

4 SEO-Musts for PR Folks

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If you aren't listed on page one of Google, then you don't exist in the digital world.



Whether their focus is online or offline, any savvy public relations person understands the benefits from being presented on page one. This makes it pretty ironic that PR pros continuously make the same mistake: Failing to use press releases, blogs, and other tools at their disposal to improve organic search visibility.

After all, they hold the unique position of pushing out messages to create pull for their clients. The copy must start being strategically used to hit key messaging AND to drive search authority and traffic to your client's Web site.

So, for all of you PR folks that are currently writing your final drafts and are ready to hit send, stop and consider the four points below. Each will help you increase your SEO visibility:

1: Employ the one link per 50 words rule. Excessive linking is frowned upon by search engines and may be considered a manipulative linking spam. The general rule-of-thumb is to include one unique link per 50 words, so that linking is viewed as "natural" which carries increased keyword rankings. This is true for all online communications.

2: Be unique with your anchor text. Do not hyperlink your company name 10 times in a three-paragraph press release or in a blog post. Not only does it tend to bother the reader, it is going to have the opposite effect with the search engines than you intended. (Namely, they may penalize the page).

Instead, be unique with anchor text. This means hyperlinking different terms to create diversity for your keyword portfolio. Select the right mix of terms that describe your service offerings and capabilities, which will have the effect of generating better visibility for the terms that your prospects and customers are searching for. (In short, make sure you pick the words that people are most likely to key in when they are looking for your company or client.)

3: Don't just point to your client's homepage. Now that you are using a variety of terms, make sure they aren't all pointing to same place. Consider linking to pages that are *deeper* than just the home page to increase relevancy.

4. Remember: Not all external sites are created equal. A word about where your content lives – *a few authoritative links are far more valuable than a large number of spam links*. In other words, a link on the Forbes CMO Network has stronger domain authority than 100 tiny blog posts. Ultimately, you want your articles linked from the sites with the highest authority.

The moral of the story: Link unique, diversified keywords to deeper pages (beyond the home page) from external sources with the highest authority.

Do this and you up your chances of making page one of Google.

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