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
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