

I love Andy and Amanda

Webinar and Wine

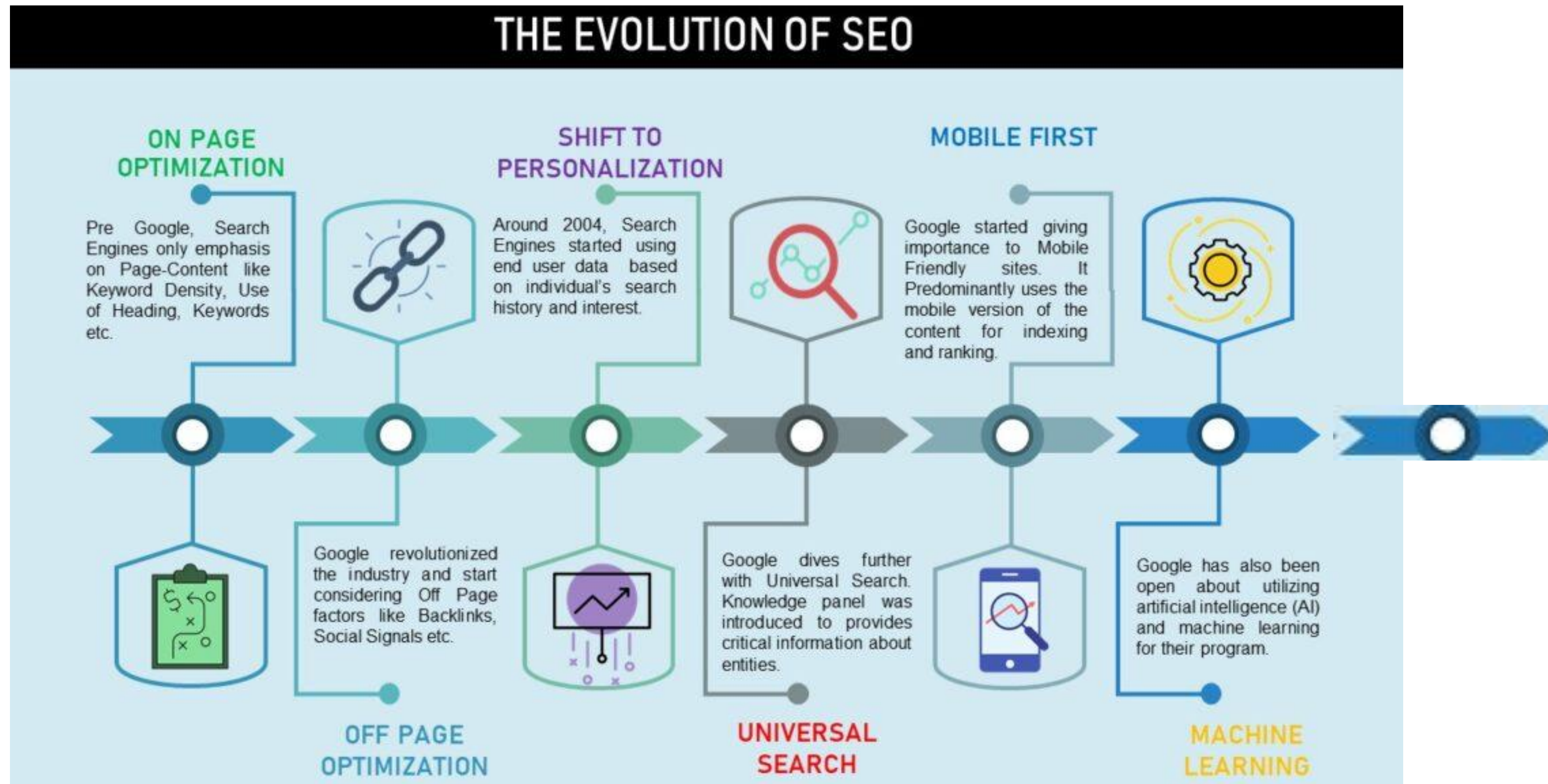
-John Hall-

Chief Strategist
Relevance.com
Author of best-selling book
Top of Mind

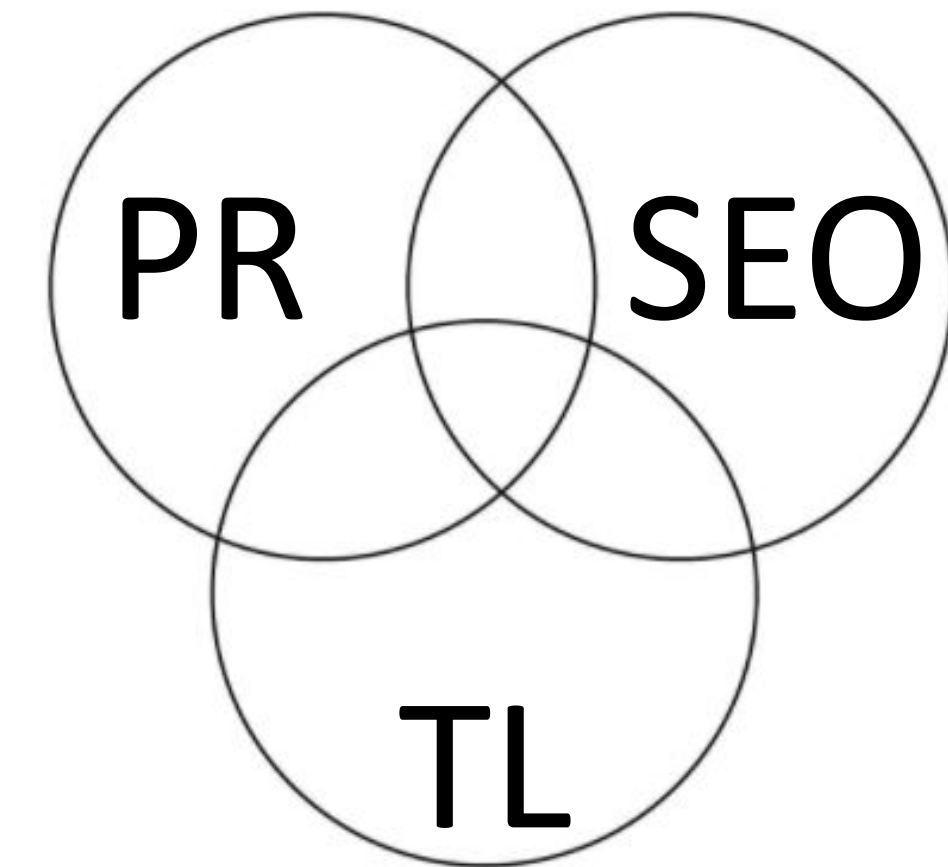
House Rule #1
Keep it
Real



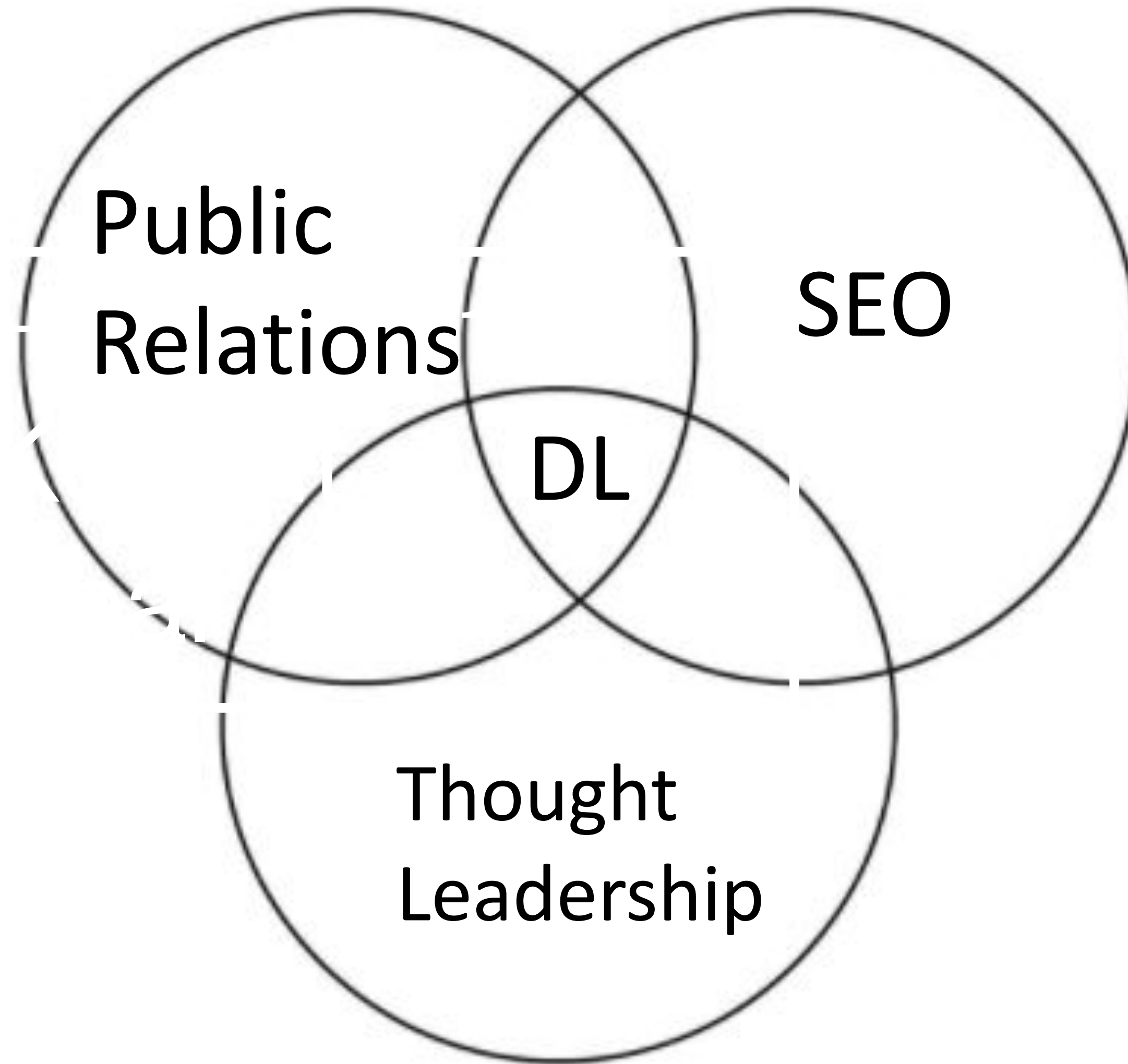
Evolution of SEO and PR



From loveumarketing.com



Digital Industry Leadership



Simple Guide To Where To Start

How To Start Getting Media Attention:

- Start with low hanging fruit
 - Cross promote on other sites/domains that you own
 - Start engaging with industry conversations on social platforms like LinkedIn and then share your original thoughts there
- Step up your game through partnerships
 - Exchange links with relevant publications to extend reach of content
 - Seek out opportunities to contribute expert opinions on industry topics (HARO as an example)

Simple Guide To Where To Start (Cont.)

- Start doing cold outreach to contributors, journalists and editors with data or other valuable sources.
 - Guest posts, potentially sponsored content
 - Editorial coverage pitch/request
- Hire an EVOLVED digital PR firm to help build your credibility and authority
 - Advantage of having established relationships with contributors
- Bonus points: Leverage every PR hit by integrating into your other marketing campaigns, amplifying on social and paid channels

Where To Go Once You Start!

Content Alignment Strategy To Own Your Industry

SEO

1. Strong Technical Foundation (Audit)
2. Keyword Research (traffic, obtainability, intent)
3. Optimized Content
4. Analytics & GSC (goals/conversion)
5. Conversion Strategy
6. Paid Strategies
7. Link Building (outreach)

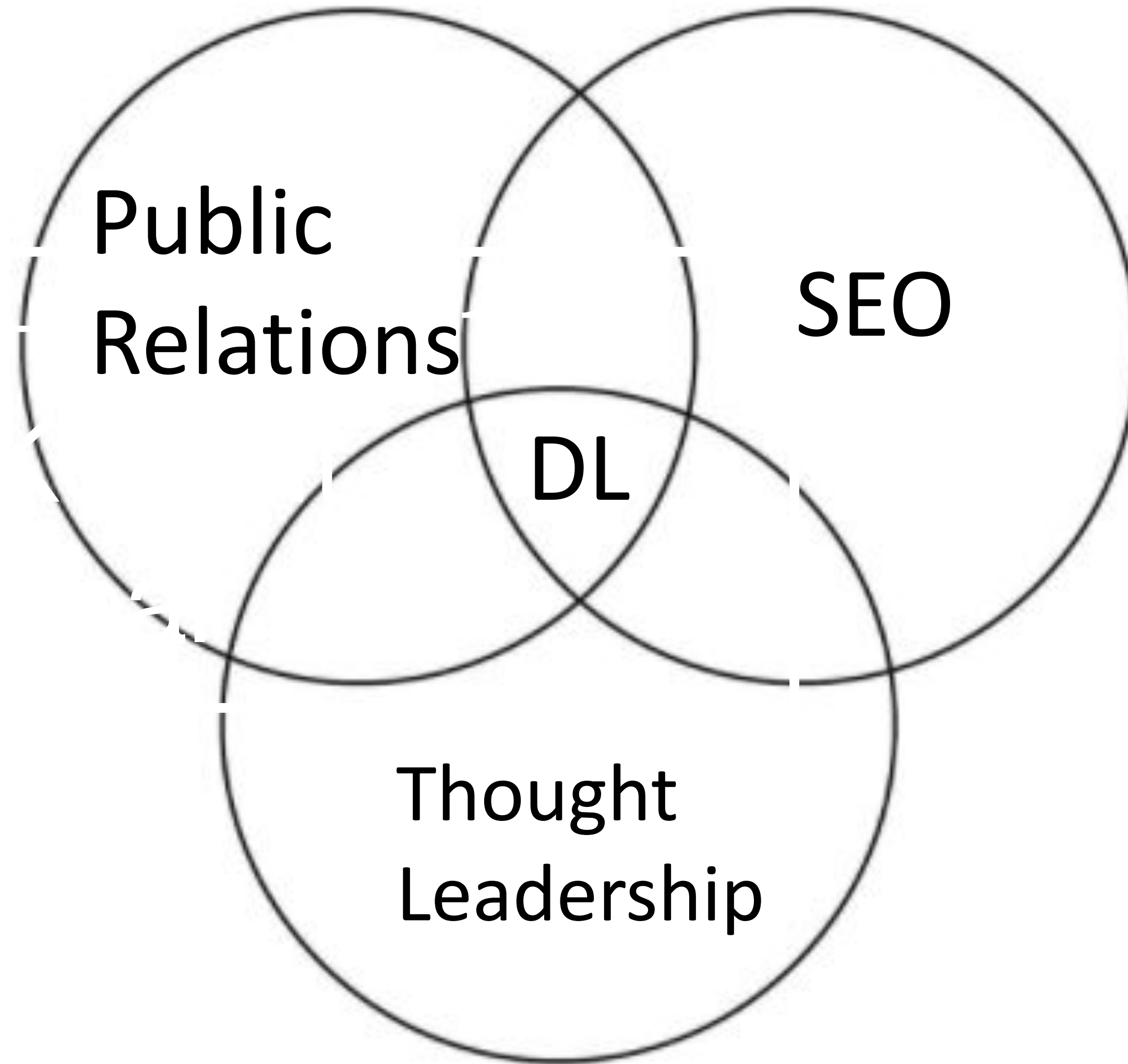
Thought Leadership

1. Onsite Content to be Sourced for PR (bylined by thought leaders)
2. Content Strategy for SEO (Pillar/Hub-Spoke mapped to buyer journey)
3. Social Content
4. Bylines
5. Books
6. Speaking Opps
7. Podcasts/Videos

PR

1. Press Assets
2. Plan to leverage mentions/integrate into mktg.
3. Press Releases
4. Product/Service Launches

The Tools I Use And How They Apply



I'm Here to Help!



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