

# What, when, why & how to give good SEO

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# Make SEO Priority

- Google (and all search engines – but who cares about them?) are very literal – so must be creative
  - There are finite resources and nanoseconds in the universe so Google pre-prepares search results like a frozen lasagne.. Mama Mia!
  - Prepared search results are based on trends & top results
  - By literal, I mean, like, for sure: If the exact search phrase doesn't exist on a page then Google will never return that page in search results
- Literal means...
  - Google won't return results for Bill if you search for William, even if you go both as Bill and William – unless explicitly include all synonyms, variables, and variations. Oh Bill. "Marry me."
  - If you don't include..... new media marketing, social media marketing, digital PR, social media PR, online engagement, and all that on your page, Google won't return it
- Google isn't as smart as you think it is because it doesn't need to be!
  - Pretty-boy syndrome (PBS)

# Make SEO Priority

- Circa 2012, you're not writing for online consumption *without* HTML
- Links, meta tags, keywords, headlines, anchors, architecture, categories emphasis, and text links are grammar of a search
  - Everyone must know and know how as well
  - You cannot simply *know HTML* any more – it's 2012, not 1996!
- Each web page stands alone to Google, no matter if that page is implicitly connected to a domain or site
  - Google understands how one page relates to another or to a site based on how tightly it's stitched: site-to-site and from internal linking
  - Each page within your sites has a different PageRank: go check
  - The Larry Page Story
- Many don't understand:
  - More important to correctly stitch together your site by linking and tagging correctly—that's priority, ta da!—so better your site UI and architecture, the happier you make The Google



# A game of SEO hot potato in the office

- The only reason we're talking about this is because we're snobs
  - “SEO-optimized copy is clumsy and unreadable” Become a poet, then
- “Everyone who contributes content to PR campaigns must know SEO”
  - There's too much content generated by agencies for an SEO guy
- We're having this conversation because we're all Dilettantes
  - Are we not frustrated poets and artists searching for *le mot juste*?
- The only plausible time to SEO-enhance your campaign is at inception
  - We must meet our editors, SEO guys, and bosses more than half-way
- We all know the truth: unless everyone buys in to this, it won't work
  - If the editor doesn't like it, she's gonna rewrite the copy she's given.
  - If the client doesn't like it, she's gonna kick the copy back for a redo
  - If the staff rejects it, the editor is gonna give up or spent eternity rewriting

# How should I mobilize my team?

- Listening is going to be the most expensive part of any campaign
  - And it's the part you won't do
- When it comes to online engagement, it's about meeting people where they live; understanding their culture; using their language
  - The biggest lie is that everyone you want to reach is on these cliches!
    - Facebook
    - Twitter
    - LinkedIn
    - Pinterest and... Oy there are so many
    - Media Blogs? Celebrated Tumblr? What about the FormSpring I hear kids sayin'
  - There are a lot of people on these platform - but they're not necessarily the right people or the most *dangerous* people
    - Most initial rumbles of discontent really happen in message boards or forums!

# Determining time spent on social media

- When it comes to spending time on social media consider:
  - Yes, dropping links and promotional content is acceptable, but...
  - Are you keeping all of your profiles up to date?
    - Social networking sites are always innovating
  - How modern and current is your wrapper?
    - Does your blog or Tumblr look unprofessional? Come on. Really.
  - Social media content is becoming more rich, visual, and super viral
    - Do you have a designer, photographer or stock photo account?
- Social media is about:
  - Discovering influencers are already natural allies and friends and featuring them while promoting and “friending” them you thus bringing them into your fold
- It’s not about:
  - Being pretty. if you share great content and no one is there to read it, is it an effective strategy for your esteemed client? Is the bear Catholic?

# Allocating time and resources to Social Media

- Like cooking, social media requires some stuff to be prepared at the table but there's also a lot of stuff that can be prepared days and weeks beforehand, and then frozen
  - Convene a team once a week to see if you can collect news, events, announcements. Do this as early as possible
    - Evergreen content should always be sprinkled into the mix. Green Is Good
  - Pre-write, **tag**, and link all content to the best of your ability
    - Write 20, 50, 100; write multiples of the same content
      - But be sure not to copy and paste! Twitter rejects double posts and will hate you
    - Make sure each tweet is only 110 or so characters, leaving plenty of room for RTs and MTs or you will hurt yourself
    - Associate important dates with tweets; and important tweets w/ dates. It's the reason the guy had a date with a fig!
    - Run the tweets past your counsel or top dog (they like to be involved)
  - Spend a day queuing prepared tweets for the week/month/year. A stock day.

# Where and When to Post?

- Cross-posts should not all be automated
  - Cross-posting tweets over to Facebook generally results in ugly posts that look like tweets, including links & hashtags. People will talk about it.
  - Take advantage of the larger format that FB and even G+ offer as well as the integration of rich content: images, videos, anything bright or shiny
- Best Time to Post?
  - Participation tends to spike most on east coast at around 9am, noon, 3pm; west coast participation around 9am, noon, and 3pm...go figure
    - Real impact points are when several time zones intersect!
    - 12 to 3 on the east coast, ok? Let's be simplistic.
  - If you choose less traditional times and weekends, less chatter
    - Why not experiment? Do I have to tell you everything.



# In summary (really, Richard?)

- The best time to engage in social media depends on your audience
  - National audience? Limited resources? Lunch till tea
  - National audience, unlimited resources? 9EST, 12EST, 15EST, 18EST
- Remember that you can pre-prepare & queue twitter messages:
  - Evergreen: content that you can intersperse any day or time (queue em)
  - Date-associated: queue them up to auto-post on/before the intended day
  - Prepare 100+ posts/month and get them approved by the managers
    - Then either queue based on relevant dates or release over the course of the month. This allows you to cover weekend with content
- Post using RSS-to-social media tools or other cross posting tools
  - Be sure it comes out looking right: with images and correct titles, etc
  - Be sure your blog/site is optimized for sharing (images, titles, etc)
  - Man that's a lot to learn, Richard.

# Who is @laermer?

- On the surface, I am CEO of RLM PR
- Inducted *PR News* Hall of Fame in 2007.
- Media guy: Former journalist, current person of interest, and author of seven bestselling books ... “Full Frontal PR”
- Co-write industry watchdog Bad Pitch Blog while combatting insanity on Huffington Post
- I lecture, I train, I media train, I've co-hosted TLC's cult makeover show *Taking Care of Business* and have commentated for Public Radio's *Marketplace*.
- Actually love social media [we date] so definitely engage on Facebook, Twitter and even -- gasp -- Google+
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