

A close-up photograph of vibrant green grass blades, each topped with a glistening dew drop. The background is a soft-focus bokeh of light green and white circles, creating a fresh and natural atmosphere. A semi-transparent teal rectangular box is overlaid on the left side of the image, containing the main title and speaker information.

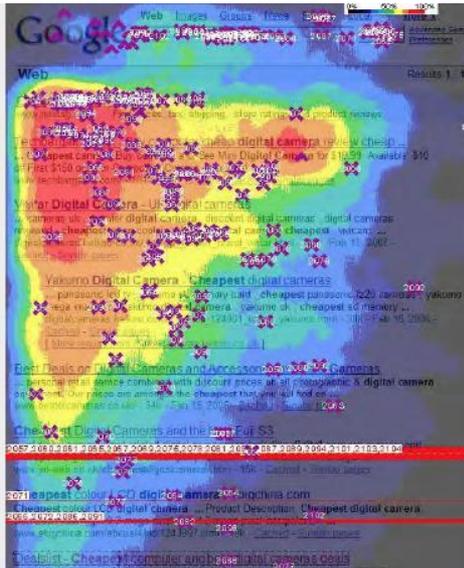
PR News SEO Boot Camp Optimizing News Releases For SEO

Ben Spangler
Starcom MediaVest
Associate Director of SEO

Today's Agenda

- 1** Why is SEO Important?
- 2** How Does SEO Affect PR?
- 3** Optimizing News Releases for SEO
- 4** Recap & Resources For Further Learning

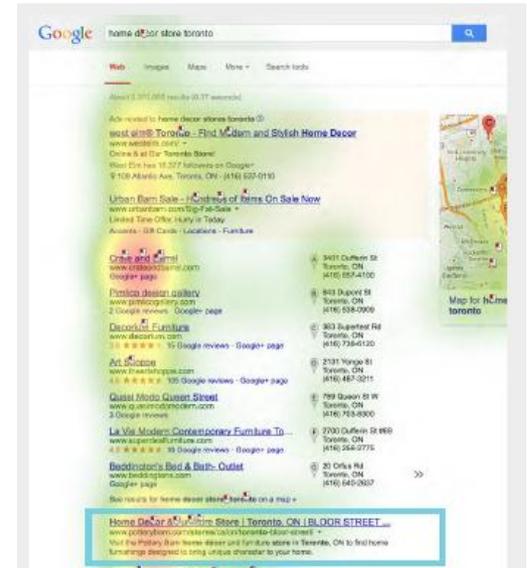
Evolution of the SERP: 2005 vs. 2014



2005
 Triangle-shaped heat map
 Few "universal results"
 (maps, videos, local)

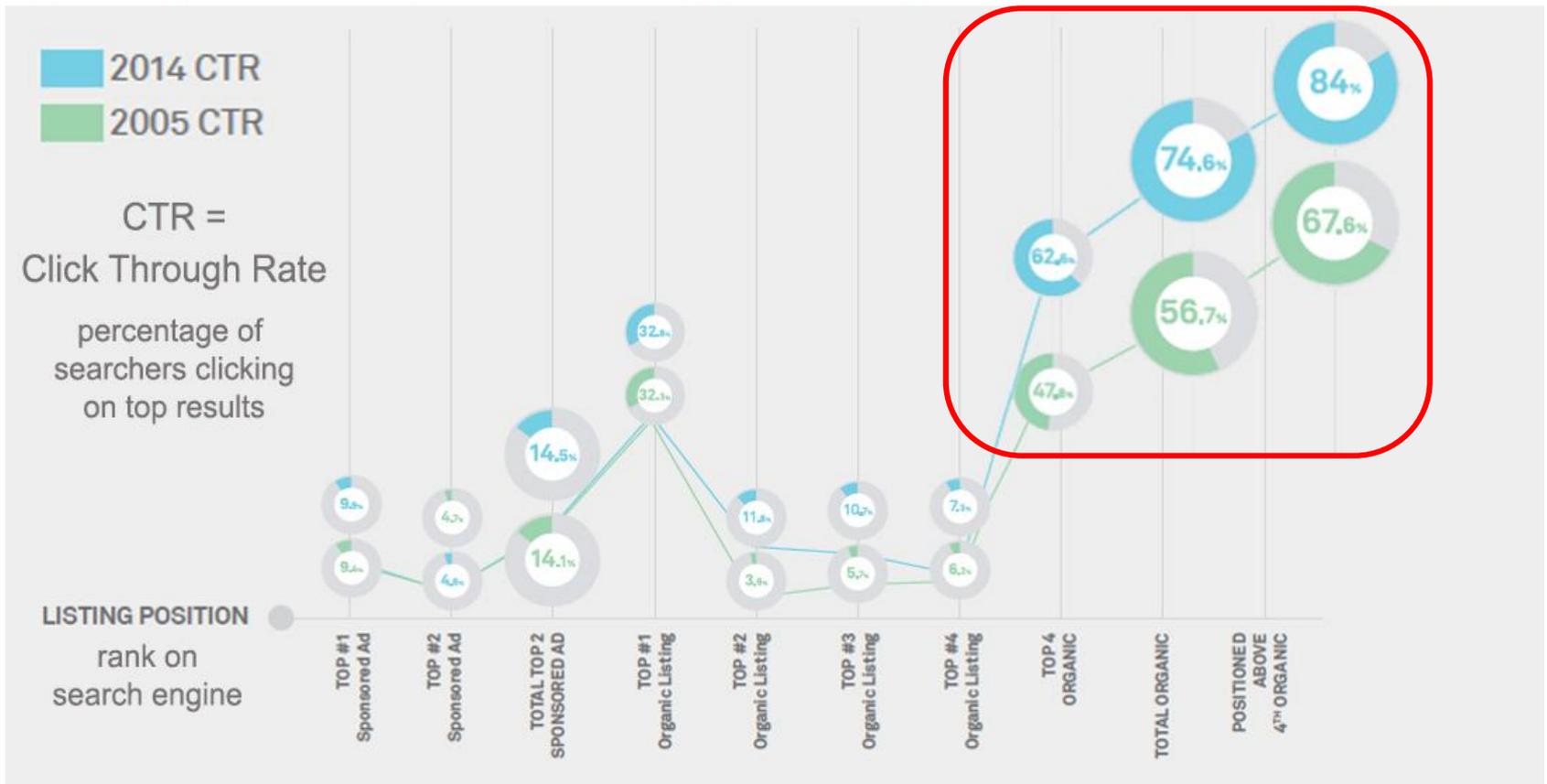


2014
 Vertical scanning heat map
 Expanded area for ads at the top
 Universal results for maps, images, etc.



Organic Click Share Has Increased

ORGANIC & SPONSORED LISTINGS COMPARISON: 2014 vs. 2005





How Does SEO Affect PR?

SEO Optimized News Releases Have Dual Impact

- News releases posted on your site show up higher in search results
- Domain authority is increased from incoming links
 - Acts as a ‘rising tide’ for all of your site’s rankings



Optimizing News Releases for SEO

SEO Optimization Touchpoints

- Keyword Targeting
- Keyword Density
- Titles & Subheadings
- Formatting
- Linking
- Footer



Keyword Targeting

- Conduct thorough analysis to understand search patterns and determine keywords to target
 - Google AdWords Keyword Planner
 - Run Google search
- Avoid “techie” or marketing messages: General segment keywords are very popular in searches
- Use common sense – think of words your parents or grandparents would use to search
- Identify 3-5 priority keywords

Search terms		Avg. monthly searches 
led light bulbs		74,000
led lighting		40,500

Keyword Targeting

led light bulbs

Web Shopping Images News Videos More Search tools

About 34,700,000 results (0.30 seconds)

LED Light Bulbs - HomeDepot.com
www.homedepot.com/LightBulbs
Shop For Energy Efficient Light Bulbs at The Home Depot®. Save Now Free In Store Pickup - Leading Brands for Less - Great Energy Savings The Home Depot has 913,344 followers on Google+
960 Us Highway 41 - (219) 322-1651 - Open today - 6:00 AM - 10:00 PM

LED Bulbs
Shop Hundreds of LED Bulbs Online. Save More on Your Energy Bill!

Night Lights
Shop Top Brands in Night Lights. Great Lights for All Ages.

LED Light Bulbs, Tubes & Downlights | 1000Bulbs.com
https://www.1000bulbs.com/category/led-light-bulbs/
LED light bulbs lasts longer and uses less energy than other types of lighting. Find a wide variety of LED bulbs at 1000Bulbs.com.

LED Light Bulbs - Light Bulbs - The Home Depot
www.homedepot.com/.../Light-Bulbs-LED-Light-Bulbs/...
Shop our selection of LED Light Bulbs in the Electrical Department at The Home Depot.
Daylight - Philips - LED Light Bulbs - A19 - Cree

Amazon.com: LED Bulbs: Tools & Home Improvement
www.amazon.com/.../Light-Bulbs
Results 1 - 24 of 274279 - Amazon.com has a wide selection of LED light bulbs to help... Philips 455717 100W Equivalent A19 LED Daylight Light Bulb, 4-Pack.

LED Light Bulbs | Bulbs.com
www.bulbs.com/LED_Bulbs/results.aspx
Bulbs.com has state of the art LED replacement bulb options in stock today. Reflectors, decorative, exit signs, night lights and more! Click to shop now!

LED energy saving light bulbs | Philips
www.usa.philips.com/on-line/led-light-bulbs
Find the perfect Philips LED light bulbs. Discover the entire Philips range, read reviews, order online today or find your local store.

Shop for led light bulbs on Google

Sponsored

 Felt 9.5W Daylight LED ... \$31.99 Ace Hardware	 Felt 4.5W Soft White ... \$24.99 Ace Hardware	 LED PAR20 Light Bulb 50 ... \$7.95 EarthLED.com ★★★★★ (12)	 40W Equal LED Edison Bulb - ... \$14.99 1000bulbs.com ★★★★★ (8)
 Felt 9.5W Soft White LED ... \$29.99 Ace Hardware	 GE LED 100-Watt ... \$12.79 Target ★★★★★ (6)	 LED 12 Watt Dimmable (... \$4.95 Superior Light... ★★★★★ (3)	 LED - Filament Type - 2 Watt ... \$6.99 1000bulbs.com ★★★★★ (9)

Ads

LED Light Bulbs Ship Free
www.earthled.com/Free-Shipping
4.7 ★★★★★ rating for earthled.com
Find Top Home & Commercial Bulbs Free Shipping On Every Single Order

LED Bulbs - Best Prices
www.1000bulbs.com/LED_Bulbs
4.2 ★★★★★ rating for 1000bulbs.com (800) 624-4488
#1 Online Retailer of LED Light Bulbs. Huge Selection of Name Brands!

led lighting

Web News Shopping Images Videos More Search tools

About 243,000,000 results (0.96 seconds)

Shop for led lighting on Google

Sponsored

 16W 4ft LED Tube - T8, ... \$9.79 ELEDlights.c...	 LE 110-120V LED Strip ... \$83.99 LE US	 Lithonia Lighting ... \$65.36 LightingDI...	 Lithonia Lighting ... \$49.97 Home Depot ★★★★★ (57)	 Flexible LED Strip Light - ... \$25.99 aspectLED ★★★★★ (12)
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LED Light Bulbs, Tubes & Downlights | 1000Bulbs.com
https://www.1000bulbs.com/category/led-light-bulbs/
LED light bulbs are carefully packaged arrays of light emitting diodes (LEDs). ... Without a filament or glass bulb, an LED light bulb is also more durable and longer lasting than any incandescent can be. ... Standard and A-shape LED bulbs fit the same sockets and fixtures of your current ...

LED lamp - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/LED_lamp
Jump to **Lighting** designed for LEDs - [edit] LED-wall lamp. Newer light fittings designed for LED lamps, or indeed with long-lived LEDs built-in, have been ...

LED Lighting Inc.: LED Tape Lighting Manufacturer | LED ...
www.ledlightinginc.com/
Custom LED Lighting Manufacturer for home, retail, business, and industrial applications including led tape lights, strips, and recessed puck lighting for a ...

LED Lighting - Lithonia Lighting
www.lithonia.com/pl/led-lighting/
Lithonia Lighting is committed to providing sustainable lighting solutions that are enabled and enhanced by LED lighting and other advanced technologies, ...

LED Lighting Installers
www.outdoorlightschicago.com/specials/
(630) 473-8676
Chicagoland's #1 Rated Landscape Lighting Company! Package Pricing

LED Lights Home Lighting
www.1000bulbs.com/Litronics
4.2 ★★★★★ rating for 1000bulbs.com
All Types of LED Lights Home Lighting!
#1 Online Bulb Retailer

LED Light Bulb Superstore
www.earthled.com/
4.7 ★★★★★ rating for earthled.com
Largest & Best LED Pricing.
We Are Everything LED Since 2007.

Best Quality LED Lighting
www.ledlightingwholesaleinc.com/
Get The Best LEDs At The Lowest Prices. Call Today Or Shop Online!

Online LED Product Store
www.superbrightleds.com/LED-Lights
LED Bulbs, Strips, Modules & More.
Your One Stop LED Shop.

LED Flood Lights \$26.99
www.contractorlighting.com/
HID Flood lights Low Prices
Bulk discounts! Free Shipping.

Keyword Targeting

Keyword opportunities or “gap keywords” for auto insurance website

Search terms		Avg. monthly searches ?
classic car insurance		8,100
car insurance calculator		5,400
non owner car insurance		2,900
car insurance estimator		2,400
collector car insurance		1,900
car insurance for teens		1,300
military car insurance		1,300
auto insurance score		590

Competitors capitalizing on gap keywords

Classic Car Insurance Quotes: Collector Car Insurance Quote

www.progressive.com/...car-insurance/collector-... Progressive Corporation
Check out classic car insurance quotes from Progressive. We understand what collector car owners want and need to protect their investment. That's why we ...

Car Insurance for Teenagers – State Farm®

<https://www.statefarm.com/insurance/auto/...new-te...> State Farm Insurance
Looking for car insurance for teenagers? Find out how to add a new teenage driver to your existing State Farm® Auto Insurance policy.

Auto Insurance Coverage Calculator | Liberty Mutual

www.libertymutual.com/...Tools & Resources Liberty Mutual
Liberty Mutual's auto insurance calculator helps decipher car insurance coverage needs and cost. Learn about switching to an affordable auto insurance policy.

GEICO | Military Program ~ Auto Insurance for the Military

<https://www.geico.com/information/military/> GEICO
GEICO has been dedicated to serving military personnel since the company began. We understand the insurance needs of people in the armed forces.
Military Center - Insurance Discounts - GEICO and the Military - Military Team

Acceptance | Non Owners Auto Insurance

www.acceptanceinsurance.com/.../auto-insurance/non-owners-auto-insur...
Consider buying a non-owners auto insurance if you don't own a car but occasionally borrow or rent one. Get your free non-owners car insurance quote online!

Insurance Scores: What You Should Know - Progressive ...

www.progressive.com/.../car-insurance-credit-sc... Progressive Corporation
An insurance score is not a credit score. Find out what you should know about insurance scores and how they affect your auto insurance rate.

Keyword Density

- Ideal news release length is approximately 500 words
- Each targeted keyword should appear two to three times evenly spaced throughout copy
- Priority keywords should appear in the first paragraph (nut graph) but not necessarily in the lede
- Do not stuff your articles with keywords solely for the purpose of SEO; If it SOUNDS bad, it IS bad

Titles & Subheadings

- Use priority keywords in your page titles whenever possible, to help crawlers identify main themes
- Feature priority keywords FIRST before branding
- Titles should be no longer than 70 characters including spaces
- Using the h1 tag for your title will make crawlers take your content seriously provided the title's words are also present somewhere in the text
- Utilize subheadings with targeted keywords when appropriate

Michigan Hospital Lights Parking Deck for \$170,000 Less with GE LED Fixtures

LED Parking Garage Lighting Fixtures from GE Help Michigan Hospital Save \$170,000

Formatting

- Format keywords with italics, underlining or bolding to emphasize their importance on a page
- Keep focused on target keywords so as not to weaken effect – over-emphasis is de-emphasis
- Use numbered and bulleted lists where appropriate
 - Lists are very popular with bloggers and social media users, and offer high potential for re-posting

Linking

- Use targeted keywords as the anchor (clickable) text (never “learn more,” nor “click here,” etc.)
- Interlink your pages to maximize impact (Links act as popularity votes from one page to another)
- Link to relevant, external web sites to increase credibility (don’t over do it)
- Only link once to a page

[Click here](#) to learn more about our cold and flu products

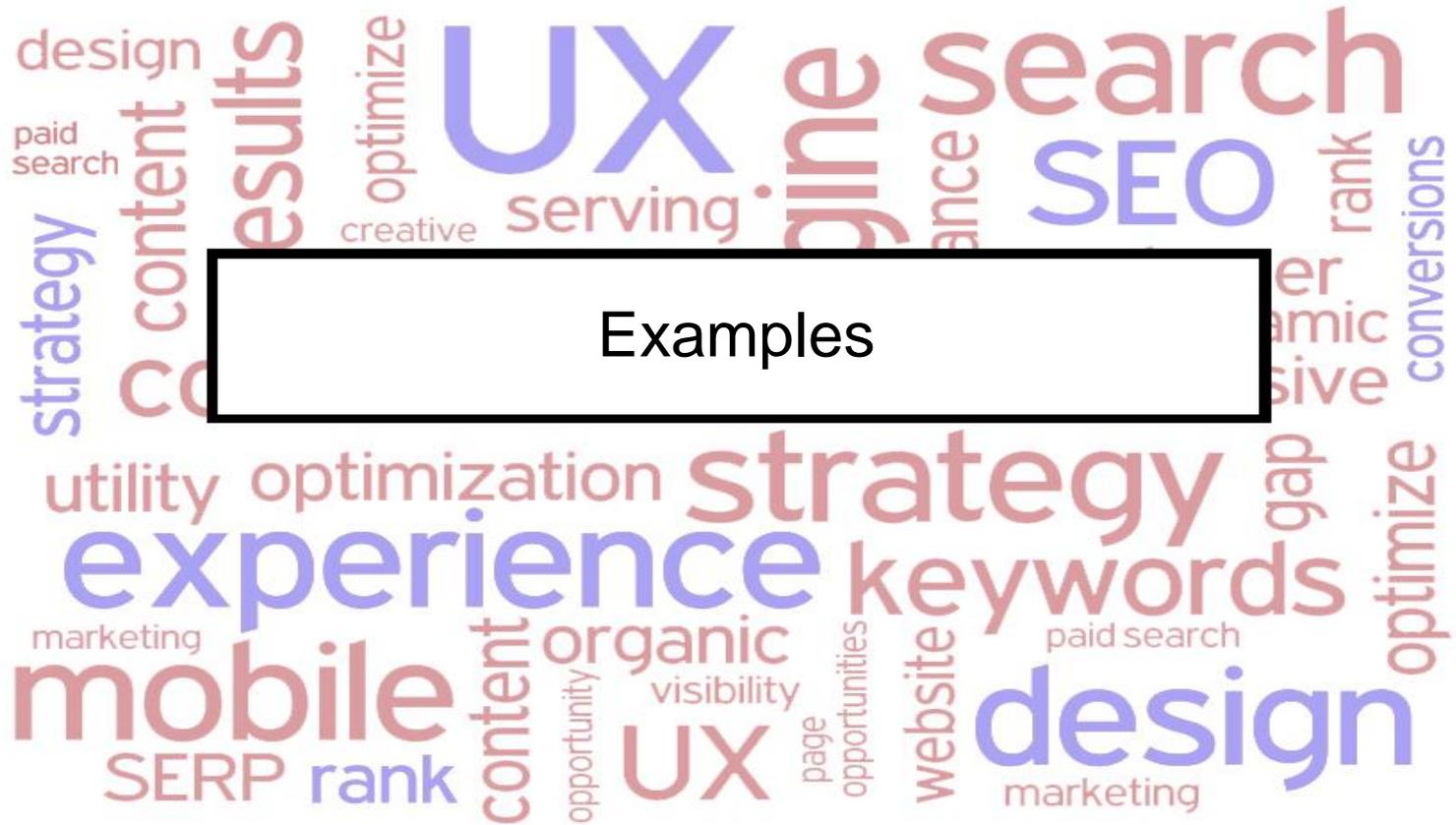
Learn more about our [cold and flu products](#)

Footer

- The standard footer used on News Releases should contain standard links back to the site
- Use optimized anchor text with priority keywords
- Optimizations need to be done before legal review

About Spectrum Health |

[Spectrum Health](#) is a not-for-profit health system in West Michigan offering a full continuum of care through the Spectrum Health Hospital Group, which is comprised of nine hospitals including [Helen DeVos Children's Hospital](#), a state-of-the-art children's hospital that opened in January 2011, and 190 service sites; the [Spectrum Health Medical Group](#) and [West Michigan Heart](#), physician groups totaling more than 600 providers; and [Priority Health](#), a health plan with 625,000 members. Spectrum Health is West Michigan's largest employer with more than 18,000 employees. The organization provided \$176.5 million in community benefit during its 2011 fiscal year. In 2011 and 2010, Spectrum Health was named a Top 10 Health System by Thomson Reuters.



Examples

Example: Unoptimized

Priority Keywords: CFL, precise dimming

GE SCIENTISTS GIVE CFLS MORE PRECISE DIMMING, LONGER LIFE

EAST CLEVELAND, Ohio--([BUSINESS WIRE](#))--For the first time, consumers won't have to choose between energy savings and sophisticated dimming features. A new generation of GE Energy Smart® and Reveal® bulbs brings smooth dimming capabilities to compact fluorescent light bulbs (CFLs). A popular incandescent feature that previous CFLs weren't able to mimic, GE's new CFLs dim down to five percent of light output – most CFLs on the market today only dim down to 20 percent.

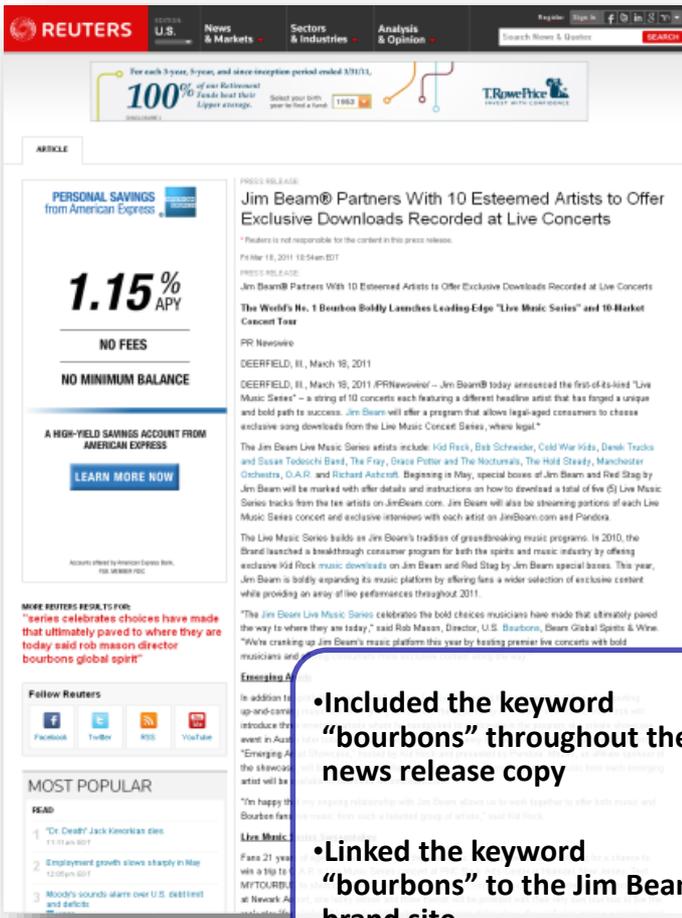
Example: Optimized

Priority Keywords: dimmable CFL, precise dimming

DIMMABLE CFL'S GET MORE PRECISE DIMMING, LONGER LIFE FROM GE SCIENTISTS

EAST CLEVELAND, Ohio--([BUSINESS WIRE](#))--For the first time, consumers won't have to choose between energy savings and sophisticated dimming features. A new generation of GE Energy Smart® and Reveal® bulbs brings smooth and more precise dimming capabilities to compact fluorescent light bulbs (CFLs). A popular incandescent feature that previous CFLs weren't able to mimic, GE's new dimmable CFLs dim down to five percent of light output – most CFLs on the market today only dim down to 20 percent.

Case Study: Jim Beam



[Kentucky Straight Bourbon Whiskey Liquor Drinks | Jim Beam Bourbon ...](#)
Since 1795, Jim Beam has been making premium **Bourbon**. While a lot has changed in over 215 years, one thing that hasn't is the quality of Jim Beam products.
www.jimbeam.com/kentucky-straight-bourbon-whiskey-history - Cached

- Included the keyword “bourbons” throughout the news release copy
- Linked the keyword “bourbons” to the Jim Beam brand site

Jim Beam’s ranking for the keyword “bourbons” moved up to page 1

Case Study – GE Lighting

August 09, 2012

Michigan Hospital Lights Parking Deck for \$170,000 Less with GE LED Fixtures

EAST CLEVELAND, Ohio — August 9, 2012 — (NYSE:GE) — Spectrum Health, one of Michigan's largest not-for-profit health systems located in Grand Rapids, has an aggressive customer-centered sustainability program. When focusing on revamping their parking decks used by patients, visitors, and employees, they had three goals in mind: improve security, reduce maintenance costs and save energy. After retrofitting 1.25 million square feet of parking garage space and more than 3,500 parking spaces with 1,500 GE Evolve™ LED Parking Garage Lighting Fixtures, Spectrum accomplished its three goals at the medical center.

```

14  Edt  Format
15
16  <title>Michigan Hospital Lights Parking Deck for $170,000 Less with
17  GE LED Fixtures | GE Lighting North America News</title>
18
19  <meta name="description" content="EAST CLEVELAND, Ohio – August 9,
20  2012 – (NYSE:GE) – Spectrum Health, one of Michigan's largest not-for-
21  profit health systems located in Grand Rapids, has an aggressive
22  customer-centered sustainability program. When focusing...>
23
24  <meta name="keywords" content="lighting news, lighting updates,
25  lighting industry news, lighting industry updates, commercial
26  lighting, ge lighting">

```

The GE advanced LED low glare optical system coupled with a unique thermal management system to ensure long life and excellent photometric performance—that is, casting light where it's needed without trespassing into areas it's not.



•Optimized title and copy with priority keywords and links

After retrofitting 1.25 million square feet of parking garage space with 1,500 GE Evolve™ LED Garage fixtures, Spectrum Health, one of Michigan's largest not-for-profit health systems located in Grand Rapids, will save \$170,000 annually in combined energy and maintenance expenses.

GE LED Parking Garage Lighting Fixtures Help Michigan Hospital Save \$170,000

EAST CLEVELAND, Ohio — August 9, 2012 — (NYSE:GE) — Spectrum Health, one of Michigan's largest not-for-profit health systems located in Grand Rapids, has an aggressive customer-centered sustainability program. When focusing on revamping their parking decks used by patients, visitors, and employees, they had three goals in mind: improve security, reduce maintenance costs and save energy. After retrofitting 1.25 million square feet of parking garage space and more than 3,500 parking spaces with 1,500 GE Evolve™ LED Parking Garage Lighting Fixtures, Spectrum accomplished its three goals at the medical center.

Lighting is a vital component when updating security measures in a parking facility. "Our patients and employees are our first priority," said Tom Theoret, director of facilities for Spectrum Health. "It's important that everyone feels welcome and secure while at our facilities. GE Lighting's LED Parking Garage fixtures not only meet this requirement but also reduced our energy consumption and reduced burdensome maintenance."

The GE Evolve LED Parking Garage Lighting Fixture uses cutting-edge technology, featuring an advanced LED low glare optical system coupled with a unique thermal management system to ensure long life and excellent photometric performance—that is, casting light where it's needed without trespassing into areas it's not.

Moved up to #1 ranking for "led parking garage lighting"



After retrofitting 1.25 million square feet of parking garage space with 1,500 GE Evolve™ LED Garage fixtures, Spectrum Health, one of Michigan's largest not-for-profit health systems located in Grand Rapids, will save \$170,000 annually in combined energy and maintenance expenses.

URL: /GE-LED-Parking-Garage-Lighting-Fixtures-Help-Michigan-Hospital-Save-\$170,000

Title: LED Parking Garage Lighting Fixtures from GE Help Michigan Hospital Save \$170,000

Description: Discover how GE LED parking garage lighting fixtures helped Spectrum Health save \$170,000. Learn about this and other energy efficient lighting solutions from GE Lighting.

Keywords: led parking garage lighting, parking garage lighting, spectrum health, case study, ge lighting

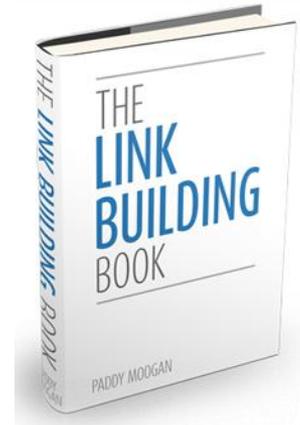
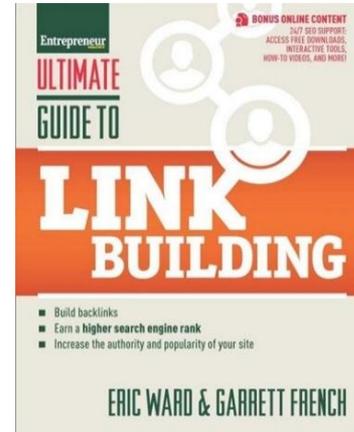
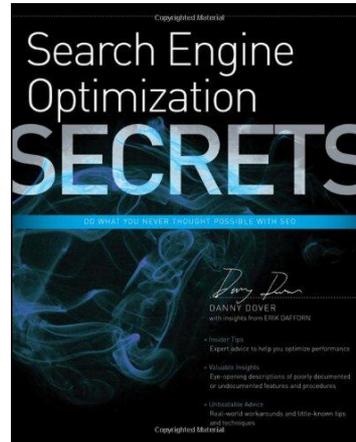
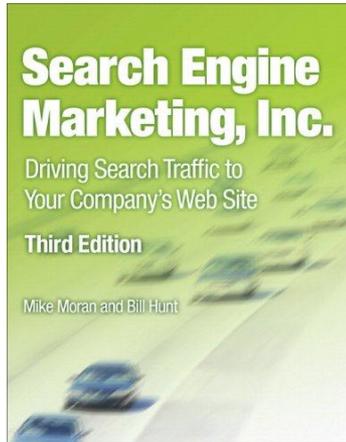
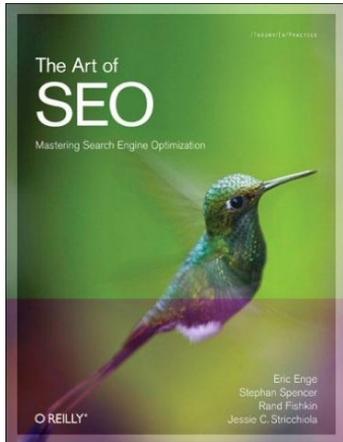


Recap & Resources

SEO Optimized News Release Checklist

- Are my priority keywords targeted to my intended audience?
- Is my title leveraging my top priority keywords?
- Does my nut graph include my priority keywords?
- Are my priority keywords used evenly throughout the copy?
- Are my links optimized with priority keywords in anchor text?
- Is my footer optimized with links?

SEO Resources



Google AdWords Keyword Tool: www.google.com/adwords

Moz guides, blogs, and tools: <http://moz.com/learn/seo>, <http://moz.com/blog>, <http://moz.com/products>

A great blog on Google patents and SEO: <http://www.seobythesea.com/>

Google Webmaster Central blog: <http://googlewebmastercentral.blogspot.com/>

Search Engine Watch: <http://searchenginewatch.com/>

Search Engine Land: <http://searchengineland.com/>

SEO Book blog, tools, and training: <http://www.seobook.com/blog>, <http://tools.seobook.com/>

Thank You!

Q&A