

## Web PR

While traditional PR still plays a very important role, the strategy and methodology has certainly evolved. It is therefore that it becomes essential that the PR strategy incorporate the fundamentals of traditional

PR while at the same time embracing the evolution of Web PR - an essential component of Web 2.0.

Web PR focuses on strengthening the company's online presence and in preventing online brand crisis. It also ensures that there is consistent proactive engagement with the community insofar as the company's brand while driving additional traffic to the website. The fundamental components of the Web PR Strategy include:

- Online Reputation Management
- Social Media Optimisation
- Optimised Content (SEO Copywriting)
- Article Directory Submissions and Press Releases
- Increasing Website Content

### Online Reputation Management

Online Reputation Management has become an essential component of online marketing strategies due to the fact that brands suffer from online attacks all the time. By being informed and putting solid brand building and crisis management strategies in place your business will not suffer the route that so many operating online have. Online Reputation Management will ensure that the company is continuously aware of that which is said about them in the online communities, and will ensure that they are engaging in these conversations while proactively managing the reputation of the company.

Benefit of Online Reputation Management:-

- Essential for brand crisis management,
- Ensures that the company is encouraging solid brand building,
- Strengthens the company's online presence, and
- Drives additional traffic to the website.

## Social Media Optimisation

Social Media Optimisation has become an essential component of online marketing and Search Engine Optimisation as search engines are adjusting their rankings to include Search Personalisation.

It is critical to the company that you are continuously engaging with social communities through blogging, forum discussions, RSS feeds and podcasting. Social Media Optimisation involves reaching out to social communities to bring attention to your company or brand. It is an effective means of off-site optimisation for your company's website. Social Media Optimisation ensures that your website is optimised for a broad range of content in every applicable media or vertical niche.

### Benefit of Social Media Optimisation:-

- Brings attention to your brand,
- Creates instant exposure,
- More visibility for your company,
- Encourages repeat visitors and shared content,
- Improves search engine rankings,
- Strengthens your brand within a targeted or niche community,
- Increase back links to your website, and
- Drives additional traffic to the website.

### Optimised Content (SEO Copywriting)

An essential variable applied by Search Engines in the way in which they rank websites is based on the relevancy of the content that the search engine is indexing. To ensure that the content is being indexed correctly by search engines, it is

essential that a number of variables are applied correctly to each article, press release, media announcement, promotional copy or information content that is placed on the website. SEO copywriting techniques should be applied to all content.

#### Benefit of Optimised Content:-

- Ensures that the company is identified as a subject matter expert,
- Creates unique, relevant and superior content,
- Prevents duplicate content,
- Encourages correct page architecture,
- Ensures correct theme alignment of related content,
- Increases Search Engines Rankings for targeted keywords,
- Increases traffic to the website,,
- Increases customers, and
- Increases turnover.

#### Article Directory Submission and Press Releases

To ensure ongoing awareness, articles and press releases should be submitted to suitable Article Directories, Content Publishers, Article Announcement Lists and Content Syndication (RSS feeds).

Prior to submitting articles or press releases, the content is optimised for Search Engines and the content is re-created in up to 5 varying versions of the initial article. By submitting different versions of the article, there is far more chance that pages displaying your article will avoid relegation, will maintain and grow Page Rank, and maintain the status of a high-quality non-duplicated content page.

Each article or press release should be published on the owner's website first and should include a bookmark button to encourage social bookmarking.

#### Benefit of Directory and Press Release Submissions:-

- Articles are found more often in the search engines,
- Published pages have a higher Page Rank,
- Encourages more back links from articles, thereby increasing the value, meaning that ranking in the search engines is likely to rise, and
- Avoids duplication penalties by search engines.

#### Increasing Website Pages

In addition to scheduled activities, it is advised that the company develops additional content for its own website on an ongoing basis. Prior to publishing new content, the following should be applied to each page:

- Search Engine Optimised copy
- A clean linking strategy
- Submission to search engines and directories

A website should acquire an adequate number of pages related to the specific subject matter in order to be seen as an expert in the specific industry. The more frequently the website's content is updated, the more frequently search engines will be able to spider and index the website appropriately and apply a suitable ranking to the websites individual pages of content.

#### Benefits of Increasing Website Pages:-

- Ensures that the company is identified as a subject matter expert,
- Encourages more frequent spidering by Search Engines,
- Creates more opportunities (pages) for Search Engines to rank
- Increases content offered to visitors,

- Creates additional content for theme alignment,
- Improves inbound linking strategy, and
- Offers additional opportunities for internal and external linking.