

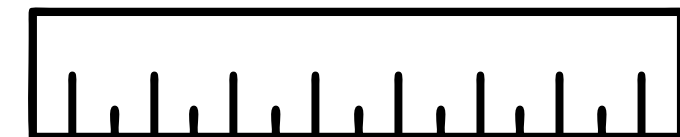
# Is Digital PR Valuable?

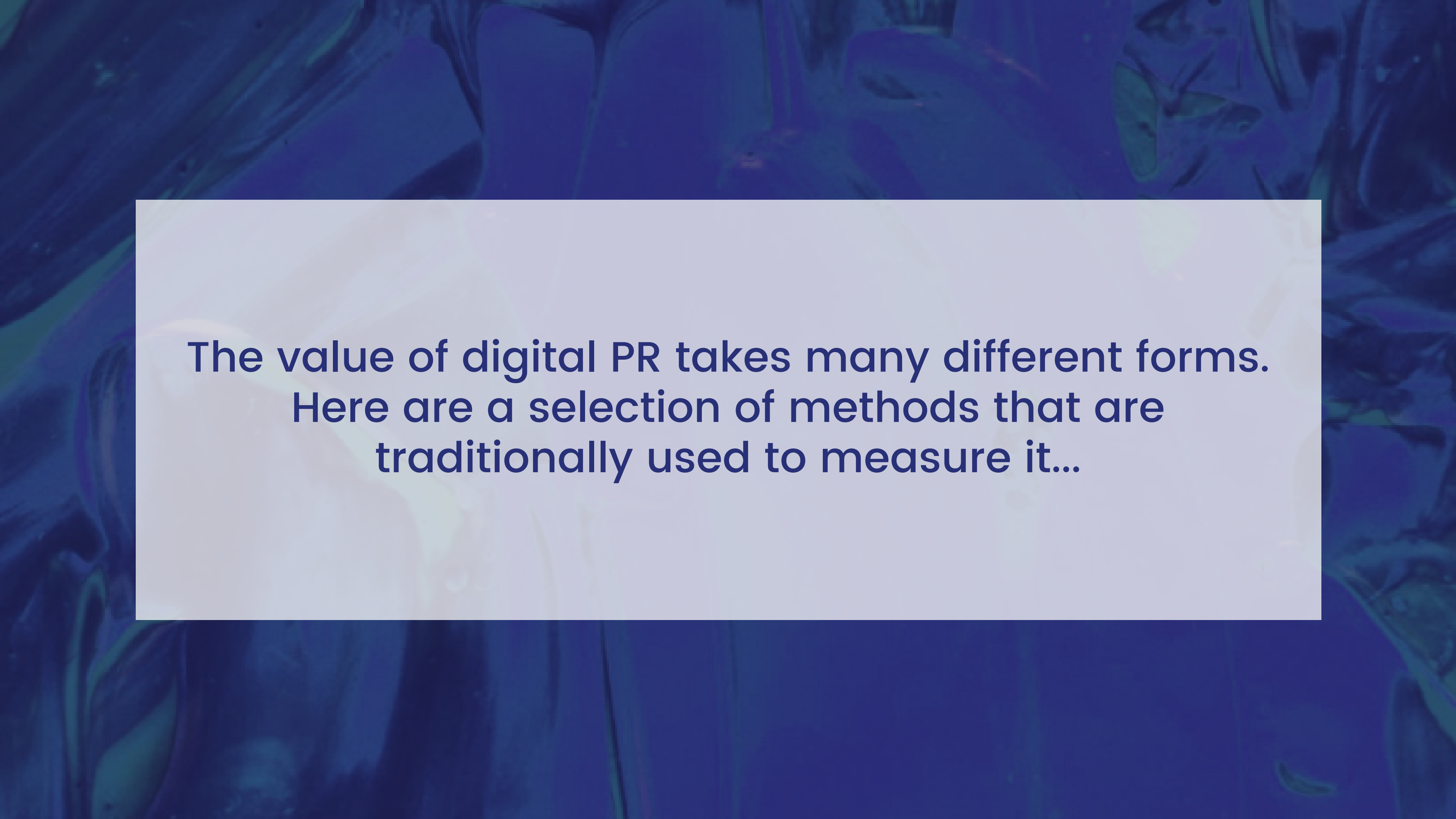
---

And how is it measured?

 YES !

But how do we  
measure this  
value?



The background of the slide features a close-up photograph of green foliage. In the center-left, there is a large, white, multi-petaled flower, possibly a lily, which is partially obscured by the text box. The leaves are various shades of green, with some showing prominent veins. The overall lighting is soft, creating a natural and serene atmosphere.

The value of digital PR takes many different forms.  
Here are a selection of methods that are  
traditionally used to measure it...

## **AVE** **(Advertising Value Equivalency)**

Comparisons can be made to the cost of a ad placement in the respective publication.

## **Circulation**

The number of copies the publication has circulated.

## **Impressions**

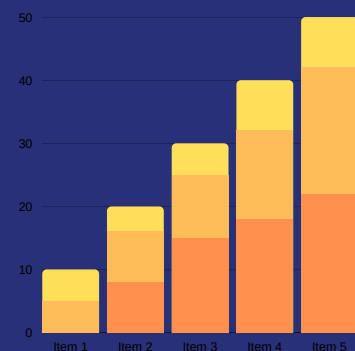
The number of times your content is displayed

## **Reach**

The total number of people who see your content

Despite these metrics being useful to many within the industry for years, they do not necessarily provide an accurate monetary value of digital PR

If you are looking to gain an ROI on your digital PR strategy we suggest using this one simple method to provide accurate results...



# Google Analytics

1

Open Google Analytics and  
head to 'Acquisition'



Analytics

All accounts >

All Web



Home



Customization

REPORTS



Realtime



Audience



Acquisition



Behavior



Conversions

2



Select 'All Traffic'



Acquisition

Overview

▸ All Traffic

▸ Google Ads

▸ Search Console

▸ Social

▸ Campaigns



3

Open 'Referrals'



▼ All Traffic

Channels

Treemaps

Source/Medium

Referrals

Here, you can analyse various metrics such as how many users your link brought to the site, how many made a transaction and the revenue gained from the link



Source ?	Acquisition			Behavior			Conversions <span>eCommerce ▾</span>		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?



# WHY IS KNOWING THE VALUE OF YOUR DIGITAL PR IMPORTANT?

## Results



By knowing the value of your digital PR placements, you can identify which publications are most important to get featured in

## Strategy planning



Once you know what works you can plan for the future and gain more effective results

## Budget allocation



Spend your budget more effectively; understanding value helps with budget planning

# GET IN TOUCH WITH US!

If you have any further SEO questions you can get in touch with us using any of the following:

## LinkedIn

---

@Cedarwooddigital  
Send us a direct message

## Twitter

---

@cedarwoodMCR  
Send us a direct message

## Email Address

---

hello@cedarwood.digital