

#powerofPR

PRNews'

SEO 

BOOT CAMP

WORKBOOK

November 17, 2015 | The Hyatt Regency, Chicago



November 17 | Chicago

BOOT CAMP

Welcome

Welcome to PR News' SEO Boot Camp. We are excited to have such a prestigious group of attendees and appreciate you taking the time out of your schedules to be with us today. We want to share with you a few details to help make your day run more smoothly. This boot camp is designed to be interactive and we encourage you to introduce yourself to fellow attendees and to actively participate in the Q&A sessions. Please contact the PR News staff at the registration table if you have any questions or suggestions throughout the day.

PANELS

Please review your agenda included in this guidebook for panel details. The panels will run from 8:35 a.m. to 3:40 p.m. Speaker presentations and their contact information are available to you online at www.prnewsonline.com/november17speakers and accessible to you for the next six months.

MEALS

A continental breakfast is being served beginning at 8:00 a.m. Lunch will be served at noon.

MISCELLANEOUS

If you'd like to tweet during the boot camp, the hashtag is #powerofPR. There is an attendee survey in the back and we'd appreciate you giving us feedback on the content of this event.

We want this day to be a success for you. Please let us know if there is anything we can do to help or if you have any questions.

-The PR News Conference Team

About PR News

PR News is a daily intellectual hub that serves the communications and marketing community at corporations, agencies and nonprofits. The PR News Group focuses on honing and growing PR practitioners' skills in social media, crisis management, digital PR, measurement, employee relations, media training, CSR and writing through its flagship newsletter, webinars, conferences, awards programs, workshops and guidebooks. With the launch of its weekly newsletter over 70 years ago, PR News has remained dedicated to supporting the growth of communicators all while keeping them abreast of the latest news affecting the industry. For more information, please visit www.prnewsonline.com.

Agenda at a Glance

8:00 a.m. – 8:35 p.m.	Registration & Networking Breakfast
8:35 a.m. – 8:45 a.m.	Opening Remarks
8:45 a.m. – 9:45 a.m.	How to Identify Keywords Your Audience Is Searching for and Employ Them Effectively
9:45 a.m. – 10:00 a.m.	Networking Break
10:00 a.m. – 11:00 a.m.	How to Optimize Your News Releases for Search
11:00 a.m. – 11:45 a.m.	How to Build Link Credibility in the Eyes of Google
11:45 a.m. – 12:00 p.m.	Networking Break
12:00 p.m. – 1:00 p.m.	Networking Lunch
1:00 p.m. – 1:45 p.m.	How to Apply SEO Tactics to Social Media Content
1:45 p.m. – 2:45 p.m.	How to Blend Owned, Earned & Paid Media and Make Sure It's Found
2:45 p.m. – 3:00 p.m.	Networking Break
3:00 p.m. – 3:30 p.m.	How to Optimize Visual Content for Search
3:30 p.m. – 3:35 p.m.	Closing Remarks
5:30 p.m. – 6:30 p.m.	Opening Night Meet-Up at Big Bar, Hyatt Regency

NOVEMBER 2015

- 11/19 Periscope & Meerkat Webinar
- 11/20 Final Deadline: Diversity Heroes Awards

DECEMBER 2015

- 12/9 PR People, Rising Stars and Top Places to Work Awards Luncheon in Washington, D.C.
- 12/10 PR News' Boot Camp: Google for Communicators in Washington, D.C.
- 12/11 Media Relations Conference in Washington, D.C.
- 12/11 Entry Deadline: Social Media Awards
- 12/17 Visual Storytelling Webinar

FEBRUARY 2016

- 2/25 Visual Storytelling Workshop in Huntington Beach, CA
- 2/26 Social Media Summit in Huntington Beach, CA

JUNE 2016

- 6/6 Social Media Awards Luncheon in Miami, FL
- 6/6 PR News' Workshop: Google for Communicators in Miami, FL
- 6/6-8 Digital PR and marketing Conference in Miami, FL

Agenda

8:00 a.m. - 8:35 a.m. **Registration & Networking Breakfast**

8:35 a.m. - 8:45 a.m. **Opening Remarks**

8:45 a.m. - 9:45 a.m. **How to Identify Keywords Your Audience Is Searching for and Employ Them Effectively**

Changes to search engine algorithms have altered the SEO landscape. It's no longer just about keywords, it's also about the words around those keywords. This session will take you beyond "packing keywords" and show you how to use keywords that are aligned with the way Google evaluates the content and relevance.

SPEAKER:



Mana Ionescu
President
Lightspan Digital
@manamica

MODERATOR:



Richard Brownell
Group Content Manager
PR News
@RickBrownell

9:45 a.m. - 10:00 a.m. **Networking Break**

10:00 a.m. - 11:00 a.m. **How to Optimize Your News Releases for Search**

This session will focus on how to make sure your news releases—which remain a key tactic for communications professionals—match Google's definition of quality content. You'll also learn about techniques that can improve your search ranking and how to avoid "black hat" methods that can get you booted from Google searches.

SPEAKER:



Ben Spangler
Associate Director of SEO
Starcom MediaVest
@Starcom_USA

MODERATOR:



Steve Goldstein
Editorial Director
PR News
@SGoldsteinAI

11:00 a.m. - 11:45 a.m. How to Build Link Credibility in the Eyes of Google

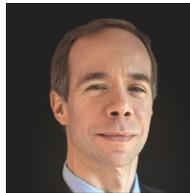
When determining how relevant a page is for a specific keyword or phrase, search engines not only look at the language used on the page, but also who is linking to the page and how. Learn how to develop an effective external and internal linking strategy that builds credibility for your content with Google's search algorithm.

SPEAKER:



Jeri Moore
Senior SEO/SEM Specialist
G&S Business Communications
@JeriMoore

MODERATOR:



Richard Brownell
Group Content Manager
PR News
@RickBrownell

11:45 a.m. - 12:00 p.m. Networking Break

12:00 p.m. - 1:00 p.m. Networking Lunch

1:00 p.m. - 1:45 p.m. How to Apply SEO Tactics to Social Media Content

To optimize your brand's social media presence, you need to learn how to reinforce the credibility of your content and understand how all content is interconnected in the digital ecosystem. In this session, you'll learn about the techniques and tools you need to shape content that gets the most out of your social media engagement.

SPEAKER:



Anthony LaFauce
Vice President Digital
Communications Group
Porter Novelli
@lafauce @porternovelli

MODERATOR:



Richard Brownell
Group Content Manager
PR News
@RickBrownell

1:45 p.m.- 2:45 p.m.**How to Blend Owned, Earned & Paid Media and Make Sure It's Found**

Expert content is trusted five times more than it was five years ago and influences behavior across the entire buying cycle. Find out how different types of content affect the buying cycle and audience action—and how to get that content discovered in Google searches.

SPEAKER:

Mike Samec
Vice President of Digital Strategy
G&S Business Communications
@msamec

MODERATOR:

Steve Goldstein
Editorial Director
PR News
@SGoldsteinAI

2:45 p.m. - 3:00 p.m.**Networking Break**

3:00 p.m.- 3:30 p.m.**How to Optimize Visual Content for Search**

Visuals are the most powerful—and shareable—attention getters for organizations of all sizes and can convey information quickly and easily. But they're often an afterthought in SEO strategies. In this fast-paced session you'll pick up easy-to-implement tips to get your visuals found.

SPEAKER:

Sri Nagubandi
Director of W2O Search
W2O Group
@srinagubandi @W2OGroup

MODERATOR:

Richard Brownell
Group Content Manager
PR News
@RickBrownell

3:30 p.m.- 3:35 p.m.**Closing Remarks**

5:30 p.m.- 6:30 p.m.**Opening Night Meet-Up**

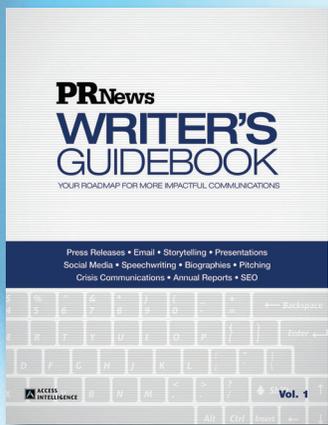
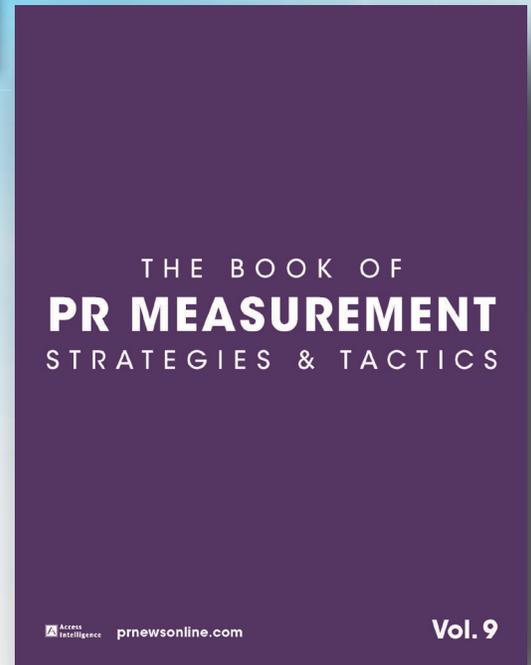
Join your peers for an hour of networking as PR News kicks off its first official night in Chicago with a meet-up at the Big Bar on the second floor of the Hyatt Regency Chicago. This bar has amazing views of the city and over 30 signature cocktails available.

PRNews GUIDEBOOKS

Special \$100 Discount: Use the Code LE112015

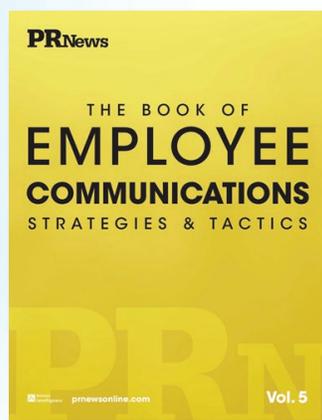
PR MEASUREMENT GUIDEBOOK

In this edition of PR News' Book of PR Measurement Strategies and Tactics, you will find the freshest and smartest ideas for measuring the impact of public relations and tying your efforts to key business objectives and performance indicators.



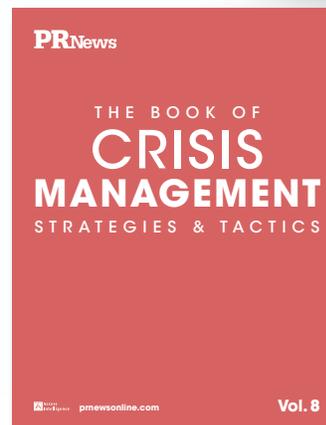
WRITER'S GUIDEBOOK

In this 1st edition of PR News' Writer's Guidebook, over forty articles explain how to best write press releases, emails, speeches, biographies, backgrounders, crisis communications and annual reports.



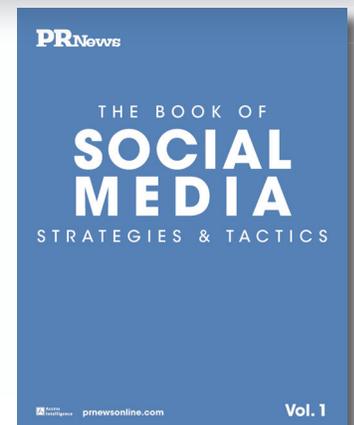
EMPLOYEE COMMUNICATIONS GUIDEBOOK

In this 5th volume of PR News' Book of Employee Communications Strategies & Tactics, our authors cover more than 45 articles on internal crisis communications, social media policies, human resources collaboration, brand evangelism and more.



CRISIS MANAGEMENT GUIDEBOOK

This guidebook includes articles from contributing authors from a variety of backgrounds. It covers everything from building crisis plans to executive and spokesperson training to ensure you are ready to tackle any crisis.



SOCIAL MEDIA GUIDEBOOK

This 11-chapter guidebook focuses on communicating in a mobile and social world, winning the attention of audiences on the platforms most important to PR and marketers, social media listening, measurement and so much more.

www.prnewsonline.com/pr-press

Attendees

As of 11-10-15

FIRST NAME	LAST NAME	JOB TITLE	COMPANY	TWITTER HANDLE
Ahmad	Alawadhi	Commercial & PR Manager	KGOC	@kgocofficial
Stephen	Baker	Public Affairs Sepcialist for Media Relations	USDA Forest Service	
Kristi	Britt	Public Affairs Specialist	Norfolk Naval Shipyard	@NNSYNews
Richard	Brownell	Group Content Manager	PR News	@RickBrownell
Trish	Cheatham	CEO	Think Tank	@thinktanknijas
Everett	Chinn	Public Relations Specialist	Greenville Public School District	@GPSDSpokesman
Karen	Doornebos	Content Strategist & Author	Self-Employed	@karendoornebos
Kevin	Dove	Vice President	CIBC	
Hans	Eisenbeis	Communication Manager	Organic Valley	@HansEisenbeis
Leslie	Ensign	Communications Manager, International PR	Dallas Fort Worth International Airport	@leslieontheline
Stacy	Fahey	Media Relations Coordinator	Organic Valley	@StacyKFahey
Scott	Fisher	Marketing Specialist	Hospital Sisters Health System	@scottmfisher12
Amanda	Frazier	Digital Marketing Coordinator	Cycling Sports Group	@mandafraz
Mickella	Geary	Messaging and Media Assistant	Organic Valley	@kellamae06
Steve	Goldstein	Editorial Director	PR News	@SteveGoldsteinAI
Brian	Graves	Director of Communications & Public Relations	Community Unit School District 308	@sd308
Thaddeus	Herrick	EVP, Director of Communications	BBVA Compass	@herrickthad
Maya	Ionescu	President	Lightspan Digital	
Tiffany	Jackson	Account Strategist	Beehive PR	@tiffany_jackson4
Amy	Jefferies	Vice President of Marketing	PR News	@aujefferies



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FIRST NAME	LAST NAME	JOB TITLE	COMPANY	TWITTER HANDLE
Kathy	Jewett	Manager, Marketing Communications	American College of Chest Physicians	@KJtweets
Kathleen	Joyce	Communications Director	National Beer Wholesalers Association	@NBWABeer
Anthony	LaFauce	Vice President, Digital Communications Group	Porter Novelli	@lafauce
Hunter	Leaf	Technology Manager	Group Leaf LLC	@GroupLeaf
Loren	LeVasseur	Public Relations Supervisor	Coverys	
Megan	Linebarger	Managing Partner, Events & Communications	Zazil Media Group	@MeganLinebarger
Emily	Mayock	Executive Director, Online & Internal Comms	cwru - marketing & communications	@emilydhmayock
Kelsey	McElrath	Marketing Associate	Jewelers Mutual Insurance Company	@johnkels
Jeri	Moore	Senior SEO/SEM Specialist	G&S Business Communications	@jerimoore
John	Myers	Associate Vice President, Corporate Communications	Sammons Financial Group	@sfgcompanies
Stacey	Olson	Director of Sales & Marketing	United Methodist Retirement Communities	
Linda	Palacios	Communications Associate	ETC	@lindabpalacios
Arlethia	Perry-Johnson	Vice President, Strategic Communications and Marketing	Kennesaw State University	@ArlethiaPerry
David	Petr	President and CEO	Central Florida Development Council	
Jessica	Placencia	Marketing Assistant	PR News	@PRNews
Ryan	Roddy	PR Assistant Account Executive	broadhead.	@ryanmroddy

FIRST NAME	LAST NAME	JOB TITLE	COMPANY	TWITTER HANDLE
Mike	Samec		G&S Business Communications	@msamec
Lisa	Sauder	Executive Director	Bean's Cafe	
Rachel	Scharmman	Assistant Marketing Manager	PR News	@PRNews
Diane	Schwartz	SVP & Group Publisher	PR News	@dianeschwartz
Lisa	Skolnik	SVP	Intralink Global	
Laura	Snitkovskiy	Director of Marketing	PR News	@LauraEBerd
Ben	Spangler	Associate Director, SEO	Starcom	
Stephanie	Taylor	Senior Account Lead	All Points PR	@AllPointsPR
Chris	Thilk	Account Manager	Voce Communications, a Porter Novelli Company	
Jessica	Vanden-Houten	Consumer Brand Communications Manager	Jewelers Mutual Insurance Company	@Hoot26
Stephanie	Warren	PR Measurements and Analytics Manager	UPS	@UPS
Erin	White	Marketing Manager	MedAffect	@watertreehealth
Kevin	Zimarik	Creative Director	Think Tank	@thinktanknijas

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