What is Online Public Relations?



For the small business, SOHO, sole trader etc. **Online Public Relations** is all about maintaining the public image that you wish to portray online. It focusses on your website presence and online exposure - which can appear in any of these areas online:

- Your website (of course)
- Other websites
- Online and Trade Directories
- News Directories
- Events directories and calenders
- Podcasts / Internet Radio shows
- Internal and External Blogs
- Social Media (Facebook, Twitter, Youtube, iGopeople, Worky etc..)
- Forums and Boards
- Webchats
- Social Bookmarking Sites
- Product/Service Review Sites (good and bad reviews)
- Report/Whitepaper sites
- Email Newsletters

Why use an Online Public Relations Consultant?

From an Online PR and SEO perspective having a presence in all the above would be a great thing, but in reality you would not expect to be everywhere. We will advise on where and how to maximise your online presence.

Once you are up and running (or have been up for a while) you should always carry out an Online PR Audit
. This audit will reveal what is being said about you all over the web. It will discover all the good things being said about you - but more importantly you will find out if there are anything negative

being said about you out there.

Our Fees section identifies this package cost and all available additional services and add-ons.