

1. **Visibility:** SEO helps improve the visibility of PR content online. When people search for topics online, anything that is relevant and related to your brand will appear higher in the search engine results. This increases the chances of the web user landing on your content and interacting with your page, which leads to more viewers. The visibility of a webpage can also increase word-of-mouth marketing.
2. **Trust:** The higher your content shows on search engines will correlate with the credibility of your website. The more your website shows up, the more people find it trustworthy. If your PR company/brand is consistently popping up at the top of someone's search engine, you are more likely to be trusted as a brand.
3. **Data/Analytics:** SEO provides PR companies and blogs with data and analytics insights that can help inform PR strategies. This is beneficial when needing to alter or change a PR plan/the content of your website.
4. **Brand Recognition:** SEO also helps with brand recognition in the online space. We live in a world that has gone digital. Most people get all of their information from the internet. SEO helps drive traffic to your business and your brand.
5. **Target Audience:** SEO helps you reach the proper target audience through specific keywords. These keywords will be relevant to the target audience that would enjoy the content on your page. It is important to understand what your audience is looking for.
6. **Long-tail Marketing:** Another form of SEO is long-tail marketing, which equally matters for PR. Long-tail marketing focuses on less popular keywords and phrases. This brings more of a niche audience to your page.

These are just a few examples of how SEO affects PR blogs, as well as, some things that I have learned this semester in Style and Design. Before this class, I had heard about SEO in many of my lectures and public relations courses. However, it wasn't until taking this course and hearing our lectures that I realized the true importance of it.

SEO changes the game for public relations professionals, as it helps drive the right traffic to your brand and industry. I learned that it is an important tool to increase visibility and brand recognition. SEO can also help to build relationships between a brand and its target audience.