

A top-down view of a person's hands typing on a silver laptop keyboard. The laptop is on a light-colored wooden desk. To the left of the laptop is a white notebook with a pen resting on it. Above the laptop is a brown coffee cup on a matching saucer. The person is wearing a leopard-print wristband on their left wrist and a silver bracelet on their right wrist. A semi-transparent blue banner is overlaid on the image, containing text.

# SEO Tips That (*May*) Get Your Press Releases Found

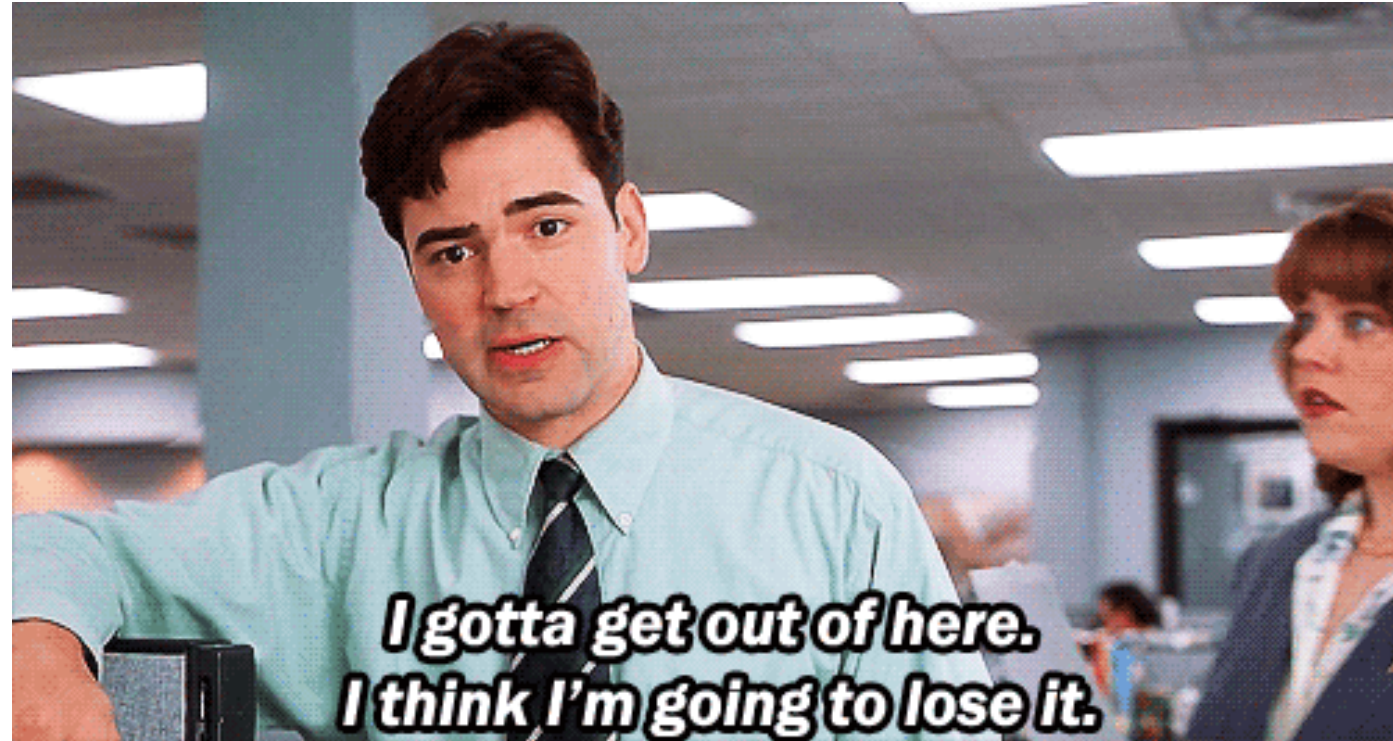
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# For those who'd like to call it a day...

- 1** SEO is *not* about coding or programming. You will *not* be required to deal with a site's back-end nor with IT at your company
- 2** SEO for Press Releases changed drastically over the past five years alone... so stay tuned to see what's really left of it
- 3** Google knows you more than you realize and there's something you need to know about that...



...and for those who are eager

- 1 SEO for Press Releases has drastically decreased in impact. There ARE still ways to apply value
- 2 SEO for Press Releases changed drastically over the past five years alone... stay tuned to see what's really left of it
- 3 SEO is *not* about coding or programming. You will *not* be able to apply to jobs as a computer engineer



# What We'll Cover

- Intro
- History & Myths in SEO
- Top Factors in SEO and algorithm updates
- Keywords, navigation, text
- LSI
- Non-techie tips
- The 'Press Room'
- Take-aways: Getting your Release seen

Search  
Engine  
Optimization



# Google Search Engine

This is a demo of the Google Search Engine. Note, it is research in progress so expect some downtimes and malfunctions. You can find the older [Backrub web page here](#).

Google is being developed by [Larry Page](#) and [Sergey Brin](#) with very talented implementation help by [Scott Hassan](#) and [Alan Sterenberg](#).



**Search Stanford**

10 results ▾ clustering on ▾ Search

**Search The Web**

10 results ▾ clustering on ▾ Search

## | Did You Know...

Top pages on Google used to be those with most keywords crammed in them or with most 'anchor texts', and a few other tricks and tactics

**In 2003** Google rolled out the first widespread **algorithm update**, codenamed 'Florida'

Many similar updates and years later, as of 2012 – Google actually began **de-listing sites** completely from Google results

# Breaking Myths

Things have changed.  
What matters today is –

- **Trust**
- **Relevance**
- **Authority**

Media Monitoring (like  
TrendKite)  
**Excludes Press  
Releases**  
altogether

Many similar updates  
and years later, as of  
2012 – Google actually  
began **de-listing**  
**sites** completely  
from Google results

# Breaking Myths

**Google**  
**AdWords** For  
Press Releases as a  
growing factor +  
**Google Trends**

Use of **Social**  
**Media** and **Rich**  
**Content**

It's about  
**Structure,**  
**Mapping** and a  
**User-Oriented**  
World



## Top Factors in SEO and algorithm updates

- Relevant Keywords
- Keywords in links
- Overall Site Performance
- Domain visibility (think blogs)
- Search Volume of Domain Name
- Backlinks
- External referrals
- Social Media activity
- Facebook Specifically



**Get into the habit of developing and posting a blog post around every press release**



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## Keywords, Navigation & Text

- Create a permanent company-wide keyword list as a resource
- Repeat the exercise for specific product lines
- Maintain the competitiveness of your keywords
- Remember: relevance is the key. Also in combination of keyword phrases
- Use SEOBook Keyword Analyzer or SEMrush's Domain Analytics Organic research Tool
- Megawords Tool: create your own combinations



**Follow the Search Metrics  
Google Ranking Factors Study**



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## Keywords, Navigation & Text

- Type of Keywords:
  - Head-term: one or two keywords
  - Long Tail: three or more phrases
  - Navigational: brands or websites
  - Informational: topic oriented
  - Transactional: Customer driven
- Examples:
  - Classic movies
  - Classic Robert de niro movies
  - Youtube Al Pacino
  - “How to act like Jennifer Lawrence”
  - Buy Jennifer Lawrence Movie Dress



# Keywords, Navigation & Text

- Google AdWords: signup !
- Use the Keyword Planner tool
- Determine how many links you need to beat the competition

Your product or service

Florida beaches Get ideas Modify search

Ad group ideas Keyword ideas Download Add all (801)

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
best florida beaches	🔗	8,100	Medium	\$0.72	0%	»
florida beach hotels	🔗	2,400	High	\$2.23	0%	»
florida beach rentals	🔗	3,600	High	\$1.35	0%	»
top florida beaches	🔗	1,000	Medium	\$0.84	0%	»
florida beach weddings	🔗	2,400	High	\$2.01	0%	»
map of florida beaches	🔗	4,400	Medium	\$0.60	0%	»
florida beach vacation	🔗	590	High	\$2.25	0%	»
florida beaches map	🔗	3,600	Medium	\$0.98	0%	»
florida hotels on the beach	🔗	720	High	\$3.07	0%	»



How advertisers compete for keywords in your industry is **completely irrelevant** to your SEO



## Keywords, Navigation & Text

- Using Moz's Keyword Difficulty Tool
- Think structure. Menus, Links, and user visibility of keywords

Rank	Page Name and URL / Vertical Result	Page Authority	# Root Domains Linking to the Page	Domain Authority	# Root Domains Linking to the Root Domain
1	<a href="http://www.pocruises.com/">P&amp;O Cruises   Cruise Holidays 2015 &amp; 2016</a> http://www.pocruises.com/	69.2	1.53 K	62.7	2.18 K
2	<a href="http://www.cruiseffashion.com/">Cruise Fashion   Designer Mens &amp; Womens Clothing, Shoes ...</a> http://www.cruiseffashion.com/	46.5	201	35.9	322
3	<a href="http://www.thomson.co.uk/cruise.html">Thomson - Cruise Holidays and Cruise Deals</a> http://www.thomson.co.uk/cruise.html	66.2	267	68.9	6.35 K
4	<a href="http://www.royalcaribbean.co.uk/why-cruise-holidays/">Cruise Holidays and First Time Cruises   Royal Caribbean</a> http://www.royalcaribbean.co.uk/why-cruise-holidays/	N/A	0	50.4	916
5	<a href="http://www.celebritycruises.co.uk/">Celebrity Cruises, Luxury Cruise Holidays 2015, 2016 &amp; 2017</a> http://www.celebritycruises.co.uk/	52.5	312	43.3	451
6	<a href="http://www.CRUISE.co.uk/">www.CRUISE.co.uk   Largest Cruises Site, Deals, Reviews</a> http://www.cruise.co.uk/	53.9	793	44.7	1.12 K
7	<a href="http://www.iglucruise.com/">Iglucruises.com: Cruises   Cruise Holidays 2015, 2016 &amp; 2017</a> http://www.iglucruise.com/	55.2	181	46.2	712
8	<a href="http://www.virginholidayscruises.co.uk/">Virgin Holidays Cruises: Cruise Holidays 2015/2016</a> http://www.virginholidayscruises.co.uk/	54	259	45	442
9	<a href="http://www.ncl.co.uk/">Norwegian Cruise Line (NCL) - Norwegian Cruise Line ...</a> http://www.ncl.co.uk/	52.6	274	43.3	347
10	<a href="http://www.thomascook.com/cruise/">Cruise - Thomas Cook</a> http://www.thomascook.com/cruise/	64.6	187	70	4.78 K



## LSI (Latent Semantic Indexing)

- Think in phrase terms
- Write naturally, not robotically
- Insert in:
  - Meta descriptions and meta titles
  - Navigation anchor title tags
  - Headings (the famous h1)
  - Bolded/Italicized text
  - Internal links in content
  - Image filenames, tags, video tags
- 'Friendly' URLs -

<http://www.examplesite.com/~articlepage21/post-entry321.asp?q=3>

**Vs.:**

<http://www.examplesite.com/football-jerseys>



**Use [UberSuggest.org](https://ubersuggest.org) for free for keyword suggestions**



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## Non-Techie Tips

- Think from a user's perspective.
- Keep the search experience good.
- Check your site's speed of loading
- Mobile support Status
- Take it easy on ads and popups
- Eliminate or minimize "404 Error" pages on your site
- Check your 'readability Score'



**Your site should be accessible on all devices.**



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## The Press Room

- Increase in traffic affects your SEO, and vice versa:
- Add content often (new pages), and receive more traffic. Keep doing so on schedule
- Leverage social media accounts
- Cross-link to your blog
- Link building:
  - Treat links as a currency on the web
  - There is no a single best kind of link
  - Anchor texts are best when.. Natural
  - Use link baits: Infographics, How-to guides, Breaking News, Top 10 lists, reports, news wires



**Google (and users) LOVE videos!**



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## Final Thoughts

- Google learned us all. It 'knows' how we search, what we search for, and what we expect and value most
- Measure your success with Google Analytics
- Local SEO additions:
  - Physical address
  - Link to Google Maps
  - Google MyBusiness
  - Full name, descriptor + H1 business name



## Tips & Take-Aways



**It's really all about the keywords. Start there, and maintain a resourceful list**



**Create new 'Press Room' pages frequently, and cross link to a relevant blog post on the topic and the news announced**



**Incorporate links to rich media like videos, social media, and/or physical addresses as relevant**



**Keep your online presence accessible across all devices, and focus on relevant content to what you truly do**



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# Resources

- Search Metrics –
  - <http://www.searchmetrics.com/knowledge-base/ranking-factors/>
  - Moz <https://moz.com/search-ranking-factors>
  - <http://www.seroundtable.com/category/google-updates>
- SEOBook Keyword Analyzer –  
<http://tools.seobook.com/general/keyword-density>
- SEMRush Domain Analytics –  
<https://www.semrush.com>
- MergeWords – <http://www.mergewords.com>
- Google AdWords –  
<http://www.google.com/intl/en/adwords>
- Keyword Difficulty Tool –  
<https://moz.com/researchtools/keyword-difficulty>
- Ubersuggest – <http://Ubersuggest.org>
- XML Sitemap Generator – <http://www.xml-sitemaps.com>
- Mobile Friendly Test –  
<https://www.google.com/webmasters/tools/mobile-friendly/>
- Google Search Console –  
<https://www.google.com/webmasters/tools>
- Readability Score – <https://readability-score.com>
- Optimization – <http://www.optimizely.com>
- Google Trends –  
<http://www.google.com/trends>
- Open Site Explorer –  
<https://moz.com/researchtools/ose>



| There's more – So don't be a stranger!



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