THE STATE OF DIGITAL PR IN 2023
LET'S START WITH THE HISTORY OF DIGITAL PR
THE HISTORY OF DIGITAL PR

2012 – 2014/15
THE LINK JUICE YEARS

2015 – 2019
THE LINK BUILDING YEARS

2020 – Present
THE DIGITAL PR YEARS
THE LINK JUICE YEARS:
LINKS I BUILT ON MY FIRST DAY OF WORK IN 2012

IRRELEVANT CYCLING BLOG

AWFUL MUMMISH BLOG

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

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Staying Safe While Cycling on the Road

By: [Author]

Staying Safe While Cycling on the Road

In this article, we discuss the importance of staying safe while cycling on the road. This includes tips on how to avoid accidents, how to ride defensively, and how to be aware of your surroundings.

Staying Safe While Cycling on the Road

1. Wearing a helmet:

- Always wear a helmet when cycling.
- Helmets reduce the risk of head injuries in case of accidents.

2. Visible clothing:

- Wear bright and reflective clothing to be visible to drivers.
- This is especially important at night or in low-light conditions.

3. Signal use:

- Use hand signals to indicate your intentions to drivers.
- This helps prevent accidents and makes cycling safer.

4.遵守交通规则:

- Always follow traffic rules and signs.
- This includes stopping at red lights and yielding to pedestrians.

5. Stay alert:

- Be aware of your surroundings and stay alert while cycling.
- Pay attention to other cyclists, pedestrians, and vehicles.

6. Use lights:

- Use lights at night to increase visibility.
- This is especially important for visibility to drivers.

Enjoy Your Ride!

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4 product links

Irrelevant cycling blog

God awful mummy blog

2 product links

THE LINK JUICE YEARS:
LINKS I BUILT ON MY FIRST DAY OF WORK IN 2012

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THE LINK BUILDING YEARS:
JUMPING ON PR TRENDS

SURVEYS
INSTAGRAM
RICH LIST
DREAM JOB
TOP
HASHTAGS
PR INDEX
THE BEST PLACE TO....
THE DIGITAL PR YEARS: RELEVANCE, RELEVANCE, RELEVANCE!
"We try to understand what is relevant for a website, how much should we weigh these individual links, and the total number of links doesn’t matter at all. Because you could go off and create millions of links across millions of websites if you wanted to, and we could just ignore them all."
GOOGLE SGE WILL PUSH FOR MORE RELEVANT, INFORMATIONAL PR CONTENT
AS RELEVANCE BECOMES MORE AND MORE IMPORTANT THE QUESTION THEN BECOMES...
HOW DO WE MEASURE RELEVANCE IN DIGITAL PR?
Some of the ways people are trying to measure relevance are tools that measure language and link scoring.
Let's take a step back and look at what ‘PR’ actually means.

Public Relations is about reputation – the result of what you do, what you say and what others say about you.

Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.
LET'S TAKE A STEP BACK AND LOOK AT WHAT ‘PR’ ACTUALLY MEANS....

• We need to build relationships (be that with customers, investors, media etc)

• We need to get our content seen by the right people

• We need to talk about the things our customers talk about, and answer the questions that they have
IT'S NO LONGER ENOUGH TO JUST THINK OF AN IDEA AND PUSH IT OUT THE DOOR
YOU HAVE TO RESEARCH YOUR AUDIENCE AND THEN CREATE CONTENT THAT SUITS THEIR NEEDS
TOOLS THAT CAN HELP US DO THIS
USING SOCIAL LISTENING TO BUILD RELATIONSHIPS VIA RELEVANT CONTENT
USING SOCIAL LISTENING TO BUILD RELATIONSHIPS VIA RELEVANT CONTENT

THIS IS COOL!!!!
AND WHAT ABOUT THE USE OF AI IN PR?
write me a press release on the top 5 bbq tips
Top Five Essential BBQ Tips Unveiled for the Ultimate Summer Cookout

As we welcome the warmth of the summer season, barbecue enthusiasts everywhere are being encouraged to embrace new techniques and tricks to take their grilling to the next level. We’ve put together five top tips to help you up your BBQ game.

1. Master Your Heat Zones: To perfect your grilling, it’s essential to create different heat zones on your grill. This technique allows you to manage cooking speeds, prevent flare-ups, and cater to different food types. Utilise direct heat for searing meats and indirect heat for slow-cooking dishes.

2. Season Ahead of Time: For a deep, balanced flavour, it is recommended to season meats a few hours before grilling or even overnight if possible. This allows the spices to penetrate the meat. And don’t forget to let your meat reach room temperature before hitting the grill.

3. Use a Meat Thermometer: Ensuring your meat is cooked perfectly involves a reliable meat thermometer. Knowing the precise internal temperature prevents under or overcooking, as well as ensuring food safety.

4. Maintain a Clean Grill: Regular cleaning improves grill performance and longevity. Besides, a clean grill prevents flare-ups and ensures food doesn’t stick to the grates.

5. Let Your Meat Rest: Resting meat after grilling is an often overlooked but crucial step. It allows the juices to redistribute throughout the meat, enhancing its flavour and keeping it moist. It’s recommended to rest meat for at least five minutes for smaller cuts and up to 15–20 minutes for larger ones.
Only use AI as a guide – always sense check the data and always rework the copy!!
INEVITABLY, WE WILL SEE PEOPLE TRYING TO USE AI FOR ALL PR TASKS
IF WE DO, WE WILL END UP BACK IN THE LINK JUICE YEARS

IRRELEVANT CYCLING BLOG

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

AWFUL MUMMY BLOG

Stay safe while cycling on the road

By: John

Cycling has never been safer... but is it safe enough for you to enjoy? This blog post will provide tips on how to stay safe while cycling on the road.

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

4 product links

2 product links
AND FINALLY, INFLUENCERS AND PR WILL CONTINUE TO COLLABORATE
82% of people said they are highly likely to act upon the recommendation of an influencer.

63% of 18–34-year-olds trust what an influencer says about a brand more than what a brand says about itself.

73% of users made the purchase within a couple of days after seeing influencer content (46% within 24 hours).

Influencers drive trust & engagement.
WHY INFLUENCERS?

GOOGLE’S LATEST SEARCH UPDATE

Google recently announced how they’re utilising generative AI to change how we navigate information when using the web.

Whilst the focus continues to be on providing users with quick insights, it’s now about connecting users to the people and perspectives that will help us understand what’s best for our needs to support our decision-making process.
EXTRAORDINARY PERFORMANCE.

CONTACT US TODAY

TURN YOUR GREAT RESULTS INTO EXTRAORDINARY PERFORMANCE.

0113 5312480
hello@connective3.com

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