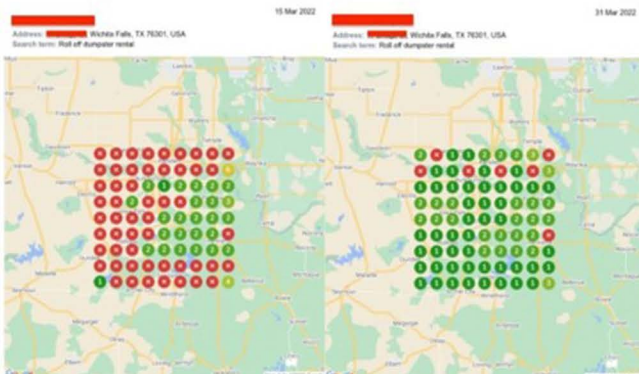


# DIGITAL PR & MEDIA AUTHORITY BUILDER

Boost Your Online Search Rankings!  
Generate Authoritative Brand Signals  
& Build Your Authority.



**WHEN YOU FIRE ENOUGH  
OF THE RIGHT SIGNALS,  
THIS IS WHAT YOU GET...**



**E-E-A-T HAS ITS ROOTS  
IN AUTHORSHIP**

**Google's Eric Schmidt:**

*"Within search results, information tied to verified online profiles will be ranked higher than content without such verification, which will result in most users naturally clicking on the top (verified) results."*



**E-E-A-T ARE THE "SIGNALS"  
OF AUTHORSHIP**

**Google's Quality Guidelines**

Here are the most important factors to consider when selecting an overall Page Quality rating:

- ✓ The Purpose of the Page
- ✓ Expertise, Authoritativeness, Trustworthiness
- ✓ Main Content Quality and Amount
- ✓ Website Information about who is responsible for the Main Content
- ✓ Website Reputation about who is responsible for the Main Content.



## USING DIGITAL PR TO BUILD E-E-A-T

- Digital PR is a unique method utilized to build/establish E-E-A-T
- Strategically written articles/press releases to establish EXPERTISE around a given topic/subject
- PR pickups and publications on authoritative news and media sites help show AUTHORITY of the given entity
- Content published on authoritative sites builds credibility and passes TRUST to Google's algorithm
- We use Digital PR to help establish your expertise, build credibility and authority and pass trust from highly authoritative sites to your website via our proprietary Enterprise Media Room software.

## MANAGED NEWS/MEDIA ROOM

- PR Newswire (Cision) offers enterprise Media Rooms with a setup cost of \$5,500 and an ongoing cost of over \$16,000 annually
- We provide an Enterprise Media Room hosted and integrated directly into your existing website with your Managed Web Presence campaign
- Fully branded and integrated media room on your domain with full SSL included and automatically provisioned
- Build brand equity with quality content and 1,000's of signals
- Enterprise hosting on Amazon servers with CDN
- Complete news release automation
- Direct integration with all web platforms
- Compatible with ALL website platforms