Search Engine Optimization (SEO) for Public Relations (PR) Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Search Engine Optimization (SEO) for PR is a modern digital communication discipline that integrates search visibility, brand reputation management, digital storytelling, and media amplification. In today's competitive online ecosystem, PR professionals are no longer limited to traditional media coverage; they must ensure that brand narratives rank highly on Google, Bing, and other search engines. Search Engine Optimization (SEO) for Public Relations (PR) Training Course equips learners with advanced skills in SEO-driven PR strategies, online reputation optimization, keyword-rich press releases, and AI-powered content distribution to maximize brand visibility and authority.

With the rise of AI search algorithms, semantic SEO, zero-click searches, and digital brand reputation signals, PR practitioners must understand how search engines interpret news, authority, and engagement. This course bridges the gap between public relations, content marketing, and technical SEO, enabling participants to craft high-ranking press releases, optimize earned media, and build authoritative digital footprints across search engines and social platforms.

Programme Curriculum

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Course Duration

5 days

Course Objectives

1. Master SEO-driven PR strategy development
2. Understand Google ranking algorithms for news and PR content
3. Optimize press releases for organic search visibility
4. Implement keyword research for brand storytelling
5. Improve online reputation management (ORM) using SEO techniques
6. Learn backlink acquisition through digital PR campaigns
7. Apply semantic SEO for brand authority building
8. Integrate AI tools for PR content optimization
9. Develop search-optimized media distribution strategies
10. Enhance SERP dominance through PR content syndication
11. Use structured data and schema markup in PR content
12. Monitor brand mentions and search engine sentiment
13. Build evergreen PR content for long-term organic traffic

Target Audience

1. Public Relations Specialists & Managers
2. Digital Marketing Professionals
3. SEO Analysts & Consultants
4. Brand Communication Executives
5. Corporate Communication Teams
6. Content Marketing Strategists
7. Journalism & Media Professionals
8. Entrepreneurs & Startup Founders

Course Modules

Module 1: Fundamentals of SEO for PR

- SEO vs Traditional PR differences
- Search engine ranking factors for PR content
- Role of keywords in press releases
- Understanding Google News indexing
- Brand visibility optimization basics
- **Case Study:** How a global tech brand improved media reach by optimizing press releases with SEO keywords and structured headlines.

Module 2: Keyword Research for PR Campaigns

- High-intent keyword discovery tools
- Trending keyword identification strategies
- Long-tail keywords for niche PR
- Competitor keyword analysis
- Mapping keywords to PR narratives
- **Case Study:** A startup increased media impressions by 300% using targeted keyword clusters in product launch PR.

Module 3: SEO-Optimized Press Release Writing

- Writing keyword-rich headlines
- Meta description optimization
- Inverted pyramid with SEO focus
- Internal and external linking strategies
- Newsworthiness vs searchability balance
- **Case Study:** A fintech company ranked on page 1 of Google News after optimizing press release structure and metadata.

Module 4: Digital PR & Link Building Strategies

- Earned media vs paid media SEO value
- Backlink acquisition through PR campaigns
- Authority site outreach strategies
- Guest posting for brand SEO
- Viral PR campaigns for link generation
- **Case Study:** A health brand gained 500+ backlinks through influencer-led PR storytelling.

Module 5: Technical SEO for PR Content

- Schema markup for news articles
- Open Graph and Twitter Cards optimization
- URL structuring for PR pages
- Site speed and indexing optimization
- Mobile-first PR content design
- **Case Study:** An e-commerce brand improved SERP CTR by 45% after implementing structured data in PR content.

Module 6: Online Reputation Management (ORM) with SEO

- SERP reputation control strategies
- Negative content suppression techniques
- Positive content amplification
- Review optimization strategies
- Crisis communication using SEO
- **Case Study:** A corporate brand recovered online reputation after a crisis using SEO-optimized positive PR content.

Module 7: AI & Automation in SEO-PR

- AI tools for content generation
- Predictive keyword trend analysis

- Automated PR distribution systems
- AI sentiment analysis for PR campaigns
- ChatGPT & generative AI in PR writing
- **Case Study:** A media agency reduced PR production time by 60% using AI-assisted SEO optimization tools.

Module 8: Analytics, Reporting & Performance Tracking

- Google Search Console for PR tracking
- Keyword ranking reports
- Media coverage analytics
- Engagement and CTR optimization
- ROI measurement in digital PR
- **Case Study:** A SaaS company increased PR ROI by tracking keyword-driven conversions from press coverage.

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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