

Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

VOLUME 18 - APRIL 2010

WORD NERD

Cob-web Site *n.* -- A website that hasn't been updated in ages. The information is outdated, the links are broken and it's figuratively growing cobwebs.

Latest Bianchi Biz Blog Post

"Five PR Beliefs Re-Affirmed"

Visit the [Bianchi Biz Blog](#).

Kudos

Congratulations to ...

[Anessa Owen Kramer](#), shareholder at [Brooks Kushman P.C.](#) for being named a 2010 "Leader in the Law" by Michigan Lawyers Weekly magazine.

[Communica, Inc.](#) for being named a Top B2B Agency for the sixth year in a row by [B2B Magazine](#).

Boosting Employee Engagement

Recent [Conference Board survey results](#) show U.S. workplace satisfaction has dropped steadily for more than a decade, regardless

Search and Ye Shall Find



Sometimes, finding the specific information you need on the Worldwide Web is like finding a needle in a virtual haystack. The information you want is there, somewhere, it's just difficult to find among all the other content.

Search engine optimization (SEO) helps change that.

Search engines like Google and Bing enable people to find the information they want ... but sometimes the results are **still overwhelming**. For example, if you're interested in search engine optimization (*and who isn't?*), a Google search of this term yields 201 million hits. (*Bing, the "smarter" search engine, yields 24.8 million hits.*)

Yet most people won't look past the first page or two of those search results.

Therein lies the challenge of SEO ... making your content **rise to the top** of the results page for your customers and prospects. We hope the tips below will be useful for you in leveraging the power of search in your PR activities ... and getting your message into your customers' and prospects' view.

Please let us know what you think.

Jim Bianchi, APR

President

of economic conditions.

A comparable Towers Watson's employee engagement study showed a similar downward pattern. But, optimists can take heart based on the company's [annual communications practices ROI study](#). There *are* internal communications practices that pay off in increasing engagement and bottom-line performance.

To get tuned into the latest thinking on employee engagement or learn more about conducting a cost-effective engagement survey with your employees, contact Manley Ford at manley776@yahoo.com or visit: mfordcommunications.com

PR / Social Media Resources

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→ Get Optimized -- Is Your Messaging SEO-Solid?

You hear a lot of talk about the importance of search engine optimization (SEO) these days. And really, it's not hard to see why.

SEO -- the practice of optimizing your content so your website and materials get top search returns on Internet search engines -- is not only something you can do for free, but it also makes a whole lot of sense when you consider how many people use search engines. (That would be almost all of them -- **91 percent of Internet users**, according to recent studies.)

Therefore, making your company website or news easier to find via searches is crucial. **Your target media and potential customers are out there**, looking for news and researching online just like everyone else. And you want to be at the top of their search results.

But perfecting SEO can be a challenge. Especially if you're a B2B company whose keywords, products and messaging are highly specific and targeted to a narrow audience.

Below are four tips that can help you optimize your messaging and hit the right targets:

1. Keyword Creation --The objective is to think about the products and services your company offers and produce a master list containing all possible keywords and phrases that your potential customers and contacts might use when doing an online search. Do their searches convey the exact product or service sought, such as "instrument clusters" or "labor and employment law?" Or a problem they're looking for a solution to, such as "vehicle weight reduction?" For suggestions, try [Wordtracker](#) or Google's [Keyword Tool](#).

2. Pop Star -- Now that you have your keywords, you need to find out how popular they are in the grand scheme of things. Use a keyword research tool (such as [Google Trends](#)) to see how often your words are used and what they're currently leading to. You can also use Google Trends to compare similar keywords to see if one ranks better than the other. If your keywords are obscure, highly technical or specific, the ratings might be low or nonexistent*. If so, expand to broader terms that are still relevant to you. Just try to pick the best from your overall list of words and then use them as your "top" words.

*Using low-rated words is OK if those are THE terms that you know your customers will be looking for, such as "fluorosilicone rubber" or "diesel syngas."

3. Contain, Don't Cram -- Once you have your words, you'll want to integrate them into your website content, news releases and press materials. But beware the sin of excess SEO. Mindlessly cramming keywords into your news release isn't going to do much

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good. Search engines look to see how many times a keyword is used within a certain amount of text and if it's obviously overdone, they will ignore it.

Stick with a couple keywords per document or content section. In a news release, the words should be used near the top of your document in order to be picked up -- in the headline, subhead, the lead -- but you don't want to compromise the quality of your news by repeating them recklessly. On your website, make sure keywords are featured in each section of the site (including page titles and descriptions), but not in a way that makes the content annoying or unreadable.

4. Get Your News Out There -- Once your words are identified and integrated, it's time to get them out there. Before distributing a news release, be sure to add hyperlinks. These links will help generate another path to your website or landing page. To distribute, use a wire service to send out your news, submit news via RSS feeds, post it on your own site, link to it on Twitter, Facebook or LinkedIn and send it to your media lists -- the more broadly you can distribute, the better.

[Click here](#) for six more tips on how to make sure your website is primed for SEO success.

Have questions or need additional help getting started with SEO? Contact us a 248-269-1122 or bianchipr@bianchipr.com.

