

Media relations for the digital age: Six exercises for class or client

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download detailed instructions at
 davidkamerer.com



1. Create lists of keywords

Tool: Google
Search-based
Keyword tool

Keyword ideas (100)				
<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/>	☆ stromberg carburetor		6,600	2,900
<input type="checkbox"/>	☆ stromberg carb		6,600	2,900
<input type="checkbox"/>	☆ zenith stromberg carburetors		390	260
<input type="checkbox"/>	☆ su carburetor		14,800	3,600
<input type="checkbox"/>	☆ stromberg carburetor parts		260	110
<input type="checkbox"/>	☆ su carb parts		720	170
<input type="checkbox"/>	☆ su carb		18,100	4,400
<input type="checkbox"/>	☆ su carburetor parts		720	170
<input type="checkbox"/>	☆ carburetor		1,830,000	1,000,000
<input type="checkbox"/>	☆ carburetors		550,000	450,000
<input type="checkbox"/>	☆ su carburetors		6,600	1,000
<input type="checkbox"/>	☆ holley carb		74,000	60,500
<input type="checkbox"/>	☆ rochester carburetor		18,100	14,800
<input type="checkbox"/>	☆ zenith carburetor		12,100	6,600
<input type="checkbox"/>	☆ zenith stromberg		2,400	880
<input type="checkbox"/>	☆ two barrel carburetor		4,400	4,400
<input type="checkbox"/>	☆ rebuilt carburetors		5,400	5,400
<input type="checkbox"/>	☆ carter carburetor		14,800	12,100

2. Research website search traffic:

Tool:
Google Analytics

	Keyword <input type="text" value="None"/>	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	su carburetor	87	2.86	00:02:39	77.01%	39.08%
2.	su carburetors	53	2.79	00:02:15	73.58%	47.17%
3.	su carbs	46	3.37	00:01:54	67.39%	39.13%
4.	su carburetor rebuild	43	3.09	00:04:12	25.58%	27.91%
5.	sucarbs.com	37	3.32	00:02:31	51.35%	35.14%
6.	stromberg carburetor	21	2.52	00:00:56	76.19%	57.14%
7.	su carb	18	2.83	00:01:42	61.11%	27.78%
8.	performance float bowls for su carburetor	17	2.12	00:01:55	0.00%	23.53%
9.	sucarbs	17	5.06	00:05:33	41.18%	41.18%
10.	stromberg carburetors	15	2.60	00:00:52	100.00%	46.67%
11.	su carb rebuild	14	1.86	00:00:34	57.14%	64.29%
12.	su carburetor parts	13	3.38	00:03:49	76.92%	46.15%
13.	determining su carburetors	11	1.91	00:04:34	9.09%	81.82%
14.	mgb su carburetors	8	4.88	00:02:37	50.00%	12.50%
15.	su carbs.com	8	3.00	00:03:08	37.50%	62.50%
16.	zenith stromberg carburetor	8	3.75	00:02:15	75.00%	25.00%
17.	s u carburetor	7	1.86	00:04:02	71.43%	71.43%
18.	mgb carburetor	6	1.83	00:00:28	83.33%	66.67%

4. Write your release with SEO elements

Page title (60-70 characters; write for SEO and humans). Note: this is your most important SEO field. (Poor page title: Home)

Meta-description for the page (write for humans, try to keep it under 155 characters). This appears below the page title in your search results. If you don't provide a meta description, the search engine will select text from the relevant page.

Meta-keywords Google now ignores these; no need to write them.

H1 headline (write for humans and SEO; up to 65 characters)

Load the first paragraph, especially the first sentence, with keywords

Anchor text This is the text that conveys the link and conveys SEO value if used well. (poor anchor text: "Click here.")

URL when possible. A URL that describes the page is better than one that uses arbitrary numbers and letters.

Alt tags (optimize for the photo; up to 80 characters)

Image file names should also be descriptive (poor example: IMG203.jpg)

5. Build a social media release

Tool:
PitchEngine



Museum of the City of New York
Pitch™

Download Logo



Program flyer



Living With History: Restoring, Redesigning, and Reviving New York's Landmark Interiors

This half-day symposium will showcase some of New York City's extraordinary projects aimed at bringing historic buildings back to life.

10.05.2011– Saturday, October 22 from 9:30 am to 1:00 pm

Living With History: Restoring, Redesigning, and Reviving New York's Landmark Interiors

In the past decade the city has been the setting for some extraordinary projects aimed at bringing historic buildings back to life. This half-day symposium will showcase some of those projects, highlighting the various and sometimes controversial approaches to preserving the past while accommodating the needs of modern life.

Presenters include:

- Matt Postal, architectural historian, on New York's landmark designation process
- Jamie Drake, designer, on the ongoing preservation of Gracie Mansion
- Cleary Larkin, Beyer Blinder Belle, on the restoration of the Beacon Theater

Twitter Pitch

Living With History: Restoring, Redesigning, & Reviving New York's Landmark Interiors @MuseumofCityNY
10/22, 9:30AM



News Facts

- ▶ To reserve:
<http://boxoffice.mcny.org/public/loader.action?target=show.asp?shcode=255>
- ▶ Living With History: Restoring, Redesigning, and Reviving New York's Landmark Interiors
- ▶ Matt Postal, Jamie Drake, Cleary

Keyword Search

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6. Identify your influencers

Tools: RSS & specialized search

