



Wap-bap, ba-da-di-da-da

G

...die ...

Abgibt der ...
Aufmerksamkeit der ...
Erwartungen steigt ...
Bis 14 seit Jahren ...
die Jugendkultur ...
Jetzt sorgt sie mit ...


...die ...

...die ...

...die ...

DAVID WHITE - CONTENT MARKETING DIRECTOR

Making PR work harder to deliver real business growth



Why I started my presentation
with a sad dog gif

Links I saw on my first day of work in 2012

IRRELEVANT CYCLING BLOG

GOD AWFUL MUMMY BLOG

14 NOV 2012

Staying Safe While Cycling on the Road

By Darryl

Alf Hart is a lawyer who advises firms like [redacted] on issues relating to road traffic accidents...including those involving bikes. Sure this guest post is intended to send traffic to their website, but anything that has to do with the notion of keeping us cyclists safer on the roads is fine by me.

Staying Safe While Cycling on the Road

By Alf Hart

Riding a bike can be fun, especially when you're riding purely for enjoyment rather than to get to work or go on a shopping trip. However, it can be dangerous, as you never know what dangers are out there on the road. The majority of car, van and bus drivers are considerate and take into account the safety of everyone else, be they cyclists, fellow drivers, passengers or pedestrians. However, there are a handful of reckless drivers on the road who aren't as careful, and they're not the only problem.

Cyclists have to be very careful when the weather's not right – in heavy rain, snow or when there's black ice on the road or pavement, you could end up slipping which may result in a very serious injury that could take weeks, months or even years to heal fully. This is where staying safe and avoiding accidents is important, but how can you make sure you stay free from the threat of injury and avert having to go to someone like [redacted] for help if you have to face massive costs in the event of being injured in a road traffic accident?

The first thing to do is make sure you're wearing the correct safety equipment. When riding a bike of any description, it's important to wear a helmet to protect against any head injuries, while wearing the appropriate cycling gear will minimise the impact of any injuries sustained to other parts of your body. It's also important to make sure that your bike is in good nick. Checking everything before you start riding such as if the wheels are working and if the seat is secure.

When riding, you should also keep your eyes open for anything such as reckless driving or if there's a car about to come across from the left or right. Do this regularly, and you'll be doing your bit to ensure you're safe on the road. However, there are some things you can't vouch for, and if you do suffer a serious injury, where can you go for help (if needed)? There's a chance that serious injury may mean you have to take time off work, which may harm your finances. This is where making one of those [redacted] can help.

A compensation claim against the motorist at fault for your injury will do two things: replenish your finances and achieve justice. Some may think that riding a bicycle on busy roads is a bad idea, but it's environmentally friendly and good for your health, plus it's better and cheaper than owning a car. If you respect the safety of others on the road, they should do the same for you too.

0 1 Home

Enjoy Your Ride

9/10

4 Responses to " Staying Safe While Cycling on the Road "

LOVING THE BIKE CATEGORIES

Select Category

FEATURED ON THESE TOP SITES

bing

Summer New DOING EXPERT #RIDING

LIVESTRONG

Published on www.livestrong.org

CHECK OUT THESE SITES

cycling 360 PODCAST

MANSION CASINO.COM GET YOUR 5,000\$ WELCOME BONUS Play Now

CAUSES

BE KIND TO Cyclists

Accidents at work are on the rise – do you know what to do if you have a workplace mishap?

Home > All Posts > ... > Accidents at work are on the rise – do...

During April 2011 to March 2012, 175 workers were killed at work, according to provisional figures from the Health and Safety Executive (HSE).

The rate of fatal injury also remained unchanged, at 0.6 injuries per 100,000 workers. If you're office based at work and think an accident could never happen to you, don't get too complacent. An office worker may be much less at risk from burns than a chef – but there are a range of common accidents and injuries that can occur across all occupational sectors – and trips/slips and falls invariably top the league.

It's clear that even in this decade, getting killed or injured at work still does happen. We take a trip or a fall lightly. But what happens if that split second has a detrimental impact on your ability to work and look after your family?

1. Report the accident to your health and safety officer or your line manager if the company you work for doesn't have one.
2. Make sure the accident is logged in the company's accident log book – this is for your benefit more than theirs, as it will record a detailed and accurate account of your accident. Don't sign anything that you don't agree with.
3. Seek medical advice – if your accident is very bad, you may have to leave work immediately and go to the hospital, but in some cases, the effects of the accident won't be immediate and you may start to see or feel the effects a few days later, at which point you should seek medical advice from your GP.
4. If the accident has an impact on your ability to work, you'll need to speak to your company's insurance company at some point and they don't usually like making payouts, as you can imagine, so you'll be wise to seek advice from an independent source, such as [redacted].
5. If you're really, to be confident about your chances of success, there are many organisations that can help you make a successful claim for an accident or injury at work; [redacted].

For more information on accidents at work, you can contact Rospa or the Health and Safety Executive.

4 product links

2 product links

Links I've seen in the past month

A LOAN COMPANY
TALKING ABOUT HOW TO
CUT FRUIT

A CARD COMPANY
TALKING ABOUT
RECRUITMENT NEWS (IT
WAS JUST FOR LINKS)

A LIFE INSURANCE
COMPANY TALKING
ABOUT GAMING



T H E B A C K G R O U N D

Today I will prove that...

A large red circle containing white text.

LINKS INCREASE
BRAND
AWARENESS

A large red circle containing white text.

LINKS CAN
CHANGE BRAND
PERCEPTION

**as well as SEO visibility*

THE BACKGROUND

Today I will prove that...



LINKS INCREASE
BRAND
AWARENESS



LINKS CAN
CHANGE BRAND
PERCEPTION



[HOME](#) [ABOUT US](#) [SERVICES](#) [SEMINARS](#) [FREE GUIDES](#) [LOCATIONS](#) [CAR](#)

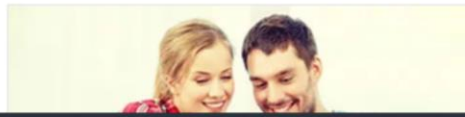
Retirement Solutions

We can help you make the most of your pension savings wherever you are in the world.

GET STARTED



OUR SERVICES



CASE STUDY

Walkthrough: Blacktower Financial Management



BLACKTOWER
FINANCIAL MANAGEMENT GROUP

Firstly, make sure you run an always on approach

REACTIVE

PLANNED

PROACTIVE

Then, work out what your customers want



Where possible, speak to your customers

IN-MARKET AUDIENCES

AFFINITY AUDIENCES



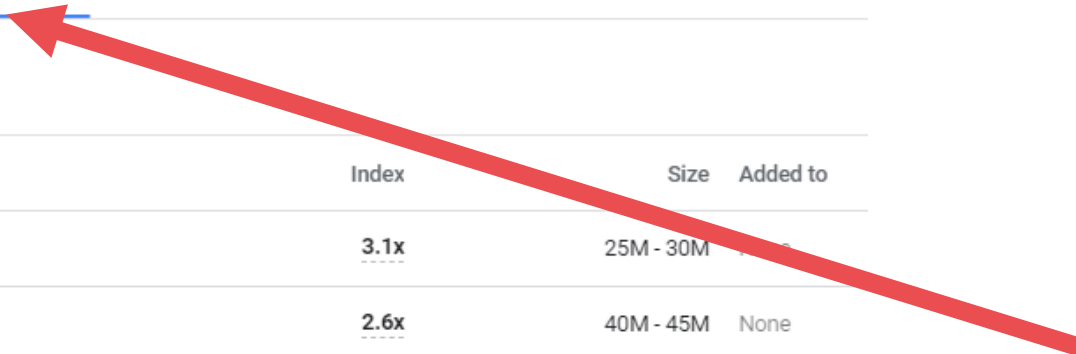
Select audiences to add to an ad group

<input type="checkbox"/>	In-market audience	Index	Size	Added to
<input type="checkbox"/>	Home & Garden > Home Furnishings Nursery	<u>4.3x</u>	25M - 30M	None
<input type="checkbox"/>	Home & Garden > Interior Design Bedding	<u>4.1x</u>	30M - 35M	None
<input type="checkbox"/>	Home & Garden > Home Furnishings Living Room	<u>3.8x</u>	40M - 45M	None
<input type="checkbox"/>	Home & Garden > Home Furnishings Home Storage & Shelving	<u>3.6x</u>	35M - 40M	None
<input type="checkbox"/>	Home & Garden > Interior Design Curtains & Window Treatments	<u>3.6x</u>	45M - 50M	None
<input type="checkbox"/>	Clothing & Accessories > Jewellery & Watches Wedding & Engagement Rings	<u>3.5x</u>	35M - 40M	None
<input type="checkbox"/>	Home & Garden > Home Furnishings Bedroom	<u>3.5x</u>	40M - 45M	None
<input type="checkbox"/>	Travel Sightseeing Tours & Tourist Attractions	<u>3x</u>	80M - 85M	None
<input type="checkbox"/>	Home & Garden Outdoor Items	<u>3x</u>	55M - 60M	None
<input type="checkbox"/>	Clothing & Accessories Outerwear	<u>3x</u>	70M - 75M	None

What are they in market for?

Where possible, speak to your paid team

IN-MARKET AUDIENCES		AFFINITY AUDIENCES		
Select audiences to add to an ad group				
<input type="checkbox"/>	Affinity audience	Index	Size	Added to
<input type="checkbox"/>	Travel > Travel Buffs Luxury Travellers	<u>3.1x</u>	25M - 30M	None
<input type="checkbox"/>	Travel > Travel Buffs Beachbound Travellers	<u>2.6x</u>	40M - 45M	None
<input type="checkbox"/>	News & Politics > Avid News Readers Avid Local News Readers	<u>2.3x</u>	90M - 95M	None
<input type="checkbox"/>	Shoppers Bargain Hunters	<u>2.3x</u>	100M - 150M	None
<input type="checkbox"/>	News & Politics > Avid News Readers Avid Business News Readers	<u>2.3x</u>	55M - 60M	None
<input type="checkbox"/>	Shoppers > Shoppers by Shop Type Superstore Shoppers	<u>2.2x</u>	75M - 80M	None
<input type="checkbox"/>	Lifestyles & Hobbies Nightlife Enthusiasts	<u>2x</u>	70M - 75M	None
<input type="checkbox"/>	Home & Garden Home Decor Enthusiasts	<u>2x</u>	100M - 150M	None
<input type="checkbox"/>	Food & Dining > Cooking Enthusiasts 30 Minute Chefs	<u>1.8x</u>	100M - 150M	None
<input type="checkbox"/>	Lifestyles & Hobbies Fashionistas	<u>1.8x</u>	100M - 150M	None



What are their passions?

Then create relevant content



The historic country hosts a wealth of great towns, cities and coastal locations which draw millions of retirees to their border each year. The great weather, food and friendly locals make Spain the perfect destination for anyone looking to relax in their 'golden years'.



With the 8th lowest property prices in the country, Iowa scores better than average over all the ranking factors listed in our study. Known as the Hawkeye state, pending retirees are moving to Iowa to make the most of the low cost of living and its beautiful scenery.

Best country for house prices

The Nordic country of **Iceland** has the lowest house prices on average across Europe. The remote, yet beautiful country has often been referred to as the most peaceful place on earth thanks to its low crime rates, stunning scenery and magical charm of the northern lights.

Best country for over 65's

The country of **Italy** has the largest percentage population over the age of 65, meaning retirees will be surrounded by people of a similar age range. Italy is famous for its cuisine and friendly locals. This, complimented with the warm weather, makes it a near perfect location to retire.

Best country for life expectancy

Switzerland has the highest life expectancy rates across the entirety of Europe, with the average person living to over 83 years of age. The peaceful and relaxing mountain landscapes, and wealth of outdoor activities such as skiing, make Switzerland the perfect location to both relax and stay active.

Best country for cost of living

The country of **Georgia** has the lowest cost of living across the entire of Europe. The country is a gateway between Europe and Asia, and hosts some of the most beautiful areas and national parks that the world has to offer. An often-overlooked retirement location for those looking to get more for their money.

Best state for house prices

West Virginia has the lowest average property prices across all 50 US states. Famously known for its outdoor recreational activities such as skiing, white water rafting and fishing, retirees can live comfortably whilst also having the option to spend more time trialling new activities and experiences.

Best state for crime rates

Maine has the lowest crime rate on average across all 50 US states. It is the 12th smallest US state and the 9th least populated, meaning that retirees can live a safe and quiet way of life, whilst enjoying its beautiful surroundings.

Best states for life expectancy

Hawaii has the highest life expectancy across all 50 US states. The beautiful set of islands hosts good weather and stunning long golden beaches. Residents of Hawaii live longer on average than any other state, meaning retirees can expect a long, peaceful and happy retirement.

Best state for cost of living

Mississippi has the lowest cost of living on average across all 50 US states. Cheaper food prices and property will see millions of retirees moving over to make their money go further, meaning they can spend more on luxury items such as holidays and treating loved ones.

Create a killer media list by finding out what your customers read

audiense:

The screenshot shows the Audiense Insights dashboard. At the top, there's a navigation bar with 'See plans' and notification icons. Below that, a yellow banner states: 'This complementary report has been sampled and limited to 10 000 people. Upgrade now to analyse the full audience'. The main content area is titled 'digital PR' and 'Full audience' with 4570 members. A horizontal menu includes 'Demographics', 'Socioeconomics', 'Influencers & brands' (selected), 'Interests', 'Media affinity', 'Content', 'Personality', 'Buying mindset', and 'Online habits'. A table lists influencers with columns for Name, Biography, Affinity, Uniqueness, Reach, and Social media. The table is sorted by Uniqueness.

Name	Biography	Affinity	Uniqueness	Reach	Social media
Mez	Helping SEOs build innovative organic search strategies with easy-to-use tools, reliable data, and accessible training since 2004.	18.02% 0.5%	72.91	554.8K	[Social icons]
Search Engine Land	News & analysis on #SEO #PPC #Google #Bing & more. Sister to @marketingland @martech_today @smx @martechconf. Stay in the loop: https://www.searchengine.com	18.12% 0.3%	72.63	454.5K	[Social icons]
Rand Fishkin	Co-founder @SparkToro, husband to @everywhereits, author of Lost & Founder, Spinout, he/him. Prev founded Moz. Tweet "30XwK on marketing, tech, & startups.	16.1% 0.2%	71.62	437.6K	[Social icons]
Matt Cutts	Former head of the webspam team at Google. Currently working in DC. Opinions are my own.	15.24% 0.2%	71.15	531.3K	[Social icons]

<https://audiense.com/>

SparkToro

The screenshot shows the SparkToro website homepage. At the top, there's a navigation bar with 'How It Works', 'Plans', 'About', and 'Resources'. A 'Try it Free' button and a 'Log In' button are on the right. The main heading reads: 'Instantly discover what your audience reads, watches, listens-to, and follows.' Below this, a sub-heading says: 'Forget expensive surveys or time-consuming research. SparkToro identifies your customers' biggest sources of influence, and the hidden gems—so you can reach them where they hang out.' A call to action says: 'Try SparkToro for FREE. Enter a search term below:'. A search bar contains the text 'My Audience: Frequently talks about' and 'e.g. drones, wooden gazebo, marketing'. A 'Discover Now' button is next to the search bar.

<https://sparktoro.com/>

Both offer free versions with limited data

Again, can you talk to your paid team to find top performing domains?

Placement Group	Placement type ▼ is Web page	↓ Impressions ▼	Clicks ▼	CTR ▼	Avg. CPC ▼	Cost ▼	Avg. CPM ▼	All conv. ▼	Cost / all conv. ▼
anonymous.google	Web page	5,787,221	6,212	0.11%	£1.00	£6,216.01	£1.07	62.00	£99.97
dailymail.co.uk	Web page	1,506,642	6,008	0.40%	£0.32	£1,933.67	£1.28	43.00	£44.86
gumtree.com	Web page	777,710	3,204	0.41%	£0.52	£1,670.03	£2.15	18.00	£92.26
ebay.co.uk	Web page	710,423	1,776	0.25%	£0.79	£1,395.16	£1.96	25.00	£55.45
zoopla.co.uk	Web page	340,996	1,468	0.43%	£0.42	£616.31	£1.81	6.00	£102.27
bt.com	Web page	279,791	718	0.26%	£0.67	£483.80	£1.73	3.00	£160.88
express.co.uk	Web page	214,182	639	0.30%	£0.65	£413.28	£1.93	21.00	£19.59
yahoo.com	Web page	212,925	370	0.17%	£1.39	£514.40	£2.42	11.00	£46.76
theguardian.com	Web page	177,003	685	0.39%	£0.70	£476.28	£2.69	31.00	£15.33
thesun.co.uk	Web page	175,642	438	0.25%	£0.66	£289.51	£1.65	11.00	£26.30
mirror.co.uk	Web page	171,741	419	0.24%	£0.71	£296.42	£1.73	7.00	£42.35



See who has not covered the competition...

Link Intersect How to use

2 targets All intersections

1,258,043 domains

Referring domain	DR	Ahrefs rank	Intersect	1 amazon.com	2 ebay.com
apple.com	96	10	2	352	87
adobe.com	96	18	2	2.4K	17
blogspot.com	94	44	2	1.7K	100
sina.com.cn	93	121	2	6.3K	120
draft.blogspot.com	93	123	2	3.1K	230
bandcamp.com	92	145	2	26K	3.9K
bing.com	92	165	2	375	418
163.com	92	169	2	4	2
google.ca	92	173	2	417	48
1688.com	92	190	2	540	462
automattic.com	92	196	2	521	2
bbc.com	92	236	2	702	149
360.cn	92	242	2	85	28
google.com.br	92	253	2	1.3K	20
google.com.au	92	260	2	190	22
alibaba.com	92	285	2	4.9K	274
barnesandnoble.com	92	309	2	33	24
aliyun.com	91	328	2	6.9K	39
bigcartel.com	91	363	2	1.5K	537
bigcommerce.com	91	388	2	37	45
atlassian.com	91	399	2	1.6K	7
aol.com	91	404	2	107K	34K



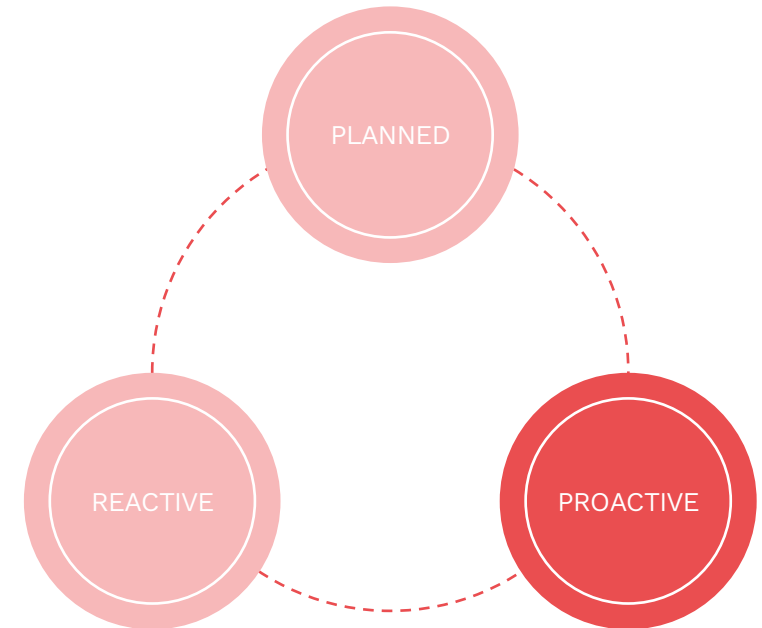
Be proactive, and don't be scared to get TV and radio involved

Example placements:

<https://money.yahoo.com/best-states-retirement-211142233.html>

<https://www.foxla.com/news/california-is-one-of-the-worst-places-in-the-u-s-to-retire>

<https://abc30.com/society/california-is-3rd-worst-state-in-us-to-retire-study-says/5818953/>



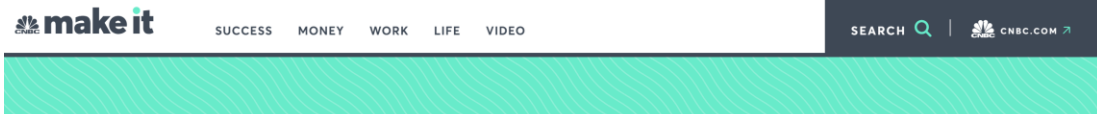
Always keep your ear to the ground and be ready to react

Example placements:

<https://www.cnbc.com/2020/02/26/how-much-millennials-at-every-age-need-to-have-saved-right-now-to-retire.html>

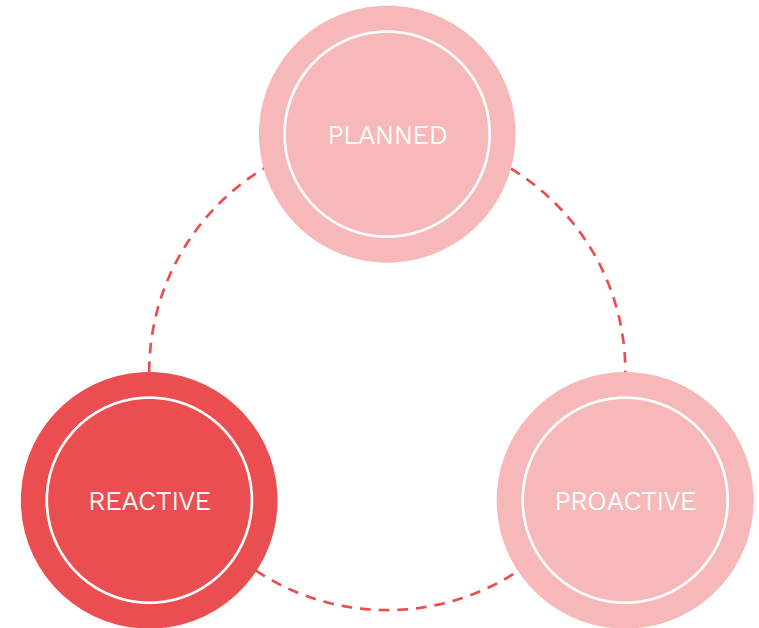
<https://www.express.co.uk/finance/personalfinance/1260872/pension-uk-scheme-contributions-saving-comfortable-retirement-tips>

<https://www.telegraph.co.uk/money/consumer-affairs/pension-track-much-need-have-saved-retire-comfortably/>



SAVE AND INVEST

Here's how much millennials at every age need to have saved right now to retire at 67



CASE STUDY

Results



LINKS



SOCIAL
SHARES



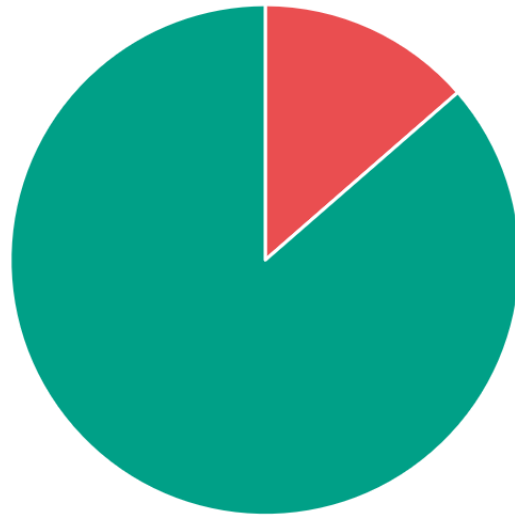
EST.
ONLINE
COVERAGE



BLACKTOWER
FINANCIAL MANAGEMENT GROUP

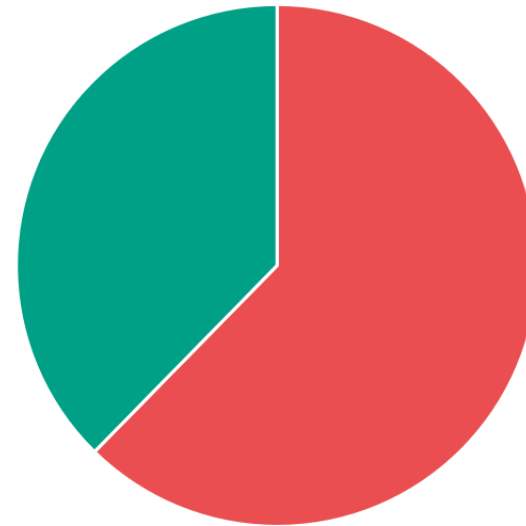
Share of voice at the start, and after 6 months

Before



■ Blacktower Financial Management

After



■ Blacktower Financial Management



THE BACKGROUND

Today I will prove that...

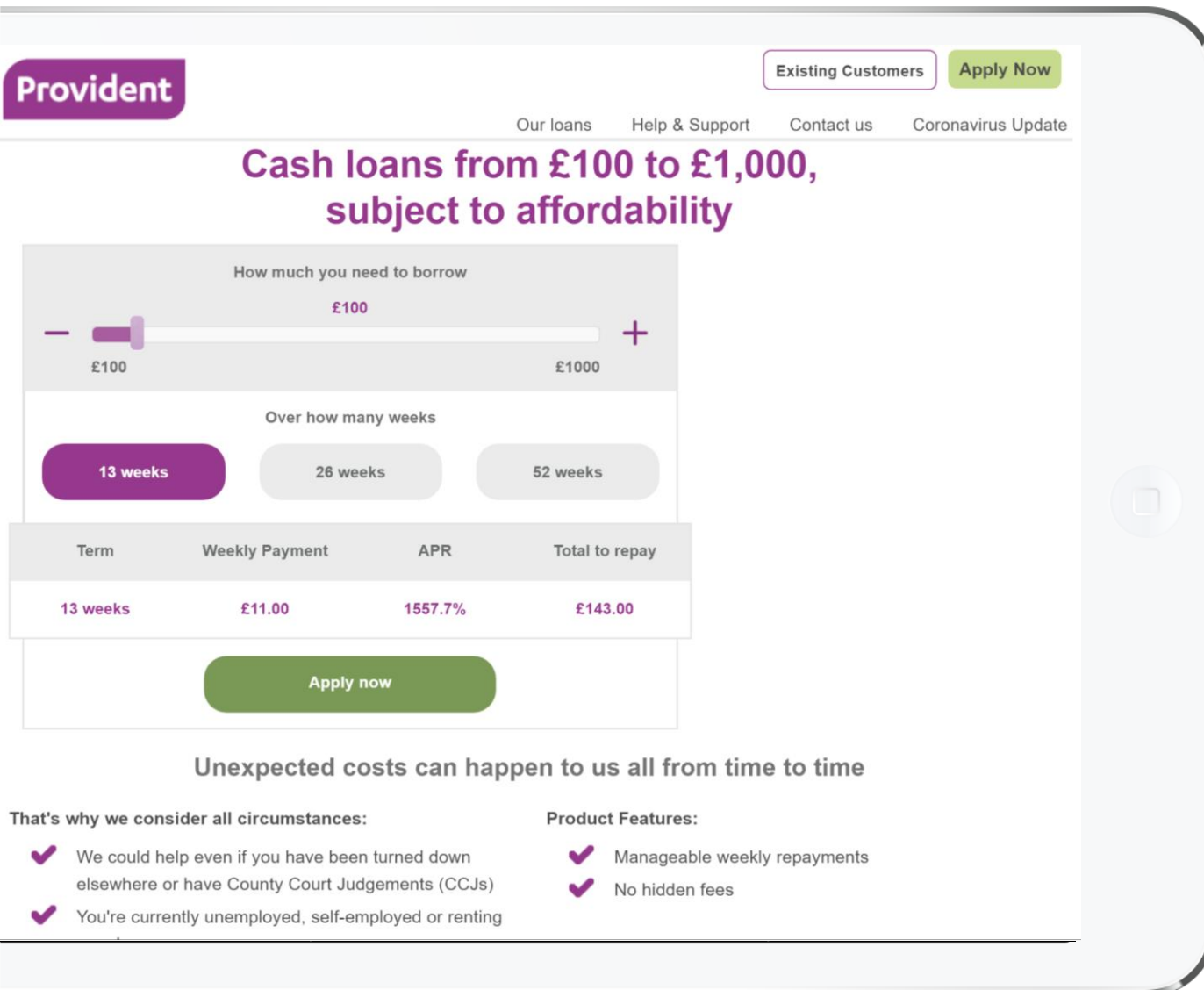


LINKS INCREASE
BRAND
AWARENESS



LINKS CAN
CHANGE BRAND
PERCEPTION

**as well as SEO visibility*



C A S E S T U D Y

Walkthrough: Provident Personal Credit

PFG | Provident
Financial Group

OUR APPROACH

Remember this model

REACTIVE

PLANNED

PROACTIVE

OUR APPROACH

Discover the 'pain points'

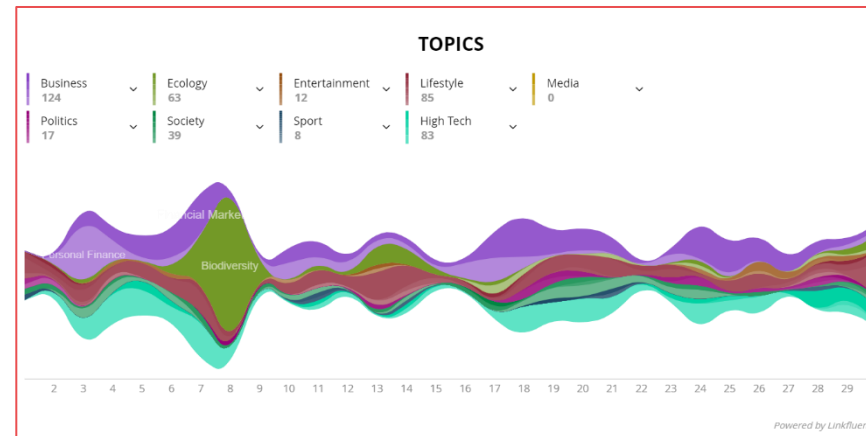
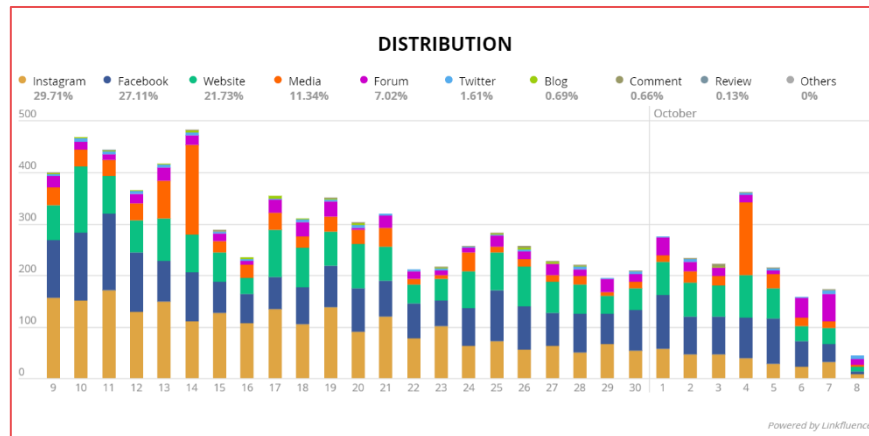


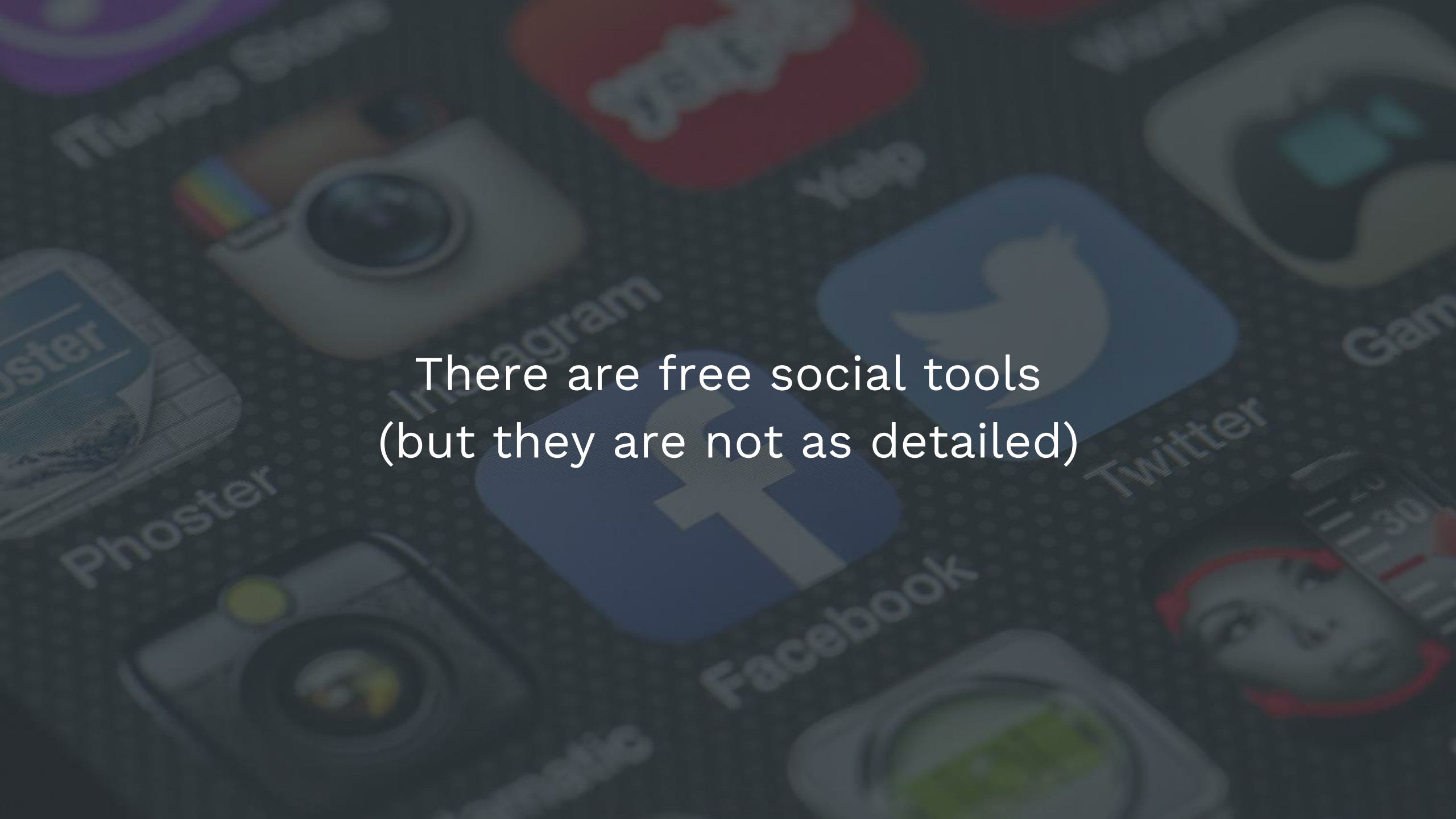
TALK TO THE
CLIENT



LISTEN TO
THE
CUSTOMERS

Social listening can help you understand your customers





There are free social tools
(but they are not as detailed)



Social Searcher

Free Social Media Search Engine

MENTIONS

USERS

TRENDS

#iphonex OR "iPhone X"



Then create relevant content



Find local trusted influencers and target them to share the message for you

LOCAL MEDIA + LOCAL COUNCILLORS
=
LINKS THAT DRIVE TRUST

Find local trusted influencers and target them to share the message for you

University Hospital Southampton
NHS Foundation Trust

Home Your profession **Why UHS** Our stories Starting your career Developing your career Apprenticeships

Current vacancies

A VIBRANT, MODERN CITY WITH AN EXCITING HISTORIC LEGACY

Home > Why UHS > Why Southampton?

WELCOME TO SOUTHAMPTON

We think UHS is a great place to work, and Southampton is a great place to live.

This vibrant, diverse city on the south coast is **steeped in history**. Past residents include Jane Austen, and Southampton was also the site of the fateful voyage of the Titanic and the first flight of the famous Spitfire fighter plane. Southampton's maritime and aviation history is honoured at a range of attractions around the city, but it's far from stuck in the past. With the University of Southampton's cutting edge research facilities, the new shopping and entertainment complex at Westquay shopping centre and speedy transport links by bus, train, ferry and plane, Southampton has long established itself as a modern city with a lot to offer.

It's also one of the top ten places to live in Britain. Southampton came third in a **2018 ranking of the best places to live and work in the UK**, and fourth in a **2017 ranking of the best places to raise a family**. The city offers **lower than average house prices**, 13 schools rated outstanding by Ofsted and 13 nearby green spaces to enjoy. Southampton residents also **feel safe in their city**. It came fifth in a **recent survey** that asked participants to rate how friendly, welcoming and safe they felt their neighbourhoods were.

Southampton is conveniently located, with easy transport links to the beaches in Bournemouth, the historic cities of Portsmouth and Winchester, and the scenic New Forest. A visit to London on the train will take you less than an hour and a half, and there's also easy access to the motorway for commuting and weekend road trips.

Visit the sites below to explore more of Southampton and the surrounding area, or read more about [moving to Southampton](#).

move IQ Buying Renting Selling Owning Moving Blog Tools Media Search Q Login Sign up

Home > Advice > Home move planning > REVEALED: The UK's Happiest, Friendliest and Safest Cities

REVEALED: The UK's Happiest, Friendliest And Safest Cities

By Move IQ

4 min read

A recent study by **Provident** dishes the dirt on the UK's happiest, friendliest and safest cities. You might just be a little surprised by who tops the charts...

Move or improve your home with confidence.
Receive PH's property updates, tips and tricks direct to your inbox. Don't miss out!

Name Your email address

worcester.gov.uk/news-alerts/-/blogs/-/b-uuu-investment-to-make-worcester-s-pavements-shine

Worcester CITY COUNCIL

Home About your council Pay it Report it Request it News Business Contact Us More

£76,000 investment to make Worcester's pavements shine

24/08/16 16:13

Thanks to a £76,000 investment, Worcester's pavements are set to look cleaner than ever.

Worcester City Council has splashed out on a new street washing machine, which will be in action from 5am every day of the week, cleaning away tree sap, fast food grease, bird droppings and anything else that sticks to paving slabs and cobbles.

To find out for himself how the city's streets are being made to shine, Councillor Jabba Riaz – Cabinet member for Clean, Green and Leisure Services – got behind the wheel of the new Schmidt Swingo 200+.

Be proactive and newsjack Publication's social channels



University of Plymouth Apply @PlymUniApply · Aug 18, 2017
Plymouth was named the 2nd safest place to live in **Britain** in **Provident's Unbroken Britain Survey 2017**. Read more:



English UK
19 September 2016 · 🌐

In the UK we are lucky that we live in a very safe society and as part of it's "Unbroken Britain" survey (which looked into how friendly, welcoming, and polite Britain's cities are) personal finance firm Provident Personal Credit asked where in Britain do people feel the safest?

Which is the UK's safest city? Hint: ask English UK member **Aberystwyth University**. Guess which other cities are in the top ten. Then read the story to see if you are right!

The 17 safest places to live
A report from Provident P
disclosed the safest comm
🔗 [businessinsider.com](https://www.businessinsider.com)



INDEPENDENT.CO.UK

These are the 15 safest cities in Britain

Generally Brits are lucky to live in a very safe society, where they can feel...



BBC Hereford & Worcester ✓

15 September 2016 · 🌐

👍 Like Page

It's "official"...Worcester is England's safest city.
It's also one of the happiest, friendliest and most welcoming - according to the Unbroken Britain Survey.

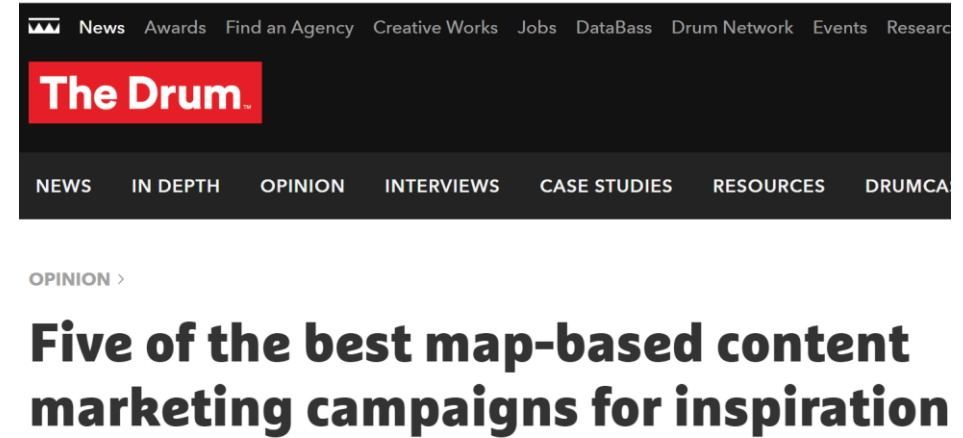
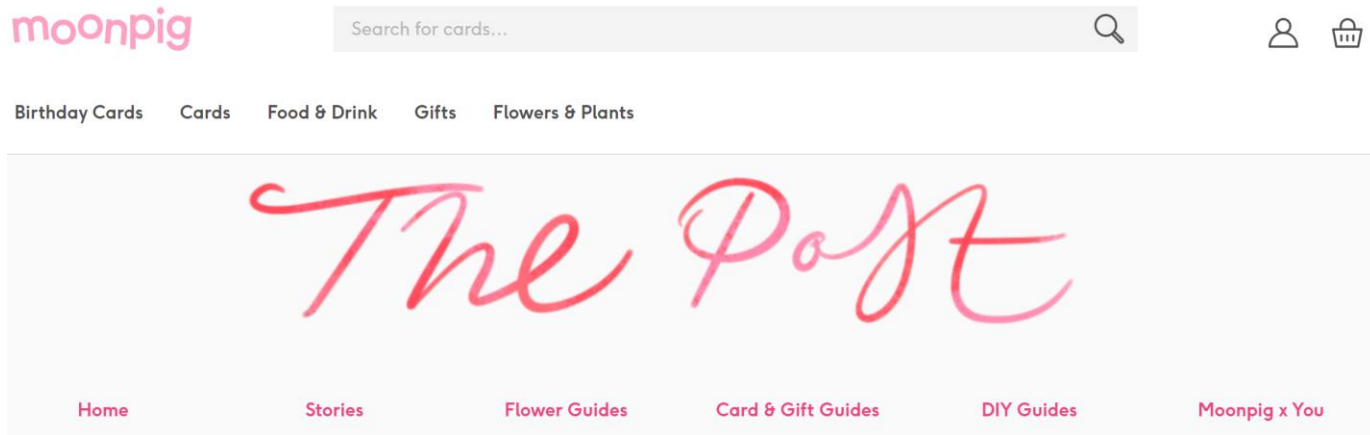


Worcester City Council
@myworcester

It's official!! According to the latest 'Unbroken Britain' survey, Worcester is UK's **HAPPIEST** city! 😊😊😊
providentpersonalcredit.com/unbroken-brita...



React and look for ongoing opps



CASE STUDY

Results



LINKS



POSITION

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