

# How to Use SEO Tactics to Make Your Media Pitches More Effective

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Matt Vazquez

[@QuezSays](#)

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KoMarketing Associates



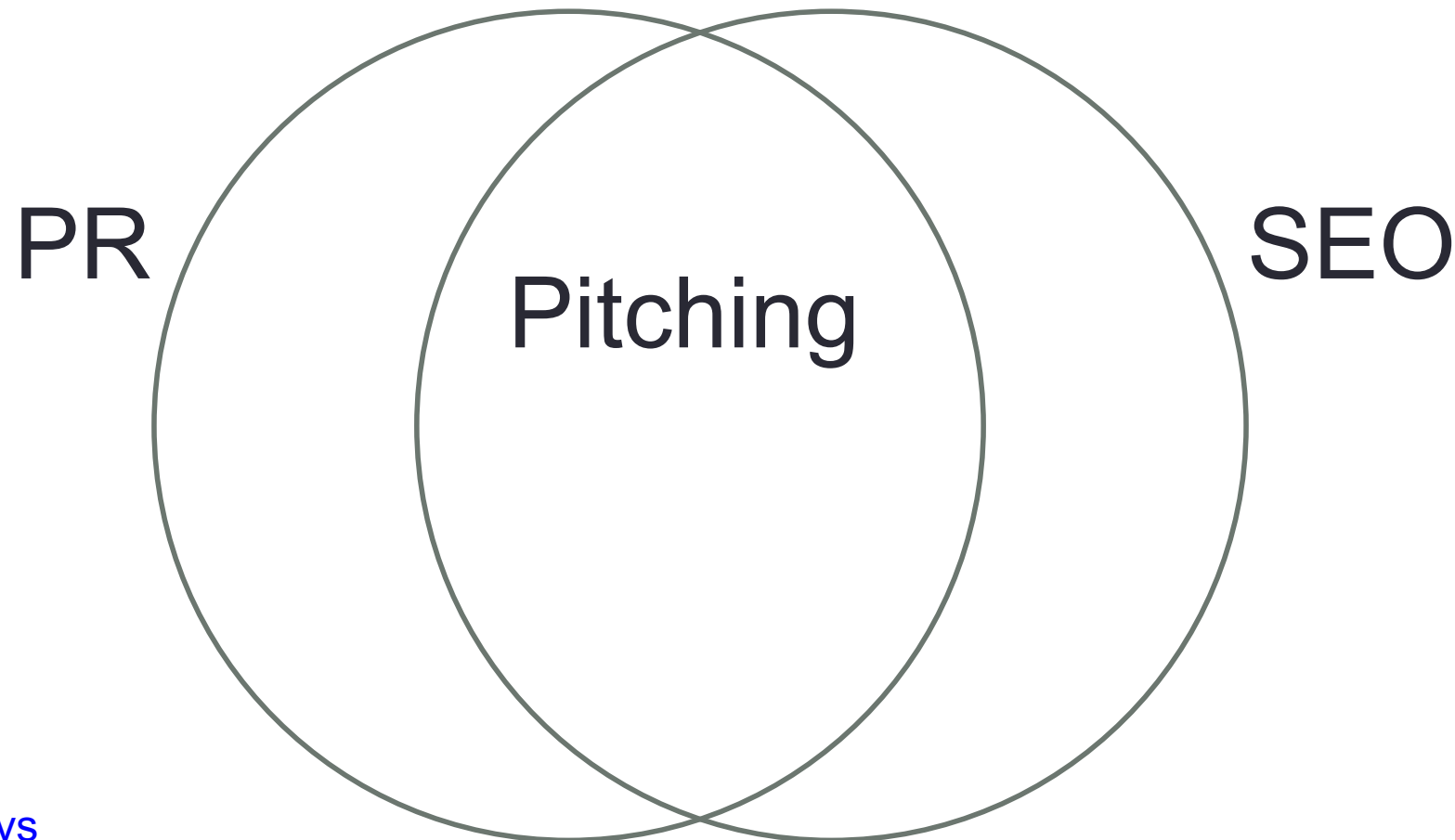
# Who am I?

- PR agency -> digital marketing & SEO
- Recently at 2016 “Best Large SEO Agency of the Year”
- Youth lacrosse coach



# Why is an SEO person here?

- Placed over 150 pieces of content



# How to enhance your media pitches

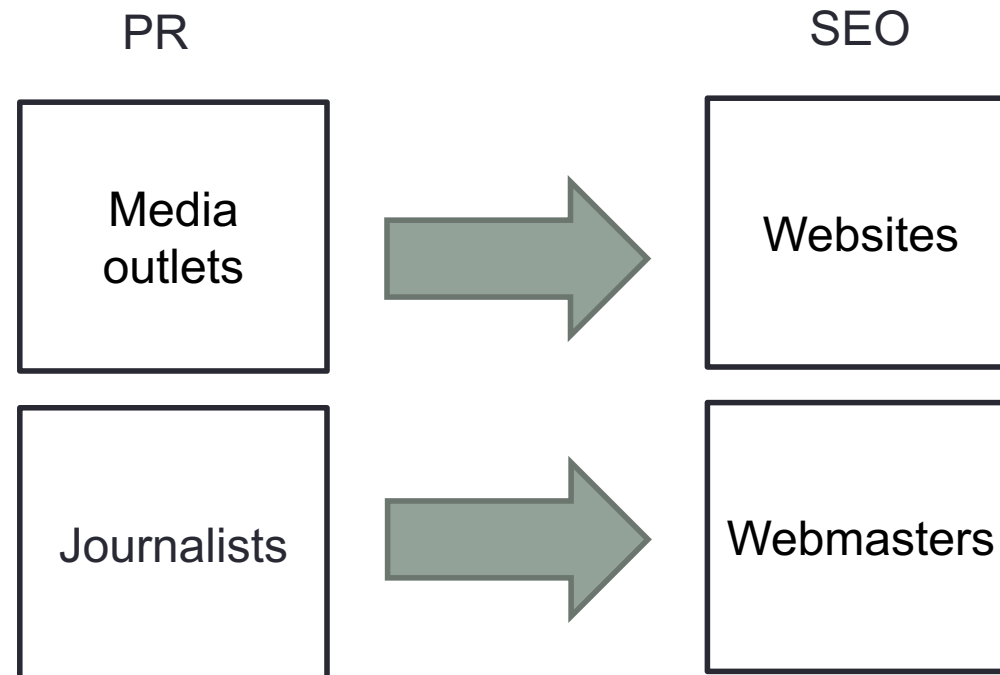
Three \$50 Tips:

1. Redefine “publisher” to expand your media list
2. Add SEO value to placements
3. Include SEO metrics in your reporting



# Tip #1 Redefine “publisher” to expand your media list

- What value can my brand & thought leadership offer?
- What are the **publishers** that would be interested in that value?





# Example: CreativeLive.com

**CREATIVELIVE** blog

WATCH LIVE CALENDAR CLASSES APP


photo & video art & design music & audio craft & maker money & life freelancing student stories podcast

## How to Produce 4K Video on a Limited Budget

by **ANDY LASSITER**  
September 1, 2016  
featured, photo & video

**1.5K** SHARES

Facebook Twitter Pinterest



Thanks to rapid advances in camera and playback technology, 4K UHD (Ultra High Definition) recording capability is becoming more affordable every year.

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### FREE PHOTOGRAPHY COURSES

FROM THE WORLD'S BEST PHOTOGRAPHERS. Only on CreativeLive.com

WATCH NOW

SEARCH

What are you looking for? Go

#### Popular Classes

- The Complete Wedding Photography Experience** with JASMINE STAR
- Portrait Photography Bootcamp** with LINDSAY ADLER

**CREATIVELIVE** blog

WATCH LIVE CALENDAR CLASSES APP

photo & video art & design music & audio craft & maker money & life freelancing student stories podcast

## How List-Making Kept Me Sane (And Made Me More Productive)

by **JULIA MARCHAND**  
February 13, 2015  
featured, money & life

**362** SHARES

Facebook Twitter Pinterest



I feel like there's a threshold for human productivity. We all eventually reach a point when enough is enough, and adding another responsibility would send us plunging over

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LEARN HOW TO MARKET, SELL, AND GROW YOUR BUSINESS ON CREATIVELIVE.

SEARCH

What are you looking for? Go

#### Popular Classes

- Money and Business for Creative Entrepreneurs** with RAMIT SETHI
- How to Write a Blog Post That Drives Traffic** with DARREN MURPH
- Master Your People Skills**

# Example: CreativeLive.com

The image shows a screenshot of a Twitter conversation. On the left, a vertical scroll of tweets is visible, including a tweet from Whitney Ricketts (@whitneyricketts) mentioning @QuezSays and @mshannabrooks. The main focus is on a tweet from Whitney Ricketts (@whitneyricketts) dated 2 Oct 2014, which says: "@QuezSays @mshannabrooks we love the stuff you read it, and it's so obvious in the stellar stuff you pitch. Also that you rep brilliant people." This tweet has 2 likes and 1 reply. Below it, a tweet from Matt Vazquez (@QuezSays) dated 2 Oct 2014 says: "@whitneyricketts @mshannabrooks Wow, thanks! I absolutely love you working with you ladies has been thrilling. :-D". To the right, a separate tweet from Hanna Brooks Olsen (@mshannabrooks) dated 11 Sep 2014 is shown, which says: "Me responding to a PR person who pitched me the perfect thing that makes my life/editorial calendar easier." This tweet has 3 favorites and includes a video thumbnail of a woman.

**whitney ricketts** @whitneyricketts  
@QuezSays in convo with @mshannabrooks right now: "Matt is definitely my favorite PR person of all time"

**Whitney Ricketts** @whitneyricketts · 2 Oct 2014  
@QuezSays in convo with @mshannabrooks right now: "Matt is definitely my favorite PR person of all time"

**Matt Vazquez** @QuezSays · 2 Oct 2014  
@whitneyricketts @mshannabrooks Wow, thanks! I absolutely love you working with you ladies has been thrilling. :-D

**Whitney Ricketts** @whitneyricketts  
@QuezSays @mshannabrooks we love the stuff you read it, and it's so obvious in the stellar stuff you pitch. Also that you rep brilliant people.

**Hanna Brooks Olsen** @mshannabrooks · 1h  
@whitneyricketts @QuezSays Accurate.


**Matt Vazquez** @QuezSays · 47m  
@whitneyricketts @mshannabrooks Wow, thanks! I absolutely love you working with you ladies has been thrilling. :-D


**whitney ricketts** @whitneyricketts · 28m  
@QuezSays @mshannabrooks we love that you rep brilliant people. Also that you pitch stellar stuff. :-D


**Matt Vazquez** @QuezSays · 1m  
@whitneyricketts @mshannabrooks My hat's off to you ladies for the creatives that I get to work with. Cheers.

**Hanna Brooks Olsen** @mshannabrooks  
Me responding to a PR person who pitched me the perfect thing that makes my life/editorial calendar easier.

# Example: WomenForHire.com

 **Matt Vazquez** @QuezSays · Jun 9  
@toryjohnson Hi Tory, I'm working with a writer who'd love to contribute an article for [WomenForHire.com](#). Who can we contact? Thanks!  
Details Reply Delete Favorite Buffer More

 **Tory Johnson** @toryjohnson · Jun 9  
@QuezSays amorita@toryjohnson.com  
Details Reply Retweet Favorite Buffer More

 **Matt Vazquez**  
@QuezSays  
@toryjohnson Much appreciated Tory!  
Cheers.

women for hire  Provide Customer Service from Home

TORY JOHNSON ▾ EVENTS ▾ JOB BOARD ▾ RESOURCES ▾ ADVICE ▾ WORK FROM

Advice Tips Comment

## Success, Motherhood, and Creating Your Dream Job



Michelle Kruse of [Entrepreneur](#) interviews Women For Hire's CEO Tory Johnson on success, motherhood and creating your dream job.

As the founder of two multi-million dollar career-focused businesses—Women For Hire and Spark & Hustle—Tory Johnson serves as an inspiration to women all over the world. It's almost hard to believe that she was inspired to begin her entrepreneurial journey following a painful firing. Today, Tory makes regular appearances on *Good Morning America*, she's a contributing editor for *Success* magazine, and her recently released book *The Shift* is a #1 *New York Times* bestseller. Tory recently took a few minutes out of her busy schedule to chat about her career path and how she created her own dream job.

Michelle: From your time in the corporate world, you certainly know what it's like to be *comfortable* in your career rather than being fulfilled. How do you motivate people in that situation to take a brave step toward a





# Example: Jackson Family Wines

LA CREMA® WINE SHOP WINE CLUB EXPLORE LA CREMA VISIT US BLOG f p i t

SHARE THIS

- Facebook 0
- Twitter 0
- Pinterest 11
- StumbleUpon 0

CATEGORIES


- 2015 STATEMENT MAKERS (2)
- AUTUMN (35)
- CELEBRATE WITH WINE (43)
- COMFORT FOODS (42)
- DECEMBER HOLIDAYS (22)
- DECK THE HALLS (9)
- DESIGN (48)
- DIY (57)
- ENTERTAINING (117)
- FARM-TO-TABLE (9)
- HALLOWEEN (15)
- HEALTH & FITNESS (3)
- HOLIDAY ENTERTAINING (26)
- HOLIDAY GIFTING (18)
- INFOGRAPHICS (3)
- MEATLESS MONDAY (38)
- MOTHER'S DAY (8)
- PAIRINGS (26)

## SPRUCED UP SPIRITS: PACK UP YOUR PERFECT HOSTESS GIFT

'Tis the season to be hosted! Between holiday [cocktail parties](#), family celebrations and [ugly sweater](#) contests, chances are you'll be invited to a celebration at least once this season. Don't let your host or hostess down with a gift!

A bottle of wine is the perfect present for this situation as it can be paired with the jovial spirit of the evening. After all, the only thing better than a chosen bottle of wine that's shared among friends.

To avoid seeming too informal or last minute, put some thought into your gift. This La Crema Sonoma Coast Pinot Noir seems just right. You will bring a little holiday cheer to show that you didn't just grab it thoughtlessly.



3rd

## Mark Gordon

Director of Digital Communications, Jackson Family Wines



# But how do I find these sites?

- Research contributors to a site, what other sites are they publishing on?
- <http://answerthepublic.com/>
  - Discover tangential markets & audiences based on what people search
- Use Google search operators – such as “related:”
  - Example – “related:www.website.com”
  - Other search operators here: [http://www.googleguide.com/advanced\\_operators\\_reference.html](http://www.googleguide.com/advanced_operators_reference.html)

# Tip #2 Add SEO Value to your placements

- Simple... ask for a link



# Link examples



## MICHELLE KRUSE

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Michelle Kruse has more than 10 years of hiring and recruiting experience and a background in coaching and leadership development. At [REDACTED], Michelle recruits and hires résumé writers, provides training and ongoing support, manages strategic partnerships and serves as [REDACTED] process.

*Ashley McCann writes for [REDACTED] about her life as a mother of two young boys. Rather than fight their attraction to electronics, she's found ways to embrace it and purchase affordable options online.*



# Simply asking for the link.

Hi Deirdre,

I just noticed that this piece from [redacted] links that were included in the original [redacted] included.

Hi Matt,

We don't usually do links / send them to me again and I can ask...thanks.

Hi Deirdre,

Okay. The only one that's a sticking point for us is the link in the third paragraph. The text "[redacted]" should link here [https://www.\[redacted\].com/](https://www.[redacted].com/).

That is the type of attribution [redacted] requested in return for his contribution.

Hi Matt,

The link had been inserted. Thanks!

Additional info



Google "Matt Vazquez Moz"



# Tip #3 Include SEO metrics in your reporting

Moz  
Open Site Explorer Tool

The screenshot displays the Moz Open Site Explorer interface. At the top, the Moz logo is on the left, and navigation links for Products, Blog, and About are in the center. On the right, there are links for Learn SEO, Moz Pro, Moz Local, Free SEO Tools, and Log in. Below this is a blue banner with 'Moz Pro > Open Site Explorer' on the left, a promotional message 'Get full access to Open Site Explorer with Moz Pro!' in the center, and a yellow button 'Start My Free 30-Day Trial' on the right. The main content area features a left sidebar with a menu: Inbound Links (highlighted with a red box and a grey arrow pointing to the URL input field), Just-Discovered, Top Pages, Linking Domains, Anchor Text, Compare Link Metrics, Spam Analysis, Link Opportunities, and Advanced Reports. The main area has a search bar with the URL 'http://makezine.com/2015/04/10/build-functional-geodesic-dome-pvc/' and a 'Search' button. Below the search bar is a 'Hide Metrics' button. The metrics are divided into two sections: 'Authority' and 'Page Link Metrics'. The Authority section shows Domain Authority (88 /100), Page Authority (53 /100), and Spam Score (2 /17). The Page Link Metrics section shows Just-Discovered (0 /60 Days) and Established Links (6 Root Domains, 8 Total Links). A red box highlights the Established Links section, with a grey arrow pointing to it from the Authority section. Below the metrics is an 'Inbound Links' section with a description and three dropdown filters: Target (this page), Link Source (only external), and Link Type (all links).



# Key Takeaways

1. Pitch websites outside of traditional publishers to expand your media list
2. Find relevant sites by researching where other influencers publish and using Google search operators
3. Ask for a link back to your site to add SEO value to placements
4. Include link information in your placement reporting, using Moz Open Site Explorer tool

