

The role of PR in search marketing

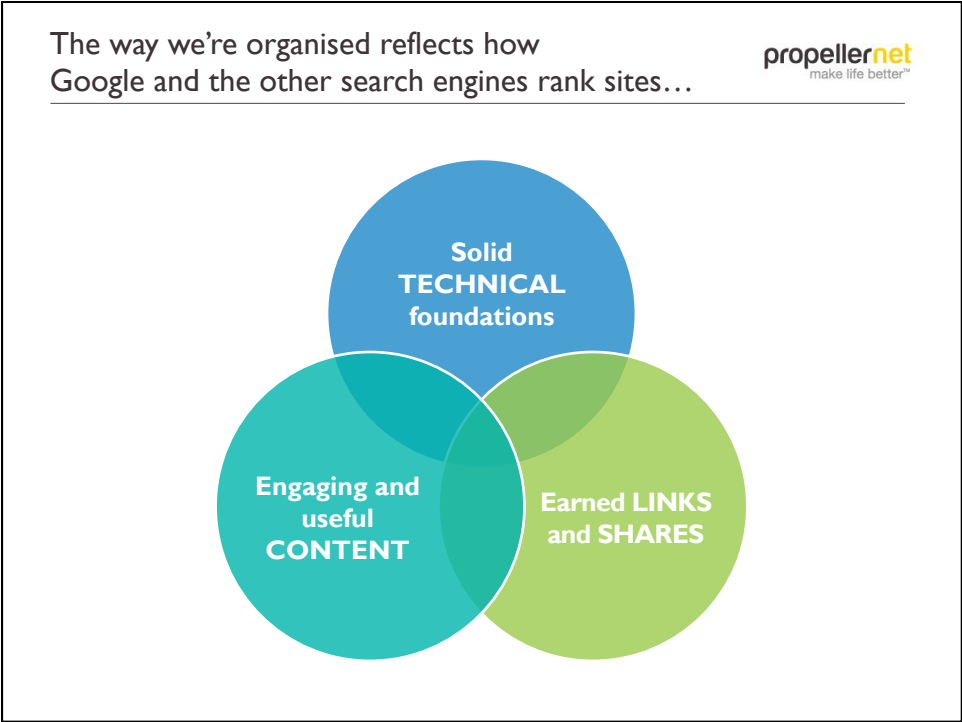
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make life better™




Stephen Baker
Online PR Consultant - Travel



Simone Stevens
Online PR Consultant - Retail



“The team at Propellernet have consistently impressed me... Their link building proposition is unique and cutting edge... They back this up with fantastic customer service and bags of enthusiasm.”



54 Ondo Lady @ondolady

32m

@Propellernet Oh well done! You guys are fab and are a great example of an agency that executes brilliant blogger relations.

Hide conversation Reply Retweeted Favorite More

1 RETWEET



8:47 AM - 4 Dec 13 · Details



Victoria Welton @VicWelton

2h

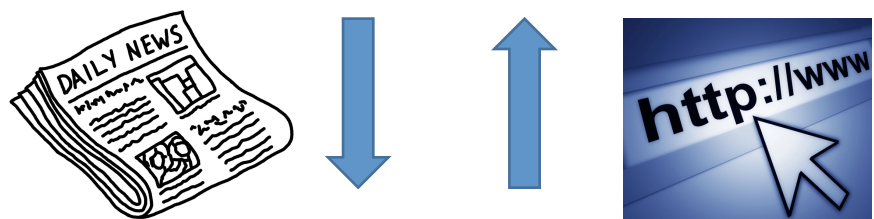
@Propellernet @forestholidays @mwholidays MANY congratulations guys - you really are one of my favourite companies to work with :) x

View conversation Reply Retweet Favorite More



TRADITIONAL PR VS DIGITAL PR

Print titles have seen an average decline of 11% decline, hitting some sectors much harder such as car sales publications like the Auto Trader



Digital titles have increased 44% on average, a clear and indicative example of the two medium's opposing fortunes

Cision, 2013

What are the links that will stand the test of time? It is an editorial link by someone that's informed... they are not tricked; there is no bait and switch involved.

Source: Matt Cutts (Google) (2008)

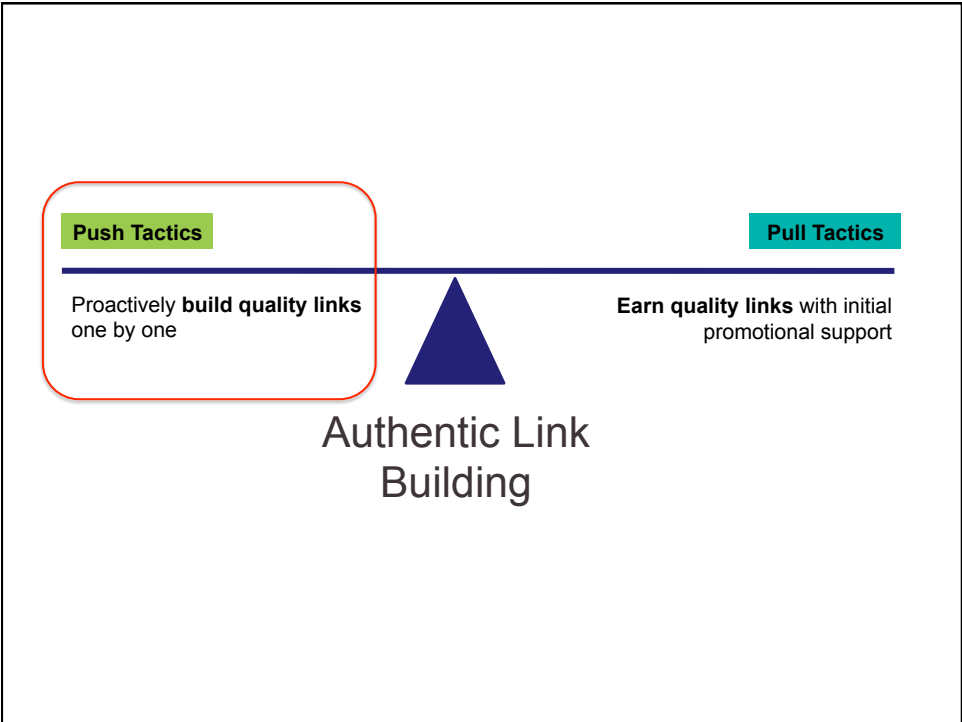
Push Tactics

Proactively **build quality links** one by one

Pull Tactics

Earn quality links with initial promotional support

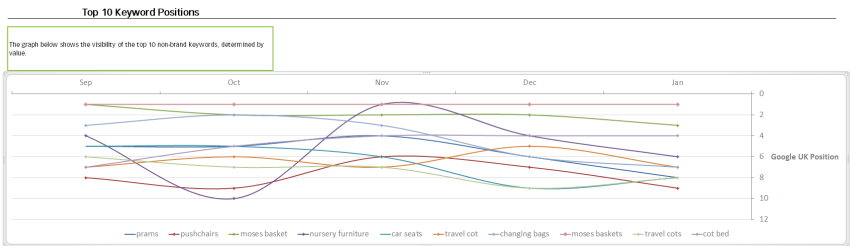
Authentic Link
Building



PUSH TACTICS – KIDDICARE EXAMPLES

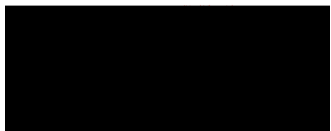
Kiddicare, being new within the category needed to stand out against bigger established brands like Mothercare.

We used a mixture of keyword research and social listening to identify three key areas to focus on, **car seats**, **nursery** and **pushchairs**.



Dec 2012	
Pushchairs	9
Prams	9
Nursery	6
Car seats	8

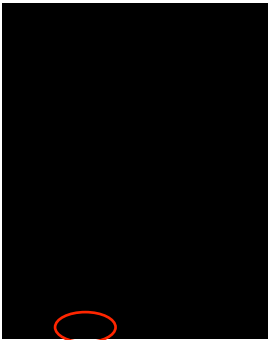
Reactive pitches from monitoring the news daily



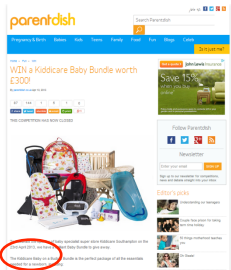
Planned features for related topics or events



Media visits with online press



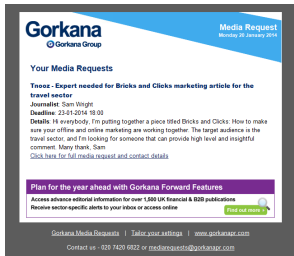
Product placement within online media



Blogger products reviews

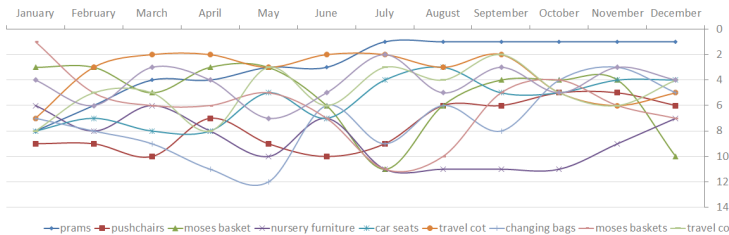


Journalist requests (Gorkana)

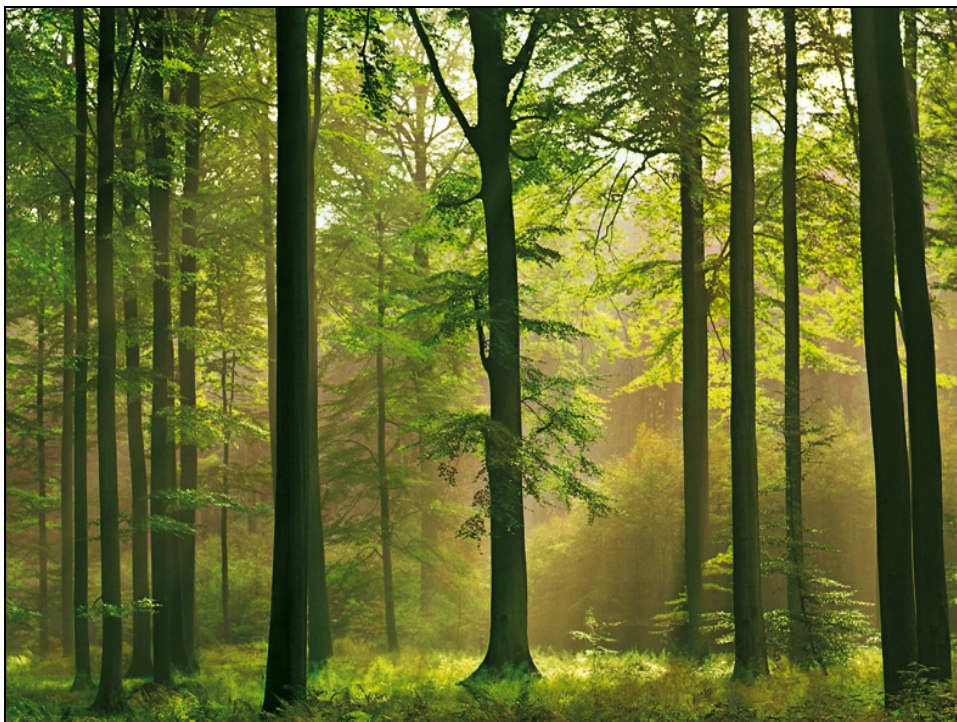
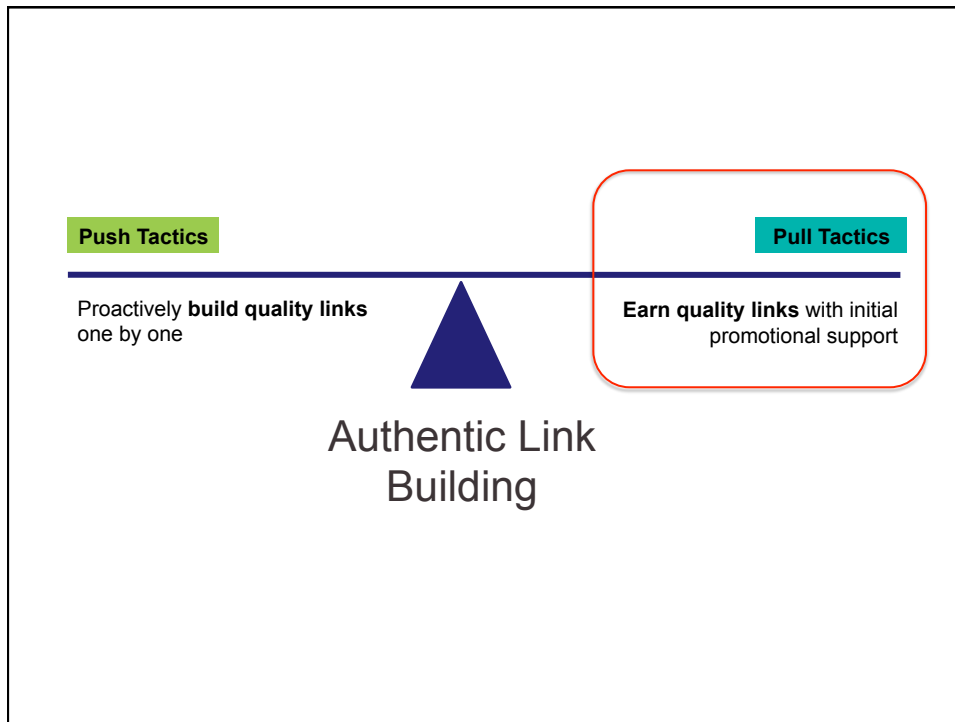


Top 10 Keyword Positions

The top 10 keywords are showing some fluctuations in visibility. All positions are on page 1, with 80% positions being between 4 & 7.



Dec 2013		
Pushchairs	6	+3
Prams	1	+8
Nursery	6	
Car seats	4	+4



How can we increase bookings via SEO?

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When we started working with them they were, for the most part, invisible...

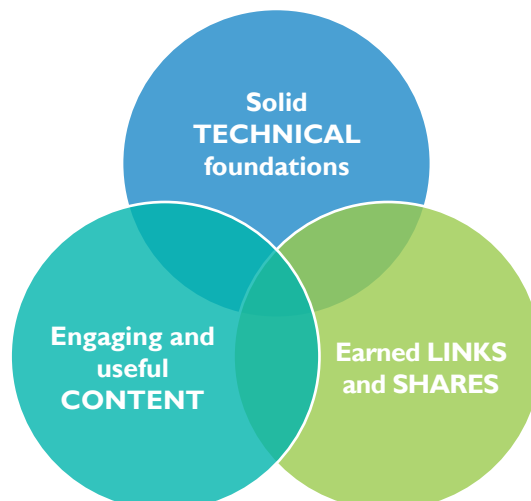
For example:

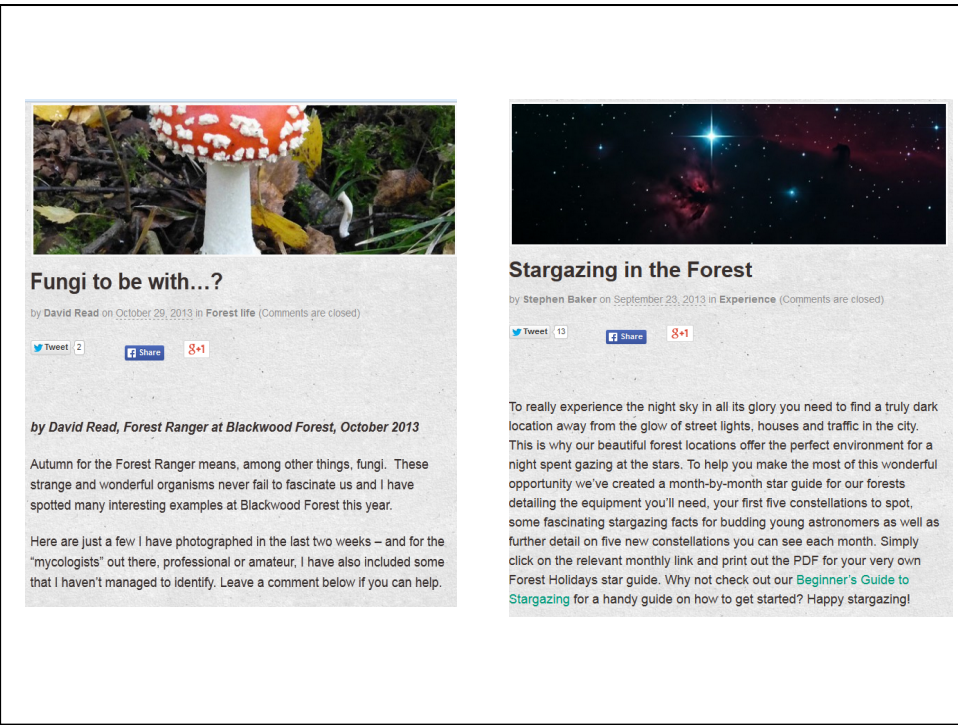
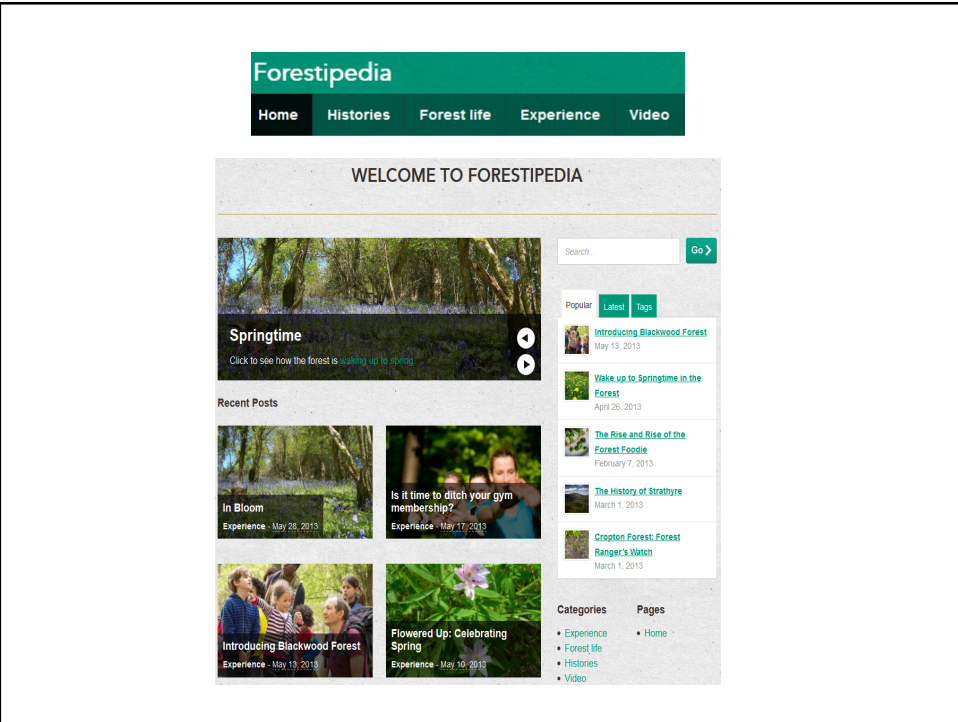
- 'UK holidays' - outside the top 100
- 'Dog-friendly holidays' - outside the top 100
- 'UK breaks' - #23

The site ranked for just 81 of the 200 target keywords.

The way we're organised reflects how Google and the other search engines rank sites...

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The Night Sky

January

Equipment you will need

Because of the darkness of our forest locations, you can see many wonders of the night skies with your naked eye, although your eyes will need a good 20 minutes to adjust to the darkness. Any bright lights, such as that from your torch, will set them back again. You can reduce this effect by putting a red filter on your torch. Equipment worth investing in includes:

- **Binoculars** – cheaper and easier to carry than a telescope. Look for ones with glass lenses.
- **Camera** – to capture that fantastic star scene forever
- **Tripod** – essential for use with your camera
- **Telescope** – worth investing in for the really committed stargazer
- **Google Skymaps** – a superb free app, available for Android and iPhone. You point your phone towards the sky and it shows you the constellations and identifies the stars using inbuilt GPS

Getting started – your first 5 constellations to spot

- **Ursa Major** (the Big Dipper) has been used by sailors since ancient times to locate the fixed-point Pole Star and navigate home
- **Leo** (the lion) is it a lion, as the Greeks decided? Or is it K9 from Doctor Who?
- **Castiopeia** (the queen of Aethiopia) is one of the easiest constellations to locate and looks like a huge W, almost directly overhead
- **Cepheus** (the king of Aethiopia) is one of 48 constellations identified by 2nd century astronomer Ptolemy. Imagine a child's drawing of a house, complete with roof
- **Orion** (the hunter), with belt and sword, is perhaps the most famous constellation – and one of the few that actually bears some slight resemblance to its namesake

Stargazing facts for kids

- You can see the International Space Station without using binoculars, and you can track it moving across the sky
- The sun is 300,000 times bigger than earth and 93 million miles away. If you could catch a plane to the sun, the journey would take 20 years
- We're more connected than you might think. The gravity of the sun and moon bring about the tides in our seas

Leo Minor
Although smaller and fainter than its bigger brother Leo (the larger lion), Leo Minor includes two stars

Hercules
Knowned after Hercules is the Roman mythological hero adapted from the Greek hero

Lacerta
Its name is Latin for lizard with its brightest stars forming a 'W' shape similar to that of

Fornax
Of 'furnace' in Latin, has been the target of investigations into the furthest reaches of the universe. A galaxy

Cancer
One of the twelve constellations of the zodiac, its name is Latin for crab and is identified with the

what to do with the kids .co.uk

Try Stargazing with your children

Stargazing in the Forest Visual Guides

How much do your kids know about the stars and the planets? Reading about our wondrous solar system at school ignites the imagination but not as much as looking directly at the night sky itself. Interest in stargazing in the UK is rocketing with some local councils even turning off street lighting in some areas to minimise light pollution and promote darker skies. However, to fully experience the delights of our universe in all its glory, you need to find a truly dark location away from the glow of cities and towns.

One of the best places to find the [in the dark](#) and your kids will need for a night of stargazing is the forest, which is why [Forest Holidays](#) has just launched month-by-month stargazing guides for you and your family to download and explore. Each guide details the equipment you'll need to get started, your first five constellations to spot and some fascinating facts for young astronomers. Simply click on the relevant monthly link and print out the PDF for your very own Forest Holidays star guide. Happy stargazing!

[Download the month-by-month star charts here and happy stargazing!](#)

Junior
THE WORLD'S FINEST CHILDRENTIME MAGAZINE

Five of the best places to go stargazing with your child

Junior picks the top five spots to see the twinkle-twinkliest of little stars

Posted: 12 October 2013
by [Fiona McKim](#)

[8](#) | [0](#) | [Tweet](#) | [5](#) | [Like](#) | [1](#)

The night sky has long been a source of wonder for young and old alike, but if your family want to experience the delights of our universe in all its glory, you need to find a truly dark location away from the glow of cities and towns.

One of the best places to find the requisite inky darkness is the forest, which is why [Forest Holidays](#) has just launched month-by-month stargazing guides for you and your family to download and explore. Each guide details the equipment you'll need to get started, your first five constellations to spot and some fascinating facts for young astronomers. Simply print out the PDF and get spotting.

[Download the month-by-month star charts online, plus click through the slideshow above for our guide to the top stargazing spots in Britain.](#)

Why did we create Forestipedia?



- To build a useful resource which will last
- To allow us to regularly update content on the Forest Holidays site
- So that we have regular content to seed socially and with online media
- To encourage more natural linking to the Forest Holidays site
- To make more people aware of what a Forest Holiday can offer
- To encourage the use of social signals to the site
- To allow us to build authority in key sectors
- To help us align the Forest Holidays site with everything Google is looking for

Headline achievements



- ✓ 22x pieces of coverage containing 33x links
- ✓ A further 20 pieces of PR coverage not containing links
- ✓ Average domain authority of 55
- ✓ 437 social shares including over 250 Facebook likes and 70 Twitter retweets/shares
- ✓ Helped to grow Forest Holidays' social following e.g. 75% increase in Facebook followers
- ✓ 27 new search terms that Forestipedia is ranking for that drive traffic e.g. 'beginners guide to stargazing' and 'best forest holidays park for kids.'

28

TRAVOLUTION
SMARTER DIGITAL TRAVEL

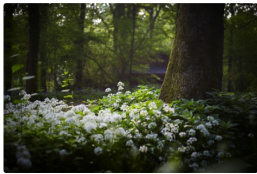
Propellernet can see the wood for the trees with launch of Forestpedia

TRAVEL PULSE

Forest Holidays Explores British Forest On New Website
March 19, 2013 7:32 PM
British eco-land operator **Forest Holidays** launched Forestpedia, an online resource that explores all aspects of forests in the UK. The resource includes detailed descriptions of each forest area, written by Forest Ranger. Forestpedia includes in-depth information on the trees and woodland, flora and fauna, birds and bugs, beetles and more that make life in the forest so rich and diverse.
There is also a series of lifestyle sections written by experienced journalists and authors such as Paula Hall, author of 'Improving Your Relationships For Dummies', who has written a piece on how holidays can improve your relationships and travel writer Norman Miller who has contributed a section looking at the rise in popularity of foraging for food. There is also a beginner's guide to stargazing and a guide to winter in the forest.
Forest Holidays operates seven cabin sites across the country, set exclusively within Forestry Commission estates in woodland and lakeside locations. From Scotland to Cornwall via North Yorkshire and the heart of England, each site has its own character.

SIMPLY WOMAN MAGAZINE
CAN A HOLIDAY SAVE YOUR RELATIONSHIP?

FOREST HOLIDAYS LAUNCHES NEW ONLINE RESOURCE EXPLORING FOREST LIFE
UK break specialists Forest Holidays has today announced the launch of Forestpedia, a new online resource that explores all aspects of life in the forest.
Written by **Anna Rodgers** Monday, 18 March 2013 00:00 0 comments



After the talk we were taken by Minibus to one of their beautiful cabins in the forest where Jill showed us around. The one we saw was a Silver Birch cabin. They have 4 different levels of accommodation from one bedroom sleeping up to a total of 10 people. The cabins are so well equipped with a fabulous size lounge, fantastic kitchen and dining area, an outside patio and hot tub. 3 good sized bedrooms, en suite and separate bathroom. I told Jill I would be happy to live there, that really is no word of a lie. There is also a chance to order different packages for the cabin including a chef to cook for you, massages and romantic packages with champagne and chocolates as well as pizza and movie nights.


DIGITAL JOURNAL
Forest Holidays Launches New Online Resource Exploring Forest Life

ENVIROLIB
Forest Holidays launches new online resource exploring forest life

COSMOPOLITAN
Can a holiday save your relationship?

HUFFPOST LIFESTYLE
UNITED KINGDOM
Can a Holiday Rekindle Your Relationship?

All Baby Advice and more ...




Social seeding

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Forest Holidays shared a link.
June 5 · 4h

Our top 5 film scenes set in a forest!

What's your favourite forest film scene?



The forest is a place of magic. See how films have brought it to life! www.forestholidays.co.uk
From bandits to princes, ogres to evildoers, the collared forest is home to many magical creatures. See how films have

Like · Comment · Share

51 people like this.

Write a comment...

Tam Skinner Robin hood, Gladiator, Thor, Snow White and the Huntsman and War Horse because they all had scenes shot in Forestry Commission woods.
Like · Reply · 43 · 1 · June 5 at 7:36pm

Forest Holidays replied · 2 Replies


Karen Coates Bourne woods in sunny loads of films Gladiator capt america and snow white and the hunts man to name but a few
Like · Reply · 43 · 2 · June 10 at 6:27pm

View 5 more comments

Forest Holidays shared a link.
May 22 · 4h

Are you Forest Holidaying with children this Bank Holiday weekend?

Find great tips from a Forest Holiday regular here: <http://www.forestholidays.co.uk/forestpedia/family-time-in-the-forest-need-to-know-advice>



Family Holidays in the Forest - Need to Know Advice for Parents www.forestholidays.co.uk
Having a family can change the way you holiday, but a Forest holiday can be fun, exciting and restful for all the family.

Like · Comment · Share

19 people like this.


Write a comment...

Klara Pither Looking forward to it, I hope the weather picks up
Like · Reply · 43 · 1 · May 23 at 9:18pm via mobile

Karen Holmes 4 days and counting!
Like · Reply · May 22 at 8:21pm via mobile

Forest Holidays shared a link.
April 27 · 4h

As our woodlands burst into life once again, we revel in the sights, sounds and smells that accompany this most magical of seasons: it's time to visit the forest again!



Discover Springtime with our latest feature on Forestpedia www.forestholidays.co.uk
As the woodlands burst into life once again for springtime we enjoy the sights, smells and sounds of the forest. Come

Like · Comment · Share

70 · 0 · 3

Forest Holidays
@forestholidays

Fancy yourself as a stargazer? Check out our beginner's guide to stargazing goo.gl/xVHMf #stargazing #astronomy
Reply Retweet Favourite More

TravelPulse
@TravelPulse

.@ForestHolidays Explores British Forest On New Website ow.ly/jel8b
Reply Retweet Favourite More

Paula Hall @paulahall_psych

Fantastic break @forestholidays Sherwood Pines - stunning scenery, relaxing hot tub, secluded location, blissful bike rides - I'll be back
Retweeted by Forest Holidays

Steve Blamire @SteveBlamire

Real kids (& mums)...make camps! How it should be @forestholidays #properholidays #burnthetbox pic.twitter.com/myve8x8x4
Retweeted by Forest Holidays
View photo

30

15

How can we increase bookings via SEO?



When we started working with them they were, for the most part, invisible...

For example:

- 'UK holidays' - outside the top 100
- 'Dog-friendly holidays' - outside the top 100
- 'UK breaks' - #23

The site ranked for just 81 of the 200 target keywords.

What we've achieved for Forest Holidays



- 'UK holidays' - outside the top 100 > **#5**
- 'Dog-friendly holidays' - outside the top 100 > **#3**
- 'UK breaks' - #23 > **#2**

The site ranks for **132** of the 200 target keywords.

The bigger picture for Forest Holidays



It's fair (and accurate) to say that Forest Holidays is now one of the most authoritative sites in its target markets.

Year-on-year, to end August 2013:

- Overall site revenue is **up 96%**
- Overall unique users are **up 18%**
- Booking transactions are up **41%**
- Non-branded natural search traffic alone is **up 41%...**
- Delivering a **37% increase** in revenue from the channel

Thank you!

Any questions?

