name 2	☐ Researched ☐ Followed	[e.g., Case studies on crisis management]	[e.g., Integrated crisis response framework]	☐ Yes ☐ No
Website Name 3	☐ Researched ☐ Followed	[e.g., Insights on branding & reputation]	[e.g., Refined brand positioning in PR]	☐ Yes ☐ No
Website Name 4	☐ Researched ☐ Followed	[e.g., New tools for PR analytics]	[e.g., Adopted analytics tool for campaign tracking]	☐ Yes ☐ No
Website Name 5	☐ Researched ☐ Followed	[e.g., Influencer outreach tactics]	[e.g., Incorporated influencer marketing tips]	☐ Yes ☐ No

Additional Checklist

- **Weekly Analysis:** ☐ Conducted weekly reviews on gathered insights and application to strategy.
- **Implementation Success:** ☐ Evaluated effectiveness after implementing new strategies.
- **Networking Contacts:** ☐ Engaged with at least three new contacts through recommended sites.
- **Content Refresh:** ☐ Updated PR materials with fresh insights from top sites.

Tips:

- **Set monthly goals for visits and follow-ups on sites providing regular PR content updates.**
- **Track which sites provide the most value and revisit those more frequently.**