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

More Information @ https://www.exults.com/mtmpdigital/
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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

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