

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

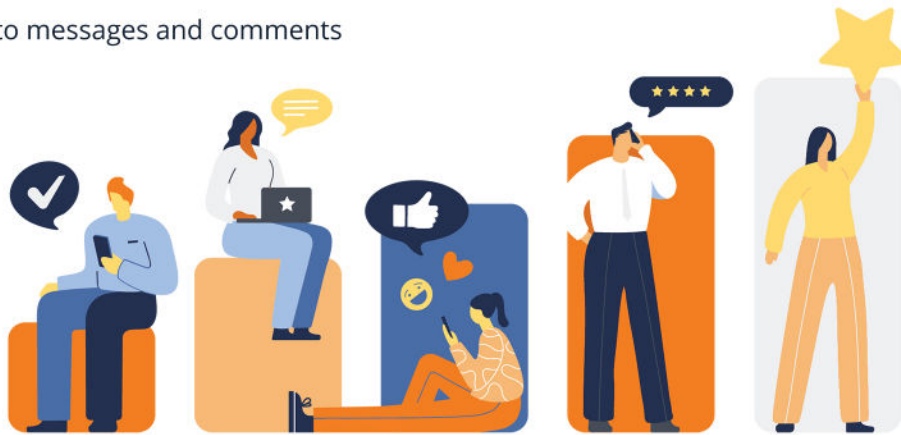
- › Start with keyword research
- › Implement Optimized Meta Data
- › Research Applicable Schematic Markup
- › Conduct Regular Technical Audits
- › Audit Website Cache, Clean up if Necessary
- › Pay Attention to Website Structure

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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

- › Use Digital Press Release Syndication as Necessary
- › Focus on Backlink acquisition from high DA sources
- › Adhere to a Natural Acquisition Schedule
- › Continue to Build High DA Backlinks

5. Microsites with high-value domains

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

