

brightonSEO.
Oct 2022



Why Landing Links In Regionals & Red Tops Can Be Your Secret Weapon

Alex Jones

Head of Digital PR at Semetrical



@alexjonespr @semetrical



Slides: <https://bit.ly/3SI5HkX>

Who am I?

PRIDE
AWARDS
2017
SHORTLIST



PRmoment
Awards 2019

IN ASSOCIATION WITH
Op
Opinium

SHORTLISTED

Young Professional of the Year



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What we'll cover...

1. State of play & content syndication
2. Ideation tips
3. Creation tips
4. Promotion tips
5. Key takeaways



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State of play & content syndication

Backlink Factors

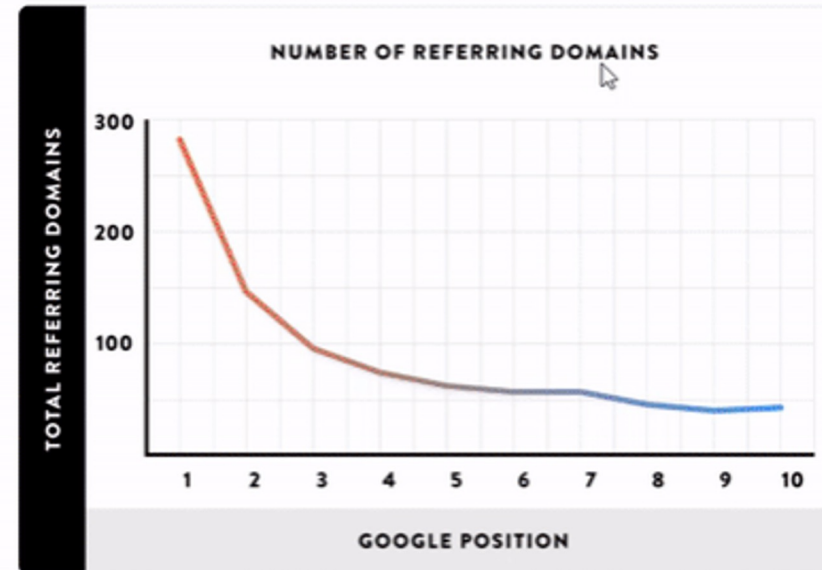
Backlink

FACTORS



87. Linking Domain Age: Backlinks from aged domains may be more powerful than new domains.

88. # of Linking Root Domains: The number of referring domains is one of the most important ranking factors in Google's algorithm, as you can see from [this industry study](#) of 1 million Google Search results.



89. # of Links from Separate C-Class IPs: Links from separate class-c IP addresses suggest a wider breadth of sites linking to you, [which can help with rankings](#).



REUTERS



ASSOCIATED PRESS

yahoo!

jpimedia

Reach

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Home

For you

Following

News Showcase

United Kingdom

World

Local

Business

Technology

Entertainment

Sports

Science

Health

News Showcase

Stories selected by newsroom editors

ChronicleLive

☆ Follow

Latest headlines

Crime

Woman left partner with deep knife wounds in row over TV news

Gosforth

Investigation launched after man, 36, dies in doorway

People

Mum furious as taxi driver vapes driving special needs children

C Showcase • 5 hours ago

**NewStatesman**

☆ Follow

Queen Elizabeth II

By Jeremy Cliffe

The Queen's death marks the final break with imperial Britain

By Jonn Elledge

Is a nationwide black-out what Her Majesty would have wanted?

By Andrew Marr

The Queen made us a gentler and kinder country

NS Showcase • 7 hours ago

**Daily Gazette**Essex County Standard

☆ Follow

Gazette Latest News

News

Murder probe launched in Distillery Lane, Colchester

News

Colchester Arts Centre closes in light of the Queen's death

News

Protestors boo King Charles III during Edinburgh proclamation

GS Showcase • 3 hours ago



Regionals & red tops can be a lottery

Date	Client	Campaign Tag	Media Outlet	Content Title	Coverage URL	Coverage?	Link?	Link Attribut	Domain
12/07/2022	Your Overseas Home	Mosquitoes reactive	FN Talk	'They hate it': 5 'natural' ways to keep mosquitoes at bay - in	https://fntalk.com/real-estate/they-hate-it-5-natural-ways-to-keep-mosquitoes-at-bay-in	Y	N	Brand mention	35
13/07/2022	Your Overseas Home	Mosquitoes reactive	Express online	It works! Get rid of mosquitos in the house during heatwave	https://www.express.co.uk/life-style/life/1639682/how-to-get-rid-of-mosquitoes-in-the-house-during-heatwave	Y	N	Brand mention	89
16/07/2022	Your Overseas Home	Unusual laws around the world	Kent Online	Unusual rules from around the world including no chewing	https://www.kentonline.co.uk/kent/news/9-strange-rules-from-around-the-world-including-no-chewing	Y	Y	Follow link	76
18/07/2022	Your Overseas Home	How to keep your home cool	Hull Daily Mail	The heatwave dilemma - should you keep windows open or closed	https://www.hulldailymail.co.uk/news/uk-world-news/the-heatwave-dilemma-should-you-keep-windows-open-or-closed	Y	Y	Nofollow link	75
18/07/2022	Your Overseas Home	How to keep your home cool	Wales Online	Is it best to keep windows open or shut in heatwave?	https://www.walesonline.co.uk/news/uk-news/best-keep-windows-open-or-shut-in-heatwave/	Y	Y	Brand mention	82
18/07/2022	Your Overseas Home	How to keep your home cool	Daily Post	Is it better to keep your windows open or closed during the	https://www.dailypost.co.uk/news/north-wales-news/better-to-keep-windows-open-or-closed-during-the-heatwave	Y	Y	Nofollow link	75
18/07/2022	Your Overseas Home	How to keep your home cool	Lincolnshire Live	Should you have windows open or closed as heatwave hits	https://www.lincolnshirelive.co.uk/news/local-news/should-you-have-windows-open-or-closed-as-heatwave-hits	Y	Y	Nofollow link	72
18/07/2022	Your Overseas Home	How to keep your home cool	Head Topics	Is it best to keep windows open or closed in hot weather as	https://headtopics.com/uk/is-it-best-to-keep-windows-open-or-closed-in-hot-weather-as-heatwave-hits/	Y	N	Brand mention	72
18/07/2022	Your Overseas Home	How to keep your home cool	Yorkshire Live	Windows open or closed in heatwave? Experts settle debate	https://www.examinerlive.co.uk/whats-on/windows-open-or-closed-in-heatwave-experts-settle-debate	Y	N	Brand mention	75
18/07/2022	Your Overseas Home	How to keep your home cool	Liverpool Echo	Is it best to have windows open or closed in hot weather as	https://www.liverpoolecho.co.uk/news/uk-world-news/is-it-best-to-have-windows-open-or-closed-in-hot-weather-as-heatwave-hits	Y	Y	Nofollow link	81
18/07/2022	Your Overseas Home	How to keep your home cool	Huffington Post	So, Should You Actually Close Your Windows During A Heat	https://www.huffingtonpost.co.uk/entry/heatwave-windows-open-or-close_uk_62b1b1b1e4b0a	Y	N	Brand mention	88
18/07/2022	Your Overseas Home	How to keep your home cool	Yahoo! News	So, Should You Actually Close Your Windows During A Heat	https://uk.news.yahoo.com/actually-close-windows-during-heatwave-160000311.html	Y	N	Brand mention	91
18/07/2022	Your Overseas Home	How to keep your home cool	Kent Live	Should I open or close my windows and doors during the U	https://www.kentlive.news/news/uk-world-news/should-i-open-or-close-my-windows-and-doors-during-the-heatwave	Y	N	Brand mention	73
19/07/2022	Your Overseas Home	How to keep your home cool	Express online	Should I open my windows during hot weather? 'Help your	https://www.express.co.uk/life-style/property/1642605/should-i-open-my-windows-during-hot-weather-help-your-home-keep-cool	Y	Y	Nofollow link	89
19/07/2022	Your Overseas Home	How to keep your home cool	The Hoot Leeds	How to keep your home cool during a heatwave- without a	https://thehootleeds.com/trending/how-to-keep-your-home-cool-during-a-heatwave-without-a-car-air-con/	Y	Y	Follow link	12
19/07/2022	Your Overseas Home	How to keep your home cool	The Times	How have schools and trains been affected by the UK heat	https://www.thetimes.co.uk/article/uk-heatwave-schools-trains-affected	Y	N	Brand mention	91
19/07/2022	Your Overseas Home	How to keep your home cool	National World	Should windows be open or closed in a heatwave? Tin foil	https://www.nationalworld.com/news/weather/should-windows-be-open-or-closed-in-a-heatwave-tin-foil-trick/	Y	Y	Nofollow link	69
19/07/2022	Your Overseas Home	How to keep your home cool	Bristol Post	Is it best to keep windows open or shut in heatwave?	https://www.bristolpost.co.uk/news/health/best-keep-windows-open-or-shut-in-heatwave/	Y	N	Brand mention	77
19/07/2022	Your Overseas Home	How to keep your home cool	Grimsby Telegraph	Should you keep windows open or closed during heatwave	https://www.grimsbytelegraph.co.uk/news/uk-world-news/should-you-keep-windows-open-or-closed-during-heatwave	Y	N	Nofollow link	71
19/07/2022	Your Overseas Home	How to keep your home cool	Daily Star	Shutting your windows could actually help keep home cool	https://www.dailystar.co.uk/real-life/shutting-your-windows-could-actually-help-keep-home-cool	Y	N	Brand mention	82
19/07/2022	Your Overseas Home	How to keep your home cool	Wales Online	When to open and close your windows in a heatwave	https://www.walesonline.co.uk/news/uk-news/open-close-windows-heatwave/	Y	Y	Nofollow link	82
20/07/2022	Your Overseas Home	How to keep your home cool	Express online	Should I open my windows during hot weather? 'Help your	https://www.express.co.uk/life-style/property/1642605/should-i-open-my-windows-during-hot-weather-help-your-home-keep-cool	Y	N	Brand mention	89
20/07/2022	Your Overseas Home	How to keep your home cool	The Sun	I'm a property expert - why opening your windows during a	https://www.thesun.co.uk/fabulous/19264607/dont-open-windows-heatwave/	Y	Y	Follow link	90

Main tactics we use...

Content campaigns

Story driven PR

Reactive

Blended
always on
link building

Don't believe me?
Between 1st June – 31st
August 2022, we achieved:



82

Items of
media
coverage

62

Links
acquired

700%

Increase in
organic
traffic

38%

Increase in
domain
rating

CITY A.M.

TimeOut

DAILY  EXPRESS

THE HUFFPOST

HELLO!

My
London

Evening Standard.

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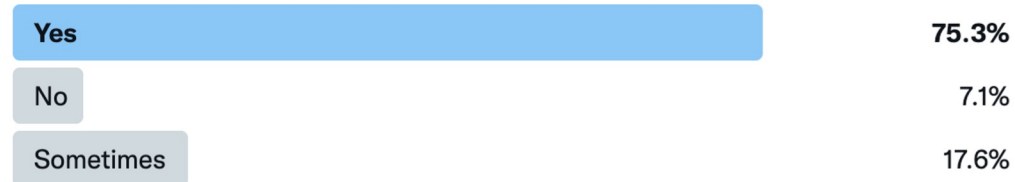


Alex Jones @alexjonespr



🚨 Need data/insights for an upcoming conference talk. 🚨

Digital PR's do you target and report on syndicated media such as UK Regionals (Reach, Jpi, etc.) and news agencies (AP, Reuters, etc.) as part of your digital PR strategy?



85 votes · Final results

5:41 · 15/09/22

12

1

6





John Mueller

to me ▼

11:42 (51 minutes ago)



Hi Alex

Our comments on links are always tricky since people love to take them completely out of context :). I've mentioned digital pr in the past as something that IMO mostly does things in good ways. One way of thinking about this is to look at the bigger picture - if the only links your site has are ones that you pushed yourself, that looks a bit weird. If you'd be ok with taking your site & its links and explaining how they happened to someone on the webspam team, then that sounds like you're doing things well.

Hope that helps - good luck with your session!

Cheers

John



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Recap of Benefits

1. Earn quality links
2. Increased authority
3. Increased presence
4. Increased traffic

Ideation Tips

What do journalists want?

I spoke to a regional journalist whose **KPIs** are the **shares** their stories are generating.

So help them with their KPIs, and **give** them a shareable, **engaging story**.

What ideas work?

Is the story...

- Newsworthy?
- Relevant?
- Unique?
- Purposeful?
- Shareable?

Always **remember**
what publications lack
is not free content, but
great content.

What type of content works?

- ✓ Top tens
- ✓ Listicles
- ✓ How to's
- ✓ Picture-led stories
- ✓ Data reveal & visualisation
- ✓ PR stories with strong hooks
- ✓ Original research – reports etc.



Quick Benefits

Linkable assets are high-quality pieces of content that **attract backlinks**, these should be **audience-focused**, not brand-focused.

BudgetTravel CLUB DISCOUNTS DISCOVER USA REAL DEALS SWEEPSTAKES SHOP EXPLORE Q

BUDGET TRAVEL • EXPLORE • INSPIRATION

Seattle named the most fun place to visit in America in a new study!

April 9, 2022

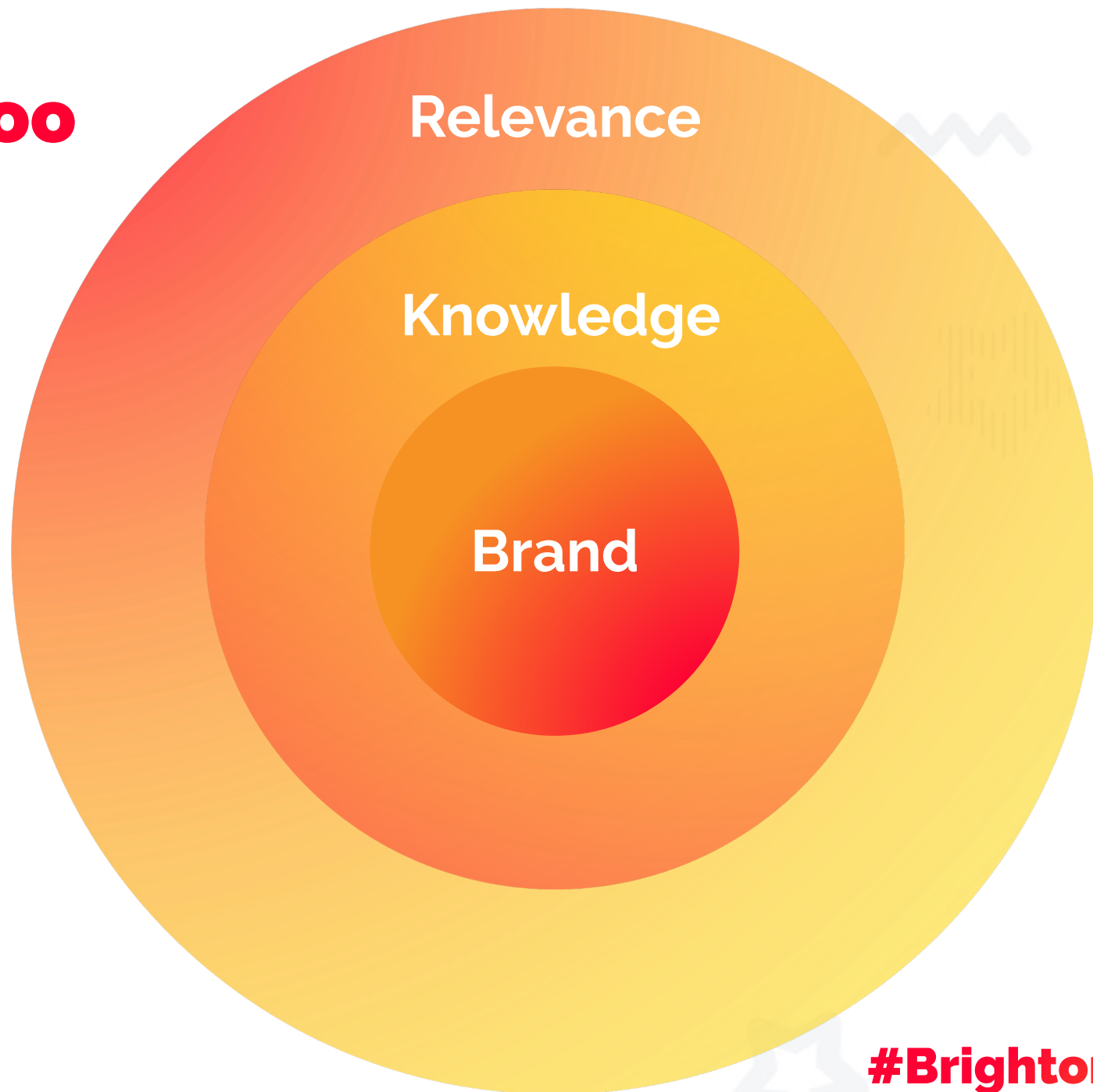


Our full research

There are 17 other cities to explore in our leaderboard, all of which are fun in their own right. From Phoenix, Arizona to Austin, Texas, you can see our full research with all the metrics and scores here...

Rank	City	State	2022 Pop.	Quality of Life Index	Cost of Living Index	Climate Index	Tripadvisor 4-Star + Attractions	Events on a weekend (19th/20th March 2022)
1	Seattle	Washington	787995	190.31	89.33	91.73	870	22
2	Washington	District of Columbia	718355	163.75	85.49	81.62	788	82
3	San Francisco	California	884108	156.09	94.41	97.26	1493	71
4	Charlotte	North Carolina	925290	198.75	68.74	84.05	308	31
5	Columbus	Ohio	921605	198.82	68.82	71.29	281	14
6	Austin	Texas	1028225	195.94	65.93	82.08	721	31
7	Philadelphia	Pennsylvania	1585480	148.73	80.74	77.98	663	152
8	San Jose	California	1003120	188.34	74.01	95.53	215	70

**Don't be too
product/
service
focused**



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Encourage playing around on the internet

- Buzzsumo
- Answer the public
- Ahrefs
- Quora
- Google Analytics
- Information is beautiful
- Reddit
- Google!



Creation Tips

Intro is king! Write like a journalist!

Intro paragraph is **crucial** – this needs to be your entire storey in less than **30 words**!

The **topline** is your **most crucial** piece of information.

Brits warned: don't leave hand sanitiser in your car in hot weather

Hand sanitisers used in the fight against COVID-19 are potentially flammable if left in warm vehicles, experts claim.


With a heatwave expected in the UK, experts at [CE Safety](#) are alerting Brits to the potential fire risk in vehicles caused by alcohol-based hand sanitisers.

In the past week, NHS staff have also been told to remove all alcohol-based hand sanitisers from their cars in case of fire, after similar incidents have been reported.

Headline



Brits warned: don't leave hand sanitiser in your car in hot weather

1. Keep it around **10 words**
 2. **Summarise & cover** your main point
 3. **Avoid repetition** of the intro
 4. Ask yourself, what will encourage **clicks**?
- 

Quote

Where you can add colour & bring your **client** to the story. Have information that adds & **compliments** the story.

A spokesperson from [CE Safety](#) says: “Our advice is to remove alcohol-based hand sanitisers when the British public leave their cars.

“If it is 25°C outside, the estimated vehicle interior air temperature can reach up to 50°C if left for a couple of hours. So, it is no surprise to see pictures circulating on social media showing severely damaged vehicles due to hand sanitiser bottles that had ignited inside a vehicle sitting in direct sunlight.”



1 sentence paragraphs

Have **white space** to break up the text & it will be

1. Easier to follow
2. Easier to edit
3. Easier to cut

Hand sanitisers used in the fight against COVID-19 are potentially flammable if left in warm vehicles, experts claim.

With a heatwave expected in the UK, experts at [CE Safety](#) are alerting Brits to the potential fire risk in vehicles caused by alcohol-based hand sanitisers.

In the past week, NHS staff have also been told to remove all alcohol-based hand sanitisers from their cars in case of fire, after similar incidents have been reported.

With the weather getting warmer, rising temperatures can cause the alcohol in the sanitiser to evaporate, and this can result in flammable vapours being released.

500 words will do.

Cut the fluff.



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Use emotive language

You want the journalist to **publish** the **story**, but also make their readers **feel something**.

Use emotional trigger words such as...
Warning! Discover! Revealed!

Positive emotive words

- ✓ Joy
- ✓ Interest
- ✓ Serenity
- ✓ Hope
- ✓ Gratitude

Negative emotive words

- ✓ Fear
- ✓ Anger
- ✓ Disgust
- ✓ Sadness
- ✓ Rage

Value laden emotive words

- ✓ Vital
- ✓ Valuable
- ✓ Serious
- ✓ Innocent
- ✓ Guilt



Promotion Tips

Media Lists

1. Go to existing contacts
2. Research similar content & prospect the journalist
3. Competitor link intersect & strip relevant media
4. Create media list specific to this content & push
5. Cast the net wider & pitch to generic regional/national media list

Subject line?



NEW Wildlife tour of the UK map

Story idea: Tips to avoid new build pitfalls

Story suggestion: Glasgow business quadruples staff

Interesting travel trend: Increase in demand for people c...

Brexit NI trade issues - retailer comment available

Hair transplant expert available to comment on hair loss...

Pitch it!

A new survey has revealed that 1 in 5 Brits already have their Christmas tree up, and a further 33% will have their festive decorations up before the end of November.

Data commissioned by [NetVoucherCodes.co.uk](https://www.netvoucher.co.uk) shows that after an unpredictable and chaotic year, hundreds of British households are choosing to embrace the festive spirit early.

53% will have their decs up before the 1st of December.

NetVoucherCodes ran the same poll in 2016. A further 33% will have their festive decorations up before the end of [November that year](#).

This means that the number of people getting their trees up in November this year has more than doubled in comparison.

Full story and image below - let me know if you need any other info.

Summarise the story.
Tight intro!

Pitch it!

A new survey has revealed that 1 in 5 Brits already have their Christmas tree up, and a further 33% will have their festive decorations up before the end of November.

Data commissioned by [redacted] shows that after an unpredictable and chaotic year, hundreds of British households are choosing to embrace the festive spirit early.

53% will have their decs up before the 1st of December.

NetVoucherCodes ran the same poll in 2016. And 21% of respondents put their tree up in November that year.

This means that the number of people getting their trees up in November this year has more than doubled in comparison.

Full story and image below - let me know if you need any other info.

What and why?

Pitch it!


A new survey has revealed that 1 in 5 Brits already have their festive decorations up, with a further 33% will have their festive decorations up by the end of the year.

Data commissioned by [NetVoucherCodes.co.uk](https://www.netvouchercodes.co.uk) shows that after an unpredictable and chaotic year, hundreds of British households are choosing to embrace the festive spirit early.

Succinctly explore the main hook/angle



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53% will have their decs up before the 1st of December.

NetVoucherCodes ran the same poll in 2016. And [21% of respondents put their tree up in November that year.](#)

Hammer home the angle



This means that the number of people getting their trees up in November this year has more than doubled in comparison.

Full story and image below - let me know if you need any other info.

Pitch it!

A new survey has revealed that 1 in 5 Brits already have their festive decorations up, with a further 33% will have their festive decorations up by the end of the month.

Data commissioned by [NetVoucherCodes.co.uk](https://www.netvoucher.co.uk) shows that in this chaotic year, hundreds of British households are getting their festive decorations up early.

53% will have their decs up before the 1st of December.

NetVoucherCodes ran the same poll in 2016. At the time, only 25% had their decorations up by [November that year](#).

This means that the number of people getting their trees up in November this year has more than doubled in comparison.

Give them everything first time. Paste the story below. Attachments are another barrier to the journalist.



Full story and image below - let me know if you need any other info.

METRO

NEWS... BUT NOT AS YOU KNOW IT

Five ways to decorate your Christmas tree for free this year

 News ▶ Latest News ▶ Christmas

Brits already putting up Christmas trees after Daily Star's Show Us Yer Baubles campaign

Before the end of this month, 53% of the nation will have decorated their homes for the festive season, according to a survey. That means 34 million will have responded to our call to forget lockdown

HOMES & GARDENS

THE BEST IN DESIGN, DECORATION AND STYLE

When to put up a Christmas tree? Surveys reveal a whole new answer for 2020

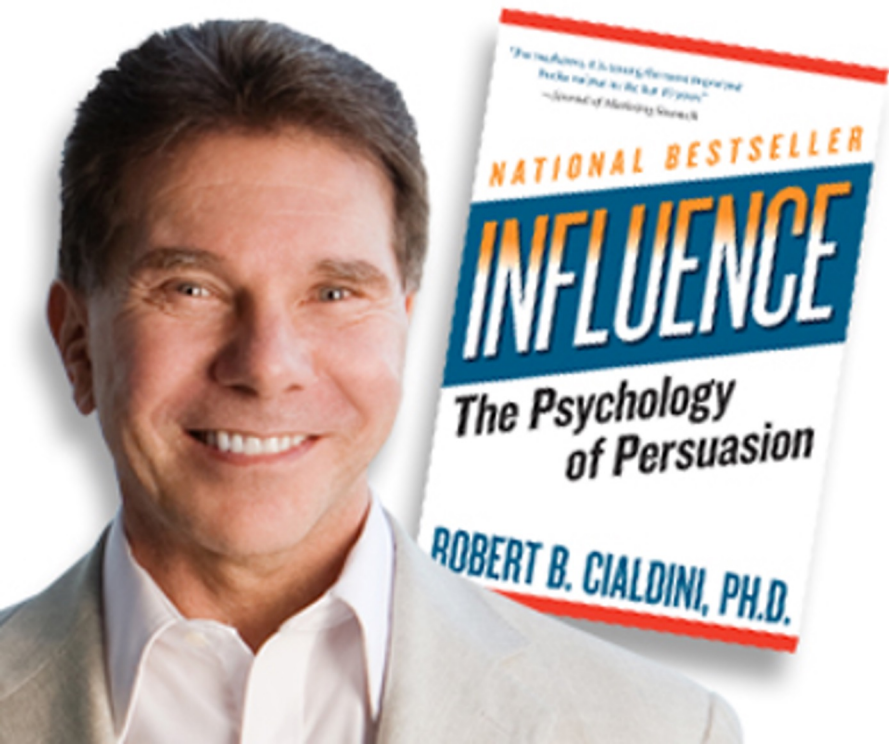
This year, we're doing things very differently

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Don't forget to follow up!

Name	Headline
Fresh Air	The smell of a busy Norfolk fish and chip shop - the perfect...
Fresh Air	The smell of the London Underground or busy Norfolk fis...
Fresh Air	The smell of the London Underground or busy Norfolk fis...
Fresh Air	Product launch: Happy Christmas from the UK - here's s...
Fresh Air	The smell of the London Underground or busy Norfolk fis...
Fresh Air	Product launch: Happy Christmas from the UK - here's s...
Fresh Air	The smell of the London Underground or busy Norfolk fis...

Still struggling?



- **Scarcity**
- **Consistency**
- **Authority**
- **Consensus**
- **Likeability**

Key Takeaways

Syndicated
coverage is
good and
offers value



Media Outlet	Coverage URL	Coverage?	Link?	Link Attribut	Domain
Stratford Herald	https://www.stratford-herald.co.uk/	Y	Y	Follow link	51
Grantham Journal	https://www.granthamjournal.co.uk/	Y	Y	Follow link	58
Stamford Mercury	https://www.stamfordmercury.co.uk/	Y	Y	Follow link	59
Spalding Today	https://www.spaldingtoday.co.uk/	Y	Y	Follow link	59
Fenland Citizen	https://www.fenlandcitizen.co.uk/	Y	Y	Follow link	53
Lynn News	https://www.lynnnews.co.uk/	Y	Y	Follow link	62
Newark Advertiser	https://www.newarkadvertiser.co.uk/	Y	Y	Follow link	55
Suffolk News	https://www.suffolknews.co.uk/	Y	Y	Follow link	63
Newbury Today	https://www.newburytoday.co.uk/	Y	Y	Follow link	58
Look Travels	https://look-travels.com/d	Y	Y	Follow link	25



> The intro is **THE**
most **important**
part of a **story** 🧐



Brits warned: don't leave hand sanitiser in your car in hot weather

Hand sanitisers used in the fight against COVID-19 are potentially flammable if left in warm vehicles, experts claim.

With a heatwave expected in the UK, experts at [CE Safety](#) are alerting Brits to the potential fire risk in vehicles caused by alcohol-based hand sanitisers.

In the past week, NHS staff have also been told to remove all alcohol-based hand sanitisers from their cars in case of fire, after similar incidents have been reported.

Be **tenacious** in
your **outreach** 

<u>Name</u>	<u>Headline</u>
Fresh Air	The smell of a busy Norfolk fish and chip shop - the perfe...
Fresh Air	The smell of the London underground or busy Norfolk fis...
Fresh Air	The smell of the London underground or busy Norfolk fis...
Fresh Air	Product launch: Happy Christmas from the UK – here's s...
Fresh Air	The smell of the London underground or busy Norfolk fis...
Fresh Air	Product launch: Happy Christmas from the UK – here's s...
Fresh Air	The smell of the London underground or busy Norfolk fis...

Thank you!

Download the deck from our blog
& enter our draw to win a FREE
Digital PR Audit & Strategy

<https://bit.ly/3Sl5HkX>
aj@semetrical.com
[@alexjonespr](#)



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