brightonSEO.



How to drive national, state, and city specific coverage from your US digital PR campaigns

Eirini Theodoridou connective3





DIGITAL MARKETING

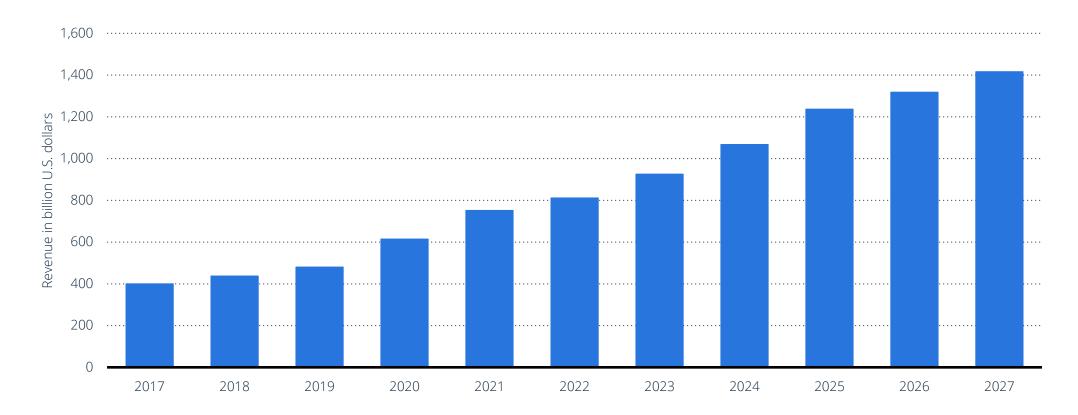
IN 2023



ONLINE GROWTH

Revenue of the e-commerce industry in the U.S. 2017-2027 (in billion U.S. dollars)

Revenue of the e-commerce industry in the U.S. 2017-2027





THE IMPORTANCE OF SEARCH VISIBILITY

68% of online experiences begin with a search engine.

(<u>BrightEdge</u>)

LINK BUILDING

THE IMPORTANCE OF SEARCH VISIBILITY

53% of all website traffic comes from organic search.

(BrightEdge)



SO HOW CAN WE

CAPITALISE ON THIS?

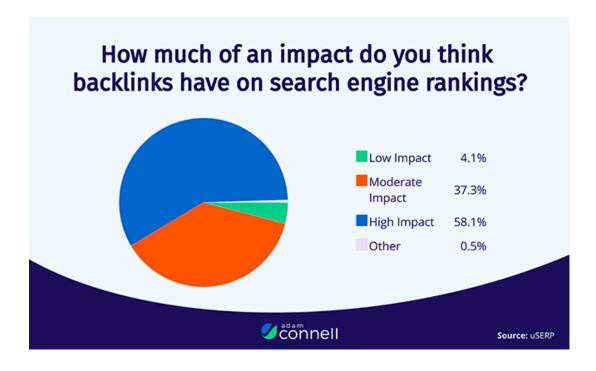


WHAT IS A CREATIVE CAMPAIGN

IN 2023?

Building links is like acquiring social proof.

When Google looks at your website, having strong, authoritative links pointing back to your content signals that you are trustworthy and informative.



LINKS ARE A BIG RANKING FACTOR

Google's page ranking algorithm regards links as one of the top two criteria considered.

WHAT DOES THIS MEAN FOR YOUR SEARCH VISIBILITY?

The first ranking page on Google has an average of 3.8x more backlinks than positions 2-10.

LINK BUILDING

WHAT DOES THIS MEAN FOR YOUR SEARCH VISIBILITY?

The more backlinks a page has, the more organic traffic it gets from Google.

(Ahrefs)



WHAT ARE THE

POTENTIAL CHALLENGES?

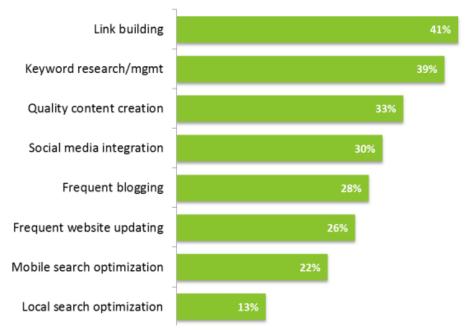


LINK BUILDING IS SEEN AS DIFFICULT

LINK BUILDING AND KEYWORD RESEARCH ARE CONSIDERED HIGHLY DIFFICULT SEO TACTICS

Mobile and Local Search are Seen as Less Challenging Tactics

What are the MOST DIFFICULT SEO TACTICS to execute?



IF YOU CAN MAKE IT HERE YOU COULD MAKE IT EVERYWHERE





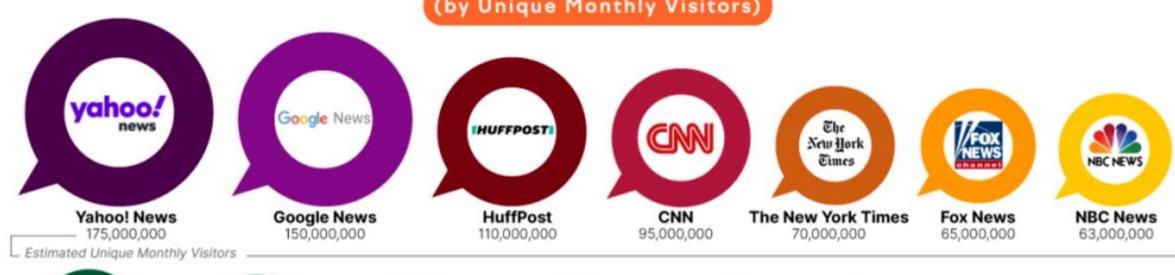






The 15 Most Popular News Websites

(by Unique Monthly Visitors)





53,000,000







40,000,000









36,000,000

35,000,000

USA Today 34,000,000

Los Angeles Times 32,500,000



The Most Searched News Site In Each State





TV & NATIONAL NEWS









LINK OPPORTUNITIES

HYPERLOCAL

The Boston Globe





MILWAUKEE • WISCONSIN

JOURNAL SENTINEL

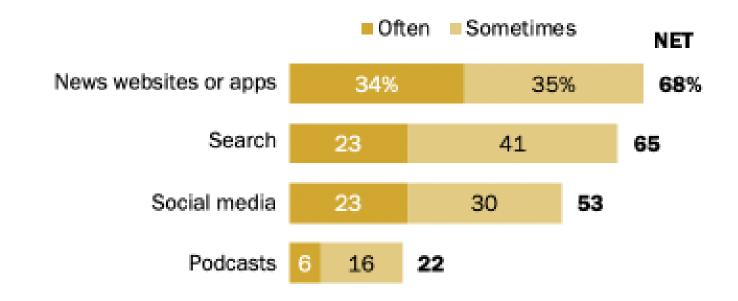


THE ARIZONA REPUBLIC

A GANNETT COMPANY

Americans more likely to get news on digital devices from news websites, apps and search engines than from social media

% of U.S. adults who get news ____ from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

BUTWHAT ACTUALLY WORKS WITH U.S. MEDIA?



NATIONAL

STATE

HYPERLOCAL

TYPES OF CAMPAIGN TOPICS THAT PERFORM WELL IN THE US

Most Linked PR Campaign Topics Across The Top 100 Publishers

Source: BuzzSumo

Chart shows the most popular campaign types / phrases in the most linked headlines, of the top 100 most engaging publications.

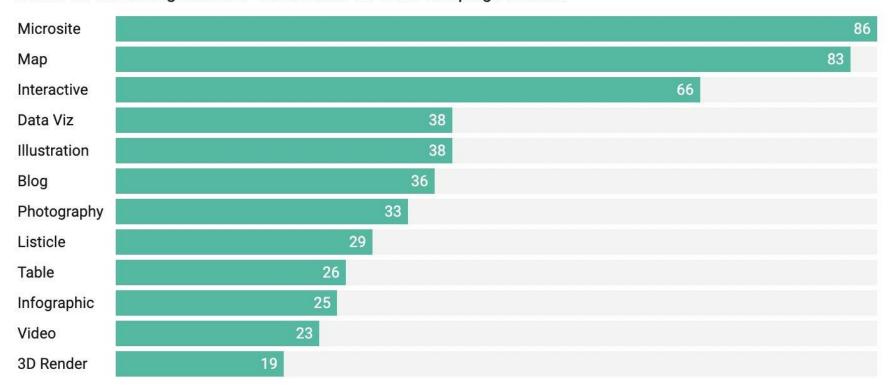


	Campaign Type	Articles	Links	Avg links
1	By state	1,542	15,608	17
2	Visualized	232	1,849	16
3	Most & least	16	81	16
4	Average pay	37	447	15
5	Data shows	3,807	36,167	15
6	Cities with the biggest	15	164	13
7	Most stressed	64	570	13
8	Top states	406	2,595	12
9	Worst state	74	540	10
10	By county	538	3,433	10
11	Data reveals	614	3,643	10
12	Increasing the most	87	456	9
13	2023 least	151	826	9
14	To launch a	701	3,824	9
15	Over time	742	4	9
16	Countries with the most	1,245	7,123	9
17	Calculator	1,254	5,781	9
18	Survey shows	1,802	9,219	9
19	By country	2,178	12,565	9
20	Statistics	3	11	9

TYPES OF CAMPAIGN FORMATS THAT CUT THROUGH THE NOISE IN 2023

The Best Performing Campaign Formats

Based on the average number of backlinks for each campaign format.



Source: The Grapevine · Embed · Created with Datawrapper

WHAT WORKS WITH NATIONAL PUBLICATIONS

These are typically widely recognized publications with broad audiences and significant domain authority. Crafting compelling and newsworthy stories relevant to brands can work to get the attention of these media giants.



These are America's 10 best states to live and work in for 2023, and there are some notable omissions

The 10 best states to live in as a working father, according to a new study

REALSIMPLE

These Are the Best (and Worst) States for Millennials to Buy a Home

WHAT WORKS WITH STATE & CITY PUBLICATIONS

Tailored PR campaigns work better within individual states and their respective media outlets. While nationals provide broad exposure, state-by-state campaigns allow you to home in on local audiences, addressing their specific interests and concerns.

ATHENS BANNER-HERALD

Georgia among the best states for tipping. See where it ranks

PORTLAND

Portland ranked among best cities for surviving a zombie apocalypse: Study

Fort Worth Star-Telegram



AUSTIN

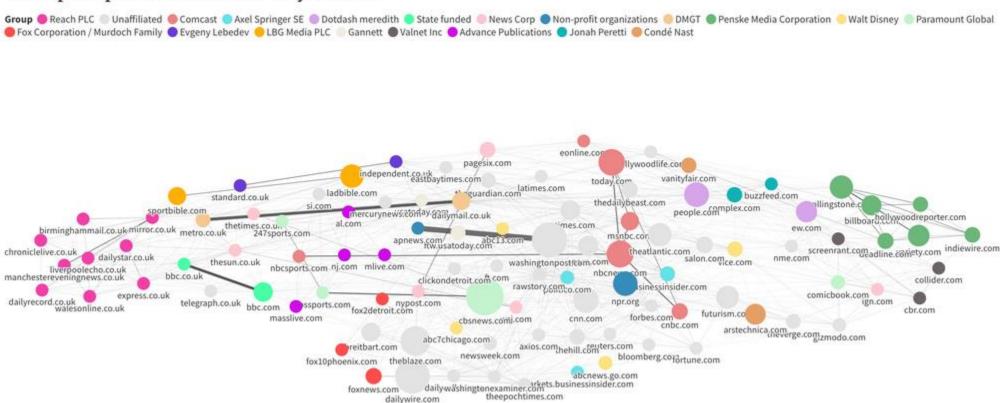
Texas cities rank in the top 5 most overworked cities in US, study says

Want a good night's sleep? These 2 Texas cities are the best, according to a recent study

THE 'S' WORD

Syndication is unavoidable in the US

The top 100 publishers and how they connect



SO, WHAT DOES SUCCESS LOOK LIKE IN THE US?

THE TRAVEL HABITS OF **AMERICANS DELIVERING LINKS AND** COVERAGEIN THE USA THROUGH CREATIVE CONTENT

THE STRATEGY

The brief was simple - deliver highquality links through a nationally run PR campaign around travel.

Through Google Search data, we analyzed each state's most searched-for destinations around the world – to reveal the countries each state was dreaming of visiting in 2023.



THE RESULTS



51 TOTAL LINKS

BUILT IN NATIONAL AND STATE PUBLICATIONS IN:

- New York
- New Jersey
- North Carolina
- Minnesota

40 AVERAGE DA

(DOMAIN AUTHORITY)

NEW YORKERS LOVE TRAVELING TO THESE 3 DESTINATIONS

Pennsylvania's top 3 'travel hotspots' are these: study

Updated: Jan. 18, 2023, 11:13 a.m. | Published: Jan. 17, 2023, 1:05 p.m

SIGHTINGS OF THE SUPERNATURAL USING A TARGETED APROACH TO BUILD STATE AND CITY SPECIFIC LINKS

THE STRATEGY

We revealed which state and city you are most likely to experience the supernatural in.

We analyzed all reported UFO and ghost sightings across America to reveal which states and cities are hotbeds for supernatural activity.



THE RESULTS

300+ LINKS

51 AVERAGE DA

2.31M
VIEWS
OVER THE CAMPAIGN

NATIONAL

STATE-SPECIFIC

HYPERLOCAL



CHRON.

Here are the odds of a 'supernatural experience' in Texas

Here are the odds of a 'supernatural experience' in Illinois



San Diego ranks second for California's most supernatural sightings



NEWS

Albany named 5th most supernatural city in New York



CLOSE ENCOUNTERS Top 10 states where you're most likely to see a UFO revealed – AND which are the spookiest



UFOs: Where your state ranks for unexplained sightings

Pennsylvania among top 10 states with the most supernatural activity: study

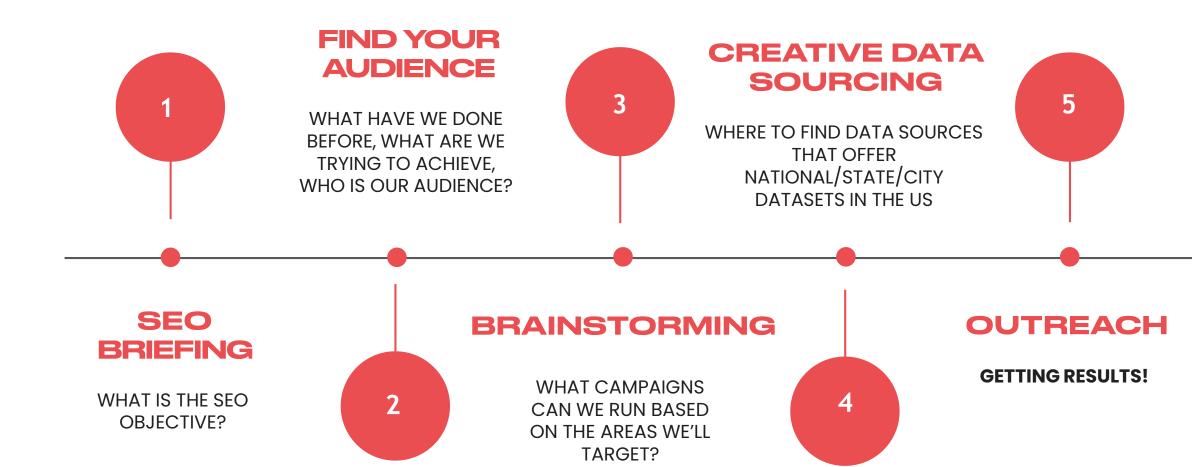


New reports shows PA is in the top 10 places to encounter the supernatural



YOUCAN RE-CREATE THIS

THE PR PROCESS







RUN SOCIAL LISTENING TO FIND TRENDING TOPICS

RELEVANT TO YOUR AUDIENCE



Hashtags

#piercebrosnan

#seanconnery

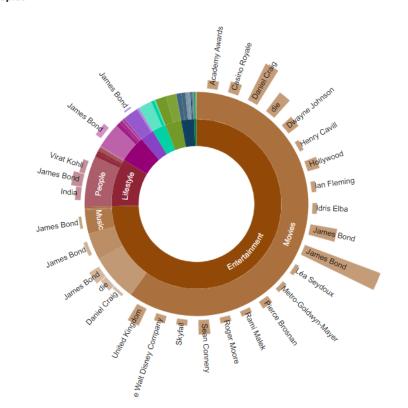
#007jamesbond #astonmartin #bewithme #bond #bond25 #bondjamesbond #casinoroyale #cinema #contestalert #cop26 #danielcraig #dimashqudaibergen #flyaway #goldfinger #ianfleming #jamesbond #jamesbond007 #notimetodie #movies

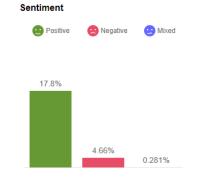
#playbold

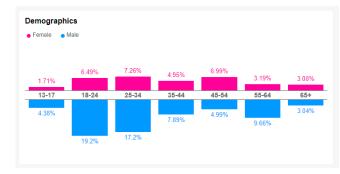
#rogermoore

#spectre

Topics









THAT'S YOUR BRAIN WHEN YOU TRY TO COME UP WITH A CREATIVE IDEA ON THE SPOT



CAN YOU GENERATE MULTIPLE ANGLES?

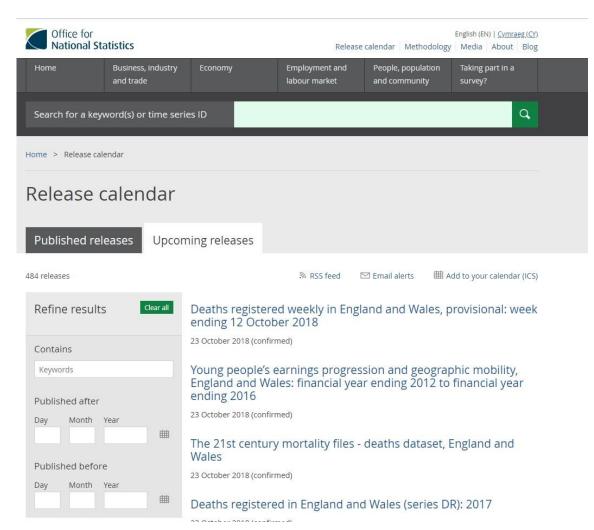


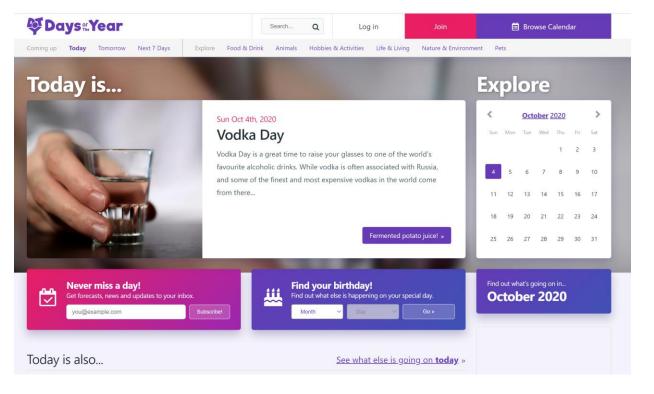
@eirinelo

#brightonSEO



UTILIZE LOCAL AWARENESS DAYS AND EVENTS





IS THIS AN 'EVERGREEN' CONCEPT?



WHERE TO FIND LOCALISED DATA FOR U.S. CAMPAIGNS

statista **2**



Texas Open Data Portal



Google

Dataset Search Beta











Michigan Has One of the Top Haunted Houses in the U.S. - List

- Yelp
- Google Dataset Search
- Reddit
- State data portals
- Google Search Trends
- Statista
- Property portals
- US Census Bureau
- Social listening tools

GETTING RESULTS

FOR BREAKFAST



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FIND YOUR PEOPLE

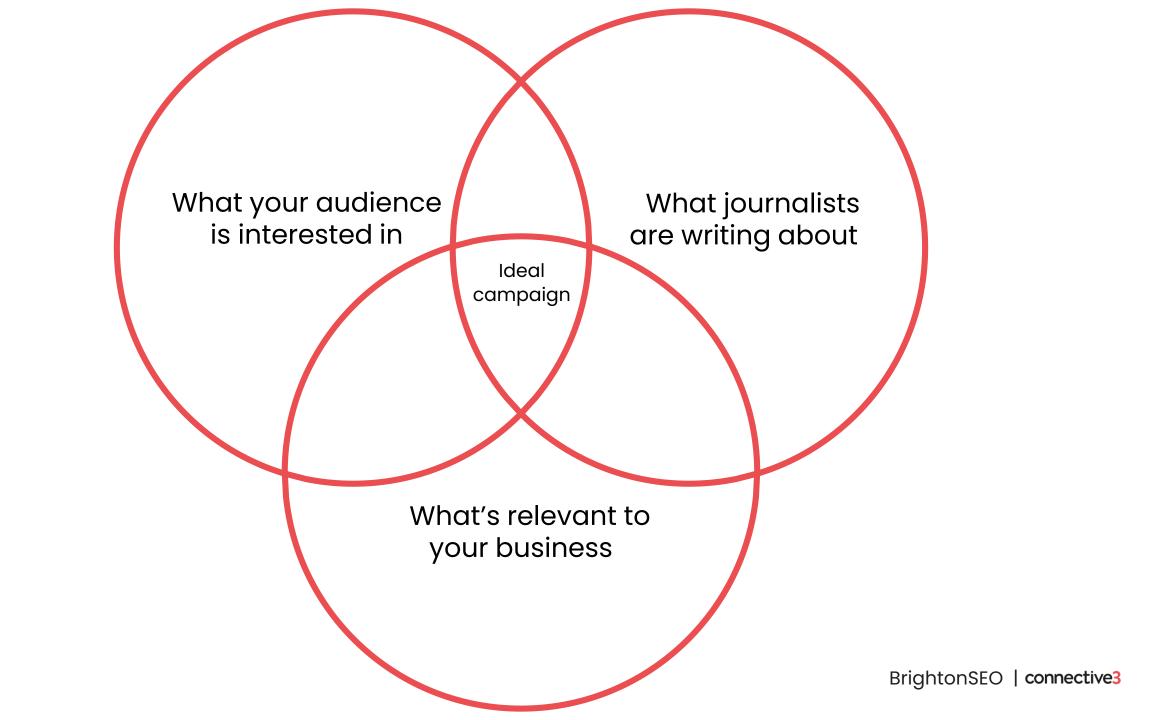






SO, WHAT DO YOU *ACTUALLY* NEED TO SUCCEED?





RELEVANT. LOCALIZED, QUALITY CONTENT THAT CONVERTS, AND A TECHNICALLY SOUND WEBSITE



THANKS FOR LISTENING

