

## PR-SEO Checklist

### **Leverage press releases as content for additional organic traffic.**

- Make sure you have something newsworthy and valuable say
- Try to include original insights and data
- Use BrightEdge to identify target keywords and topics related to your news
- Draft a press release
- Include a call to action in the press release, e.g. "Learn more at [www](#)."
- Use full urls for relevant links and not urls embedded in the anchor text
- Write a companion blog that is longer than the release
- Include images and video in the companion blog
- Have your SEO team check the release, the news page, and the blog
- Drop the release on the press newswire service
- Promote the release and the blog on crawlable social sites
- Post the press release in the press section of your web site, set internal links
- Call down reporters to discuss the news and try to get them to cover
- Promote the blog news release to your email list
- Track the keywords, blog page, and release page in BrightEdge

If you would like to discuss the topic, please contact your customer success manager, call us at 800-678-8023, or email us at [info@brightedge.com](mailto:info@brightedge.com).