

DIGITAL PR PLAYBOOK

THE CONVERGENCE OF SEARCH, SOCIAL AND YOUR WEBSITE

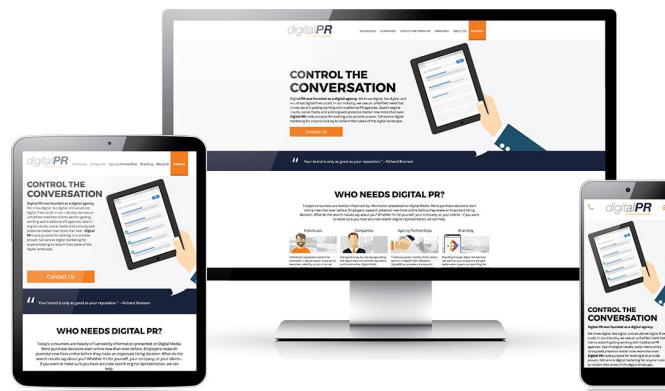
What do you need to succeed with a Digital PR campaign?

1. Responsive, contextually rich website
2. Comprehensive onsite optimization
3. Active Social Media profiles
4. Ongoing high DA backlink building
5. Microsites with high-value domains



1. Responsive website checklist

- ▶ Responsive framework that scales appropriately for most common screen sizes
- ▶ Easy to use and interact with on mobile, tablet, and desktop devices
- ▶ Compatible with a variety of mobile browsers
- ▶ Loads quickly over cellular data



2. Comprehensive onsite optimization checklist

- ▶ Start with keyword research
- ▶ Implement Optimized Meta Data
- ▶ Research Applicable Schematic Markup
- ▶ Conduct Regular Technical Audits
- ▶ Audit Website Cache, Clean up if Necessary
- ▶ Pay Attention to Website Structure

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3. Active Social Media profiles checklist

- ▶ Profiles set up on all major platforms relevant to your industry
- ▶ Accurate company information in all profiles
- ▶ Curated feed with interesting and engaging content
- ▶ Respond to messages and comments



4. Ongoing high DA backlink building checklist

- ▶ Profiles set up on all major platforms relevant to your industry
- ▶ Accurate company information in all profiles
- ▶ Curated feed with interesting and engaging content
- ▶ Respond to messages and comments

5. Microsites with high-value domains

- ▶ Think: related searches
- ▶ Focus on keywords with natural content potential
- ▶ Keep your microsites active and update

