



HOW TO SCALE TRAFFIC IN EUROPE WITH DIGITAL PR

Carrie Rose

Rise at Seven



@carrierosepr



@carrieroseballoch



WHAT WE KNOW

THE SEARCH LANDSCAPE HAS CHANGED AND BECOME MORE INTERCONNECTED THAN EVER



THERE'S **35-50 NEW SERP FEATURES** INTRODUCED TO GOOGLE, AND AN AVG. OF 6 APPEAR ABOVE THE 10 BLUE LINKS PER SEARCH

SERP Features

Linking to domain

Featured snippet 43.6K keywords	Sitelinks 176.8K keywords	AI Overview 173.7K keywords	Reviews 57.2M keywords	Image 27.7M keywords	Video 3.5M keywords	Video carousel 86.4K keywords
People also ask 1.8M keywords	Knowledge panel 14.7K keywords	Top stories 185 keywords	Buying Guide 1.2K keywords	Discussions and F... 5K keywords	Explore Brands 268 keywords	Organic Carousel 33 keywords
Things to Know 588K keywords	Image pack 17M keywords	FAQ 0 keywords	Indented 0 keywords	News 0 keywords	Featured video 0 keywords	Local pack 0 keywords
Recipes 0 keywords	Jobs 0 keywords	X 0 keywords	X carousel 0 keywords	Datasets 0 keywords	Find results on 0 keywords	Questions and Ans... 0 keywords

Not linking to domain

Featured snippet 10.6M keywords	Sitelinks 55.2M keywords	AI Overview 3.2M keywords	Reviews 53.5M keywords	Instant answer 1.9M keywords	News 4.5K keywords	Image 70.3M keywords
Video 90.9M keywords	Featured video 30.5K keywords	Video carousel 7M keywords	People also ask 87.2M keywords	Local pack 3.3M keywords	Knowledge panel 18M keywords	Carousel 476.8K keywords
Top stories 1.5M keywords	Events 27.8K keywords	Hotels pack 32.7K keywords	Flights 65.9K keywords	Recipes 2.8M keywords	Jobs 295.9K keywords	X 181.2K keywords
X carousel 811.1K keywords	Address pack 598K keywords	Buying Guide 220.4K keywords	Datasets 27.2K keywords	Discussions and F... 25.4M keywords	Explore Brands 2.9M keywords	Related searches 113.6M keywords
Related products 2.8M keywords	Organic Carousel 61 keywords	People also search 430.8K keywords	Popular products 45.8M keywords	Questions and Ans... 142.7K keywords	Refine 795.2K keywords	See results about 2.1M keywords
Things to Know 9.2M keywords	Shopping ads 3.8M keywords	Ads top 1M keywords	Ads middle 62.2K keywords	Ads bottom 4.8M keywords	Image pack 85.5M keywords	FAQ 0 keywords
Indented 0 keywords	Find results on 0 keywords					

ENERGY DRINK KEYWORDS

The Energy Drink subfolder on your website has a mixture of information and key questions that consumers might have. Questions will often drive results that surface featured snippets and people also ask results – but a big winner here is short form video being pulled from the likes of TikTok and Instagram.

RedBull		Energy Drink Section		Number of Keywords with SERP Features:		903	
36.21%	327	90.03%	813	3.10%	28	0.00%	0
Featured Snippet		People Also Asked		AI Overview		Local Pack	
0.55%	5	84.61%	764	5.76%	52	2.55%	23
Long Videos (Youtube etc)		Short Videos (TikTok, Reels etc)		Discussions & Forums		X (Twitter)	
52.71%	476	5.09%	46	21.48%	194	1.66%	15
Thumbnail		Ads		Shopping		Image Pack	

RUNNING SHOE KEYWORDS

Combined Search Volume		1 MILLION		Number of Keywords with SERP Features:		1,954	
6.14%	120	6.24%	122	1.43%	28	0.15%	3
Featured Snippet		Image Pack		AI Overview		Local Pack	
8.44%	165	45.70%	893	35.41%	692	77.58%	1,516
Long Videos (Youtube etc)		Short Videos (TikTok, Reels etc)		Discussions & Forums		People Also Asked	
0.05%	1	18.32%	358	80.19%	1,567	0.41%	8
Twitter		Ads		Shopping		Knowledge Panel/Card	

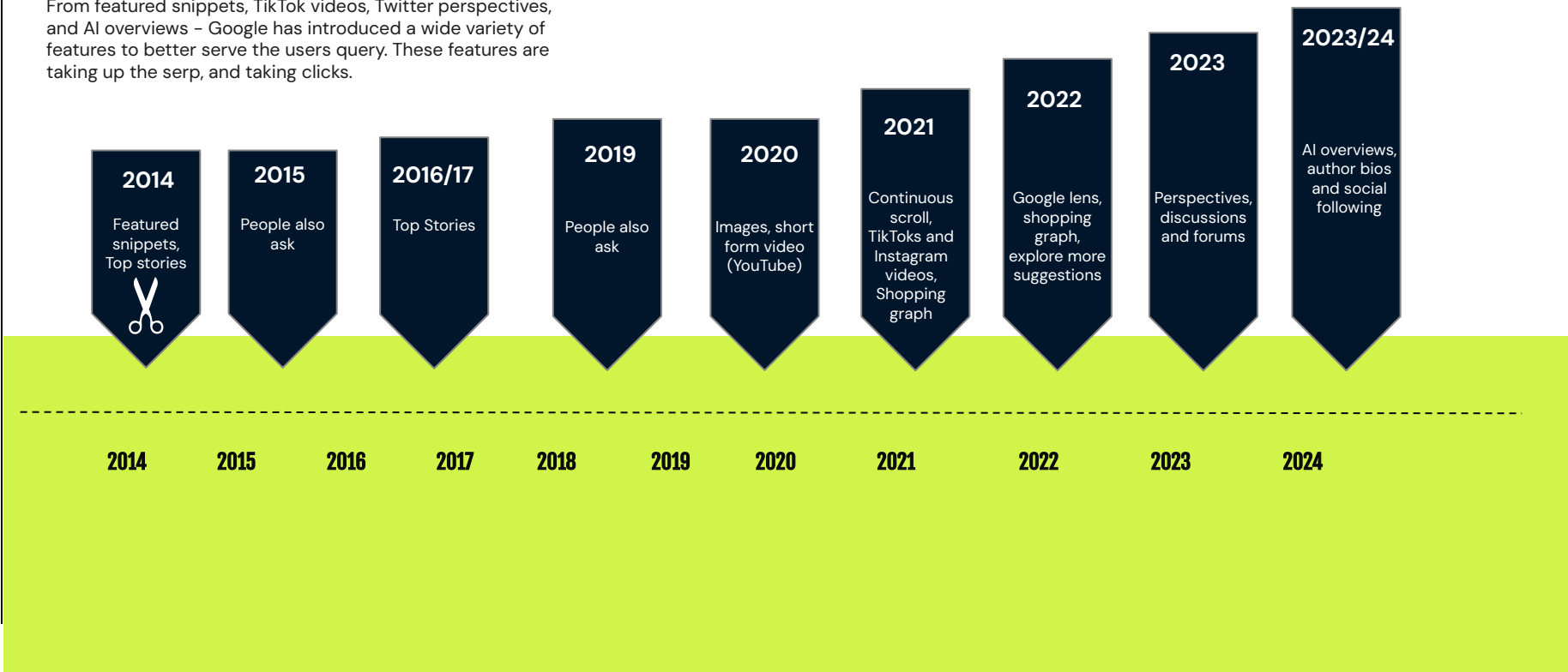
All of these features can distract a potential customer, or present an opportunity to dominate the SERP



THE LAST 4 YEARS HAS SEEN MORE CREATIVE CONTENT FEATURES THAN EVER BEFORE.

GOOGLE SEARCH FEATURES TIMELINE

From featured snippets, TikTok videos, Twitter perspectives, and AI overviews – Google has introduced a wide variety of features to better serve the users query. These features are taking up the serp, and taking clicks.



2014

2015

2016

2017

2018

2019

2020

2021

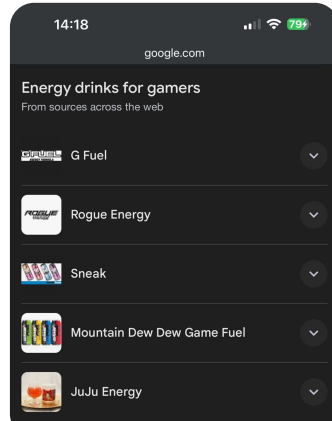
2022

2023

2024

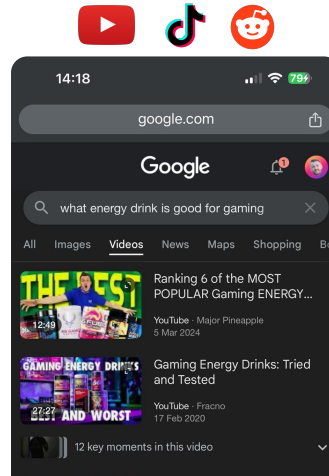
Multi channel search and offsite plays a **huge role** in this.

AND WE NEED TO CONSIDER, BEING DISCOVERABLE IN ALL ASPECTS



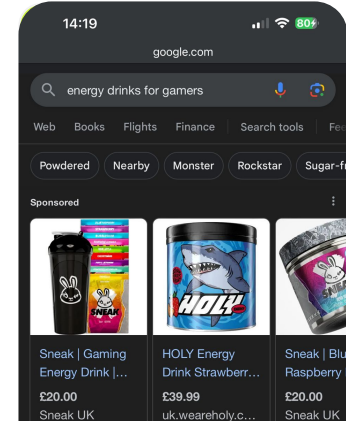
TOP 10 ROUNDUPS/LISTICLES

Top 10 product roundups are extremely popular and high ranking as a serp feature and in the media. We want to make sure your brand is featured when it comes to your niche



REVIEWS ON SOCIAL

What others are saying about your product/brand is crucial now as a trusted source. We can work with creators and influencers to create high ranking content. 53% of search results now show reviews in the top 20 so its crucial we dominate here

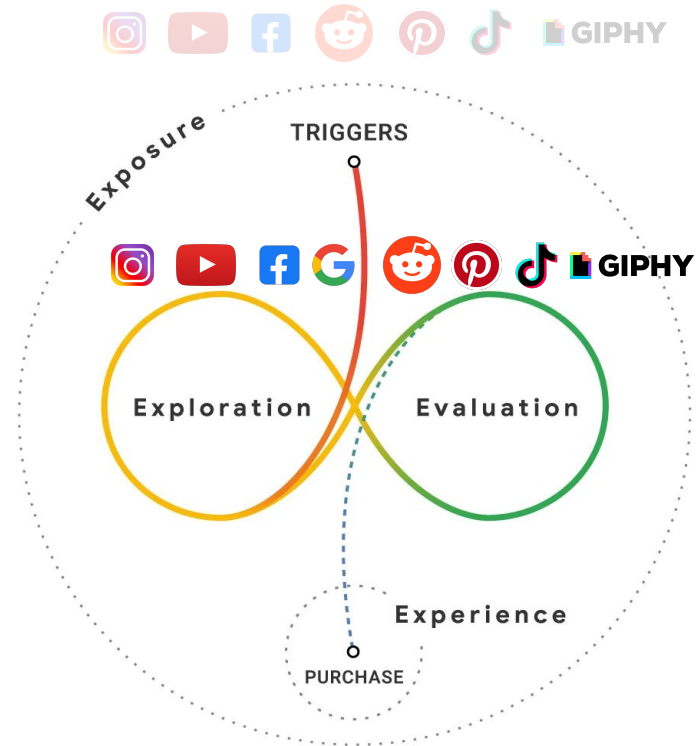


PRODUCT CONSIDERATION

Easy to find and easy to buy. Product lists, shopping, reviews, ecomm optimisations is key here

THE ROLE OF THIS, IS TO DRIVE DEMAND & DISCOVERY IN THE MESSY MIDDLE

This is the latest version of the user journey, visualized by Google themselves. How people decide what to buy lies in the messy middle of the purchase journey; which heavily relies on search and consideration.





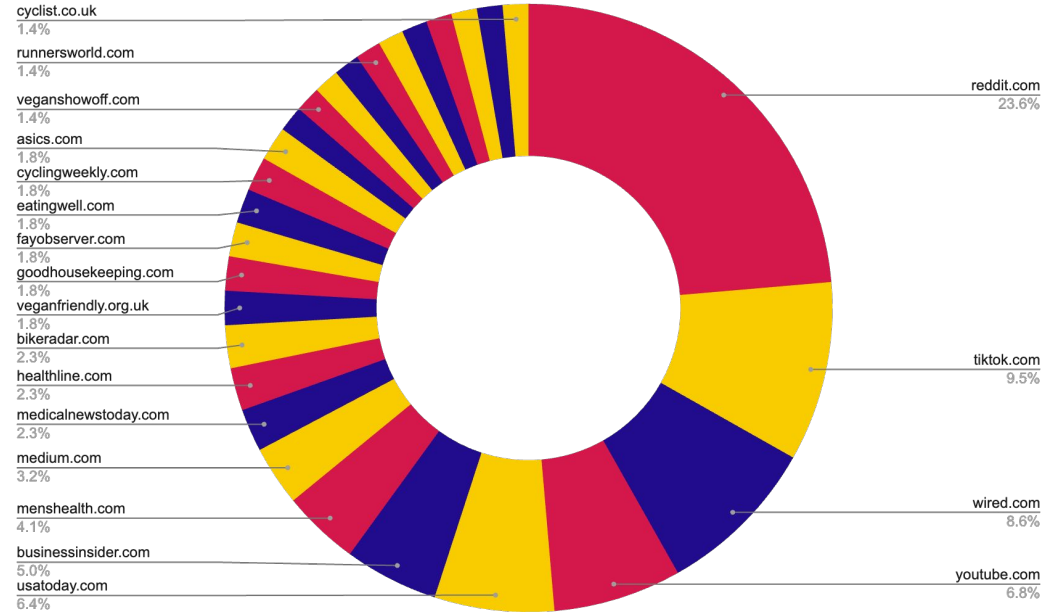
BUT THERE'S ONE KEY THING...



**THE MESSY MIDDLE IS EVEN MESSIER.
YOUR BRAND COMPETITORS AREN'T
YOUR ONLY COMPETITORS NOW...**

RED BULLS COMPETITORS ARE FORUMS, SOCIAL AND MAJOR US NEWS OUTLETS

- Reddit leads the way taking 12.9% of the top ten ranking positions – a combined 28k searches per month in the US.
- TikTok has 5.2% of all top ten ranking positions in the US
- Major US news outlets such as BusinessInsider, USA Today & Men's Health are key targets.



Face Cleansers

IN BEAUTY... 14 OUT OF TOP 20 RANKING POSITIONS ARE MEDIA PUBLICATIONS

'Cleansers'
700 Monthly
Search Volume

All brands and retailers, positions that your website could appear in by improving rankings.

20 out of top 20 rankings websites are brands

'Best Cleansers'
600 Monthly
Search Volume


All publications, meaning you won't rank, but we can aim to get your brand in these lists.

14 out of top 20 ranking websites are publications

Search: cleansers

Boots UK
https://www.boots.com · skincare

Face Cleansers | Facial Skincare



Discover our range of face cleansers for Normal, Dry & Oily Skin from Ave, Botanicals and more. Collect Advantage Card Points for every pound you spend.

Face Wash | Scrubs & Exfoliators | Micellar Water

People also ask

What is the best face cleanser? ▾

Which type of cleanser is best? ▾

What is a cleanser? ▾


What is difference between cleanser and face wash? ▾

Feedback

Dermologica UK
https://www.dermologica.co.uk · d...


Skin and Facial Cleansers

Our expert range of skin and facial cleansers that target your skin type: sensitive, dry or oily skin - choose the product for your regimen.



L'Occitane UK
https://uk.loccitane.com · skincare

Natural Face Cleansers & Washes



Shop our natural face cleanser range today and cleanse your face with ease. Perfect for all skin types, choose from our cleansers, gels, foams, and...


Sheffield (3.5 mi) · Open

Search: best cleansers

Grazia Daily UK
https://graziadaily.co.uk · beauty-hair


The Best Cleansers For Every Skin Type, Budget And Need According ...

3 Jan 2024 — The Best Cleansers For Every Skin Type, Budget And Need According To Our Beauty Editors - 1. The Inkey List Salicylic Acid Cleanser · 2.



Cosmopolitan
https://www.cosmopolitan.com · be...


Best Cleansers 2024 | 15 Formulas For Every Skin Type



15 face cleansers we really, really rate for every skin type - 1. Surface Radiance Cleanse - 2. Salicylic Acid Cleanser - 3. Squalane Cleanser - 4. Cleanse & ...

Byrdie
https://www.byrdie.com · best-face...

The 16 Best Face Washes of 2024, Tested and Reviewed



5 Dec 2023 — Best Overall: KraveBeauty Matcha Hemp Hydrating Cleanser at Amazon (\$18) · Best Budget: CeraVe Hydrating Facial Cleanser at ...

The Independent
https://www.independent.co.uk · be...

14 best cleansers to help you achieve your skincare goals

Cleansing is a vital step in your skincare, so find the perfect fit with these tried and tested facial cleansers from La Roche-posay, Glossier, Cerave...

People also ask

What are the best face cleanser? ▾

What is the best facial cleanser UK? ▾

Which brand has the best cleanser? ▾



THE MEDIA ARE STEALING ATTENTION FOR AIRFRYERS

best airfryers

BBC Good Food
https://www.bbcgoodfood.com › Review

Best air-fryers 2023, tested and top-rated by our experts
7 Dec 2023 — What is the best air-fryer? · Cosori TurboBlaze air-fryer · Ninja Foodi MAX Dual Zone AF400UK air-fryer · Ninja AF160UK air-fryer max 5.2L.
Air fryer deals · Are air-fryers worth it? · What not to cook in an air fryer

Good Housekeeping
https://www.goodhousekeeping.com › house-garden

23 best air fryers to buy now UK 2023 - Good Housekeeping
7 days ago — Best air fryers 2023 · 1. Ninja Foodi Max Dual Zone 9.5L AF400UK · 2. Haier I-Master Series 5 Multi Air Fryer · 3. Instant VersaZone Dual Air ...

People also ask

- Which brand is best for air fryer?
- What is the very best Airfryer?
- What is the best air fryer money can buy?
- Is there an air fryer better than Ninja?

Feedback

TechRadar
https://www.techradar.com › ... › Air Fryers

The best air fryer 2023: tried and tested by experts
17 Nov 2023 — We've reviewed 14 of the best air fryers from brands such as Cosori, Ninja and Ultenic.
Cosori Pro LE Air Fryer L501 · Instant Vortex Plus · Ninja Double Oven DCT451

Videos

BEST AIR FRYER? Which Air Fryer is Best? 2023 Air Fryer Buying Guide | Watch ...
16:20
YouTube · Empowered Cooks
1 month ago

No brand ranking till pos 29 (currys)

Health

IN PROTEIN AND GREEN POWDERS, 10 OUT OF 10 RANKINGS ARE PUBLICATIONS LIKE GLAMOUR, VOGUE, HEALTHLINE & MEN'S HEALTH

'Greens Powder'
9,900 Monthly
Search Volume

All brands and retailers,
positions that your website
could appear in by
improving rankings.

8 out of top 10 rankings
websites are brands

'Best Greens Powder'
1,200 Monthly
Search Volume

All publications, meaning you
won't rank, but we can aim to
get your brand in these lists.

10 out of top 10 ranking
websites are publications

greens powder

All Images Videos News Maps | More Tools

Benefits In stock Within 5 mi Open now UK For bloating Holland and Barrett

Sponsored

					Fr Rt £1 £2 Fr Fr Fr Fr
30x Daily Greens Superfood Drink... £45.00 Huel UK 10% off £85+ By Kellogg	Free Soul Powder - Green... £30.00 Free Soul 4.5 (398) By Google	Super Greens Extreme - 27... £15.49 £31 Protein Works 4.5 (47) By Crowd Sho...	Bulk Complete Greens - 11... £6.99 £9.99 Bulk 4.5 (104) By ShoppingID	Powder - AG1 By Athletic Greens... £97.00 Athletic Greens 4.5 (94) By Google	

Sponsored

Huel
<https://uk.huel.com/daily-greens>

Huel® Daily Greens Powder
With 91 Vitamins & Minerals — Huel Daily Greens - the ultimate super greens powder. Grown by nature, blended by science. All 91 vitamins, minerals and nutrients in Huel Greens are organic and wholefood-sourced.

Sponsored

Lean Greens
<https://www.leangreens.com/greens-powder>

Super Greens Powder | The OG Greens From The UK
Hate vegetables but know you need the nutrients? Add Lean Greens to your favourite juices.

Amazon UK
<https://www.amazon.co.uk/greens-powder-1-grreens>

Amazon.co.uk: Greens Powder
Super Greens Powder | 250g | 50 Servings | Superfood Supplement Blend with Broccoli, Spinach, Spirulina, Barley Grass, Wheatgrass, and Kale | Vegan and ...

Protein Works
<https://www.proteinworks.com/super-greens>

Super Greens Powder | As Little as 58p per Serving
Super Greens powder is a super convenient and affordable way to increase your vitamin intake. Packed with the world's most nutrient dense food sources, ...
4.5 (370) Rating: 95% - 370 votes - £15.99 - In stock

People also ask

Are powdered greens actually good for you?

What is the best greens powder on the market?

Which super greens powder is the best in the UK?

When should I drink my greens powder?

Feedback

Holland & Barrett
<https://www.hollandandbarrett.com/Food&Drink>

Superfood Powders | H&B
Moringa Green Superfood Powder is made from pure Moringa leaves which are carefully washed, dried and then turned into powder. Heat isn't used in the creation ...
Naturya Organic Greens Blend Rhéal Superfoods Clean...

Bulk
<https://www.bulk.com/Foods/Superfoods>

Complete Greens
Our super greens powder now consist of Spirulina, Chlorella ... Discover our full range of super greens, including Hemp Protein Powder and Pea Protein Powder.
4.5 (1,481) Rating: 4.3 - 1,481 reviews - £8.99 - In stock

best greens powder

All Images Videos News Maps | More Tools

Sponsored

Products Comparison Sites

					Gn Gn £8 £6 £8 £6 £1 Prt Act By
30x Daily Greens... £45.00 Huel UK 10% off £85+ Powder By Kellogg	Super Greens Extreme - 27... £15.49 £31 Protein Works 4.5 (47) By Crowd S...	Free Soul Powder... £30.00 Free Soul 4.5 (398) By Google	Powder - AG1 By Athletic... £97.00 Athletic Greens 4.5 (94) By Google	Powder - Clean Greens - Rh... £25.00 Rhéal Superfo... 4.5 (141) By Crow S...	

Sponsored

Huel
<https://uk.huel.com/daily-greens>

Huel® Daily Greens Powder | With 91 Vitamins & Minerals
Huel Daily Greens - the ultimate super greens powder. Grown by nature, blended by science. All 91 vitamins, minerals and nutrients in Huel Greens are organic...
Our Bestseller Bundle - Huel Black Edition - Huel Complete Protein - Huel Ready-to-Drink

Evening Standard
<https://www.standard.co.uk/health/fitness>

Best greens powder to add essential nutrients to your diet
5 Apr 2024 — In the Green Superblend, you'll find hemp protein powder, wheatgrass powder, barley grass, pineapple powder, chlorella powder and spirulina ...

Glamour UK
<https://www.glamourmagazine.co.uk/shopping>

11 best greens powder supplements 2024, tried and tested
28 Feb 2024 — 5. Best greens powder for sports performance ... Key ingredients: Seagreens™ & Vita-Algae 0™, spinach, broccoli, spirulina, wheatgrass, kale, and ...
List includes: Best greens powder for daily immune support - Best greens powder on Amazon - Best greens powder ... View full list

Healthline
<https://www.healthline.com/best-greens-powder>

The Best Greens Powders in 2024, According to Nutrition ...
Healthline's review. Why we like it: Ora Organic Easy Being Green is the most affordable on our list, coming in at just \$11.17 per serving.

Vogue
<https://www.vogue.co.uk/beauty/vogue-shops>

10 Best Greens Powder, Recommended by Experts
17 Jan 2024 — Experts explain that the best greens powders include leafy greens like spinach, kale, and parsley; vegetables such as broccoli and cabbage; and ...
List includes: Best with good bacteria - Best for digestion - Best for smoothies - View full list

People also ask

What is the top rated greens powder?

Are greens powders really worth it?


What is the best super greens powder for bloating?

Which is better, AG1 or HUEL?

Feedback

THAT MEANS, THE TRADITIONAL PILLARS ARE REDUNDANT

Traditional pillars of SEO are still crucial, but only serve the website.

THEN	TECHNICAL SEO	ON-SITE CONTENT	
NOW	TECHNICAL (VISIBILITY)	ON-PAGE (EXPERIENCE & RELEVANCY)	OFF-PAGE (TRUST SIGNALS, AUTHORITY, DISCOVERY)
Crawlability	On-page Optimization & Meta Data	Social search optimization	
Indexability	Relevancy & E-E-A-T	Content creation & distribution	
Experience	Content & Structure	Links & rankings in Media articles/content placements	
Performance	Conversion/UX	Ecom/Retail/partner optimisations	

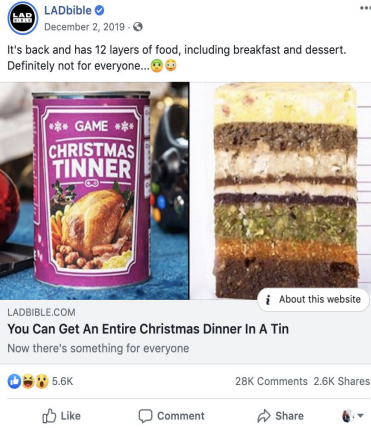
**BUT IT ALSO MEANS THE ROLE OF MEDIA
ISN'T JUST TO SERVE US LINKS IN SEO
ANYMORE.**



5 KEY PR & EARNED MEDIA STRATEGIES



RISE LIVE



CREATIVE PR/MULTI CHANNEL CAMPAIGNS

Generating search demand, pushing user down the funnel, driving traffic and conversions

BRAND AWARENESS

clario. The companies that know most about you

#	Company	% of personal data collected	Lead	Phone	Home	Work	Mobile Device
1	Facebook	70.59%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
2	Instagram	58.82%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
3	Tinder	55.85%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
4	Grindr	52.94%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
5	Uber	52.84%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
6	Strava	41.85%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
7	Tesco	38.24%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
8	Spotify	35.29%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
9	MyFitnessPal	35.29%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
10	Jet2	35.29%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
11	Credit Karma	32.35%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
12	Leaf Plus	32.35%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
13	Netfix	26.47%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
14	Nike	26.47%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
15	Asos	26.47%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
16	Depop	26.47%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
17	Ryanair	26.47%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
18	Ocado	26.47%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
19	Airtel	26.47%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
20	American Airlines	26.47%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
21	Ikea	23.53%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
22	Trainline	23.53%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
23	Amazon	23.53%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
24	PayPal	23.53%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
25	eBay	23.53%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
26	Walmart	23.53%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
27	Deliveroo	20.59%	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●

CONTENT MARKETING/DATA REPORTS

Creative and data led positioning as expert/thought leader in the space

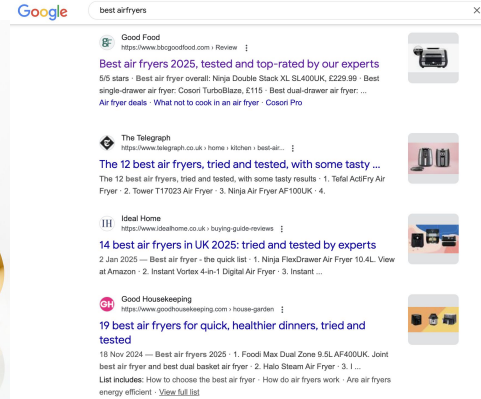
BRAND AUTHORITY/RUST/ CONSIDERATION



PRODUCT PR/ DEALS

Showcasing & invigorating your product selection

PRODUCT AWARENESS CONSIDERATION/CONVERSION



RANKING ARTICLE FEATURES

Owning the serps through search first PR stories

BRAND/PRODUCT DISCOVERY



TRENDS/REACTIVE NEWSJACKING

Focused on trending topics

BRAND RECOGNITION/ENGAGEMENT



1

**EVERYTHING I KNOW ABOUT DRIVING GROWTH USING
DIGITAL PR IN EUROPEAN MARKETS**

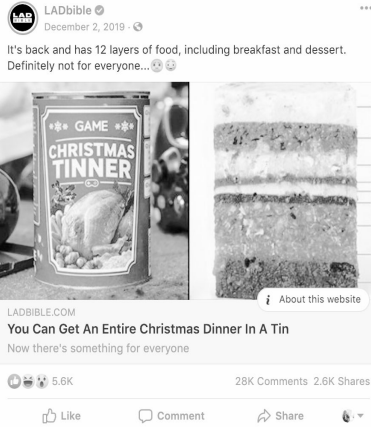
2

STRUCTURING YOUR CONTENT TO DRIVE SEO GROWTH

CAMPAIGN FORMATS



RISE LIVE



CREATIVE PR/MULTI CHANNEL CAMPAIGNS

Generating search demand, pushing user down the funnel, driving traffic and conversions

BRAND AWARENESS

#	Company	% of personal data collected
1	Facebook	70.59%
2	Instagram	68.82%
3	Tinder	55.85%
4	Grindr	52.94%
5	Uber	52.84%
6	Strava	41.88%
7	Tesco	38.24%
8	Spotify	35.29%
9	MyFitnessPal	35.29%
10	Jet2	35.29%
11	Credit Karma	32.35%
12	Lidl Plus	32.35%
13	Netflic	26.47%
14	Nike	26.47%
15	Asos	26.47%
16	Depop	26.47%
17	Ryanair	26.47%
18	Ocado	26.47%
19	Activb	26.47%
20	American Airlines	26.47%
21	Ikea	23.53%
22	Trainline	23.53%
23	Amazon	23.53%
24	PayPal	23.53%
25	eBay	23.53%
26	Walmart	23.53%
27	Deliveroo	20.59%

CONTENT MARKETING/DATA REPORTS

Creative and data led positioning as expert/thought leader in the space

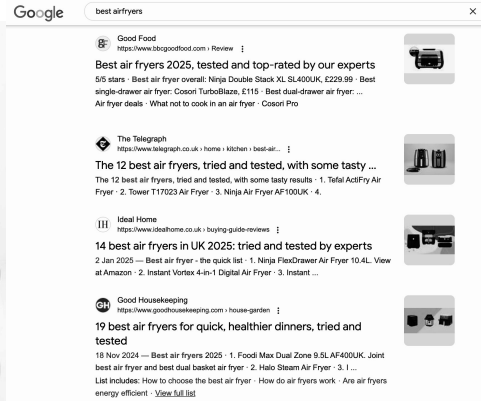
BRAND AUTHORITY/TRUST/ CONSIDERATION



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BRAND/PRODUCT DISCOVERY



TRENDS/REACTIVE NEWSJACKING

Focused on trending topics

BRAND RECOGNITION/ENGAGEMENT



SITE SEARCH BAR IS A GOLD MINE FOR CONSUMER DATA

B&Q Club | Customer support | Sell on diy.com | Deliver to: DN22 | Collect from: B&Q Workop | Wish list | Register | Sign in

B&Q Search

Offers & Clearance | Kitchen & Appliances | Bathroom & Showers | Painting & Decorating | Home & Furniture | Building & Hardware | Tiling & Flooring | Heating & Plumbing | Garden & Landscaping | Tools & Equipment | Lighting & Electrical | New & Trending

Free 1 hour Click + Collect* | Free delivery on 1000s of products | 90 day returns policy | Join B&Q Club

Gardening just got cheaper on selected products only

Was £239 Now **£219**

Was £6.50 Now **£5.50**

Was £6.50 Now **£5**

Shop now

Refresh for less
Big savings on bedrooms, bathrooms & kitchens

Online only

https://www.diy.com/refresh-for-less?camp=HP_T1_3okbbmz25

Special buys

When they're gone, they're gone!

15% off
Pro-quality Erbauer
power tools, hand tools and storage*

Erbauer x B&Q

10% off
selected interior doors when you buy 3 or more



**30% OF VISITORS PERFORM A
SITE SEARCH**



**AND THEY CONVERT HIGHER THAN
THOSE THAT DON'T, BECAUSE OF
HIGH INTENT**

YOU CAN FIND SITE SEARCH DATA IN YOUR GA AND SET UP ALERTS FOR SPIKES



Analytics 360 MI

- ▶ Audience
- ▶ Acquisition
- ▼ Behaviour
 - Overview
 - Behaviour Flow
 - ▶ Site Content
 - ▶ Site Speed
 - ▼ Site Search
 - Overview
 - Usage
 - Search Terms
 - Search Pages
 - ▶ Events
 - ▶ Publisher
 - Experiments



Primary Dimension: Search Term Site Search Category

Search Term ?	Total Unique Searches ? % of Total: 100.00% (1,010,940)	Results Page Views/Search ? Avg for View: 1.15 (0.00%)	% Search Exits ? Avg for View: 20.05% (0.00%)	% Search Refinements ? Avg for View: 44.38% (0.00%)	Time After Search ? Avg for View: 00:03:16 (0.00%)	Avg. Search Depth ? Avg for View: 2.38 (0.00%)
	1,010,940	1.15	20.05%	44.38%	00:03:16	2.38



The
Watcher

B&Q

LOREX

The
Watcher



60 MINUTE PROCESS

I have some brand-new data I think you and your readers will find interesting -

Home experts reveal sales of security cameras have shot up 1,000% since The Watcher released on Netflix



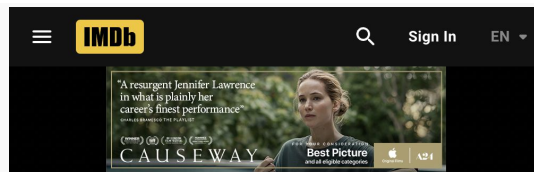
(Image for illustrative purposes only)

New data from home improvements store [B&Q](#) has revealed **sales for 'security cameras' has increased by 1,000% in the last week** following the launch of the popular new series 'The Watcher'.





TO LAND COVERAGE IN PLACES LIKE THIS



News

Top News >

Home Security Sales Apparently Spike 1000 Following Netflix's 'Watcher' Series

20 October 2022 | by Anna Tingley | Variety

In Ryan Murphy's newest Netflix thriller "The Watcher," a family that has just moved into their dream home in a New Jersey suburb is terrorized by an anonymous lurker who makes their existence known through eerie and threatening letters meant to scare the family into moving



IMDb

Reach/Avg Visitors: 117 million



Variety

Reach/Avg Visitors: 24.2 million



Slash Film

Reach/Avg Visitors: 6.6 million

B&Q

DRIVING LINKS INTO CORE PAGES - CCTV/CAMERAS

THE CHALLENGE

Build links from key target sites by injecting B&Q into the conversation around relevant trending topics

THE IDEA

We identified a trend of increased searches for CCTV cameras after Netflix series 'The Watcher' had aired.

THE RESULTS

This enabled us to go to niche publications with this stat and build links back to the B&Q CCTV category.

This story picked up coverage on websites like IMDb, Variety and Slashfilm

18
LINKS/PLACE
MENTS

RETWEET
Show
producer

IMDB
mention

1.5BNx
REACHED





**IF YOU DON'T HAVE SITE SEARCH,
AND YOU JUST WANT TO KNOW
THE BOOMING TRENDS ON
GOOGLE....**



MEET GLIMPSE TRACK THOUSANDS OF KEYWORDS

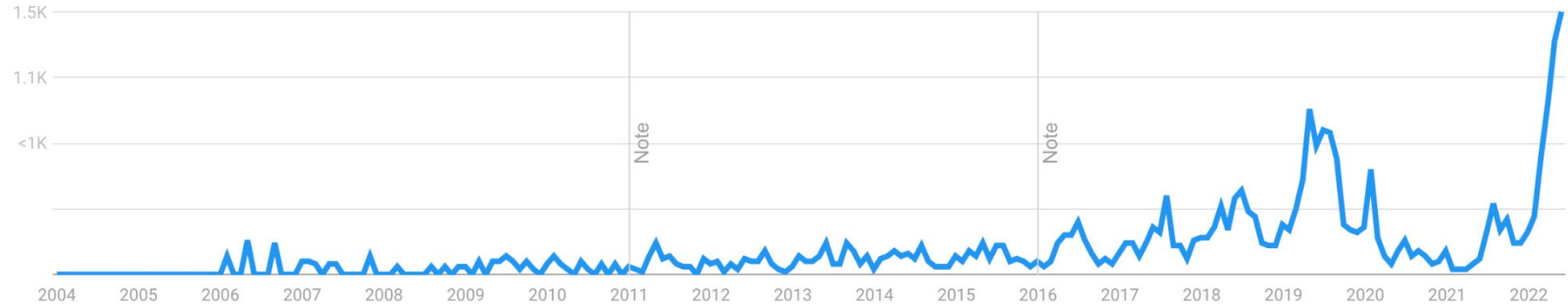


Monthly Search Volume Over Time

+ Get Alerts



1.5K searches past month ▲ 125% past year





**THE VERY NEXT MORNING,
SEARCHES ON GOOGLE FOR **STI**
TESTS AND MORNING AFTER PILL**



**BUT WHAT ABOUT NEW TERMS
THAT YOU'RE NOT ALREADY
TRACKING?**



**15% OF SEARCHES EVERY YEAR
ON GOOGLE ARE NEW TERMS**

EXPLODING TOPICS



EXPLODING TOPICS PRO

- [Dashboard](#)
- [My Projects](#)
- [Trends Database](#)**
- [Trend Search](#) BETA
- [Reports Library](#)
- [Meta Trends](#)
- [Trending Startups](#) BETA
- [API Access](#)

My Account
Contact Us

Trends Database

[All](#) [Brands](#)

SORT BY: Past 5 Years All Categories Status Export To CSV

Padel Racket 1.3K +1466%
Volume Growth

Stringless perforated paddle used to play racquetball.

EXPLODING TRACK TOPIC

Playtomic 210 +3233%
Volume Growth

Sports court booking platform built for players to network, socialize, and reserve courts.

EXPLODING TRACK TOPIC

Oload 1.6K +99X+
Volume Growth

Mobile app for downloading TikTok videos without watermarks.

EXPLODING TRACK TOPIC

Tofu Cat Litter 1K +4600%
Volume Growth

EXPLODING TRACK TOPIC

Discoloration Serum +1300%
Growth

EXPLODING TRACK TOPIC

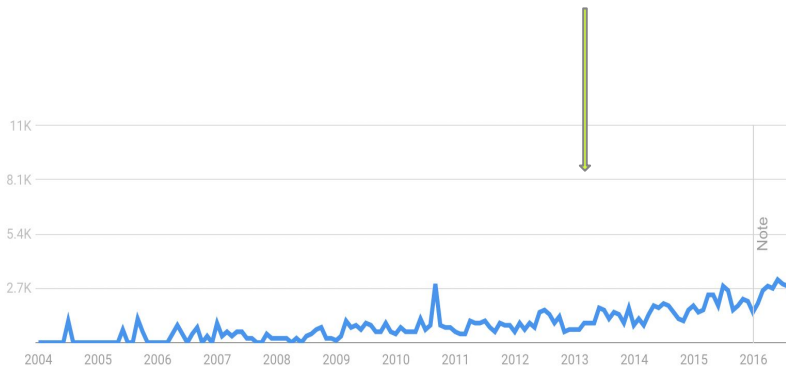
Booktok 9.9K +99X+
Volume Growth

EXPLODING TRACK TOPIC

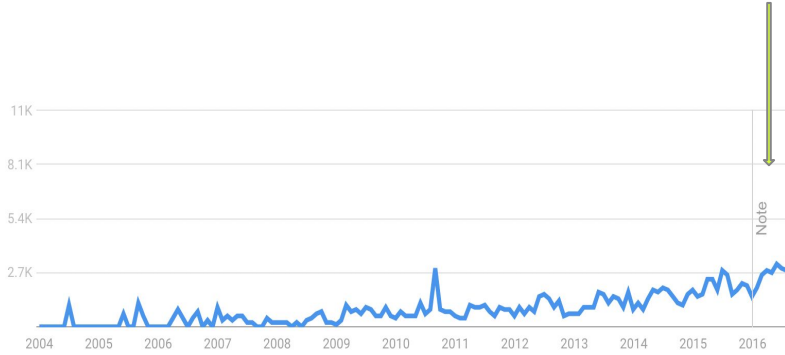
<https://explodingtopics.com/topics>

35

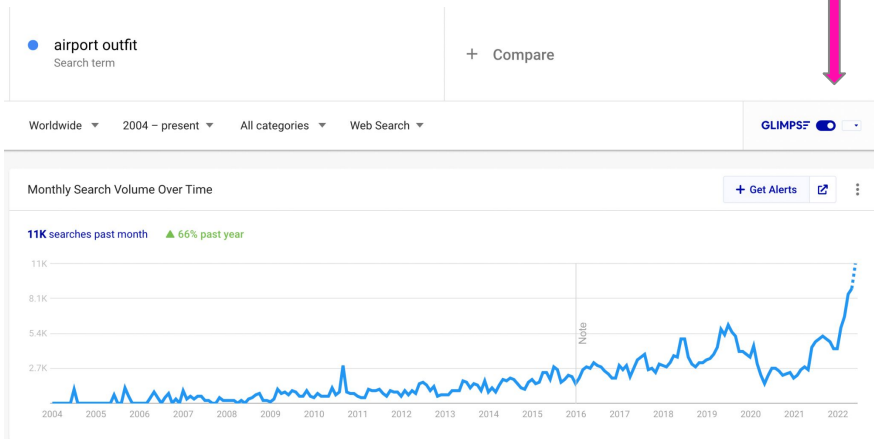
2014: Airport Outfits started to achieve 1K searches per month



2019: 3K searches per month



Now: 11K searches per month



PINTEREST ONLY SITE RANKING




[All](#)
[Images](#)
[Shopping](#)
[News](#)
[Videos](#)
[More](#)
[Tools](#)


About 11,400,000 results (0.44 seconds)

<https://www.pinterest.com/thinknewage/airport-outfits>


900+ Airport outfits ideas in 2022 - Pinterest

May 16, 2022 - Explore R's board "Airport outfits" on Pinterest. See more ideas about outfits, airport outfit, fashion.



 Images for pinterest airport outfits

[travel outfit](#)
[outfit ideas](#)
[leather jacket](#)
[airport style](#)




[Feedback](#)

[View all](#) →

<https://www.pinterest.com/Jpjones90/airport-style>

900+ Airport Style ideas in 2022 | airport style, style, fashion

See more ideas about airport style, style, fashion. ... Travel Wardrobe, Travel Outfits, Airport Chic, Travel Style, Travel Fashion, Women's.



WE PULLED ALL LOUNGEWEAR INTO A NEW NAMED CATEGORY



🇬🇧

🔍

PRETTYLITTLETHING

[Need Help?](#)
👤
❤️
🛒

NEW IN
SALE
CLOTHING
SUMMER
MOLLY-MAE
FIGURE
DRESSES
TOPS
SHOES
ACCESSORIES
HOME
BEAUTY
THE EDIT

20% OFF EVERYTHING* CODE: GET20 OR DOWNLOAD THE APP FOR EXCLUSIVE 25% OFF* - LIMITED TIME ONLY

Airport Outfits

You're all packed and ready for your upcoming vacay, but have you considered your airport look? While you aren't expected to wear fancy travel clothes, spending some time putting together an airport-appropriate outfit that is cosy and chic is well worth the effort. Our PLT tip is to layer up, so zip up hoodies and cardigans are essential for speeding through security. From comfy boyfriend fit bottoms to oversized sweaters and cute carry-on accessories, we've got you covered for all airport areas. Thanks to the athleisure trend, sporty separates, joggers and trainers have never been cooler, which suits the traveller in us. Take full advantage of this laidback trend and go for a pair of side stripe joggers, a matching cropped jumper and finish off the look with a cap. Once you've got your outfit sorted, now it's time for some flight-ready footwear. Easy fastening or slip ons are essential, because let's face it, how many of us keep our shoes on in flight? This category will keep you on trend without sacrificing your comfort in the process.

[Outfit Ideas](#)

[City Break Outfits](#)

[Beer Garden Outfits](#)

[Brunch Outfits](#)

[Concert Outfits](#)

[Day Drinking Outfits](#)

[Hoodies](#)

[Loungewear](#)

[Ibiza Outfits](#)

[Co-ords](#)

🔍
 HIDE FILTERS

2331 ITEMS

SORT BY: MUST HAVES
 ⌵

VIEW:
 📄

REFINE BY

▼ Category

- ACCESSORIES
- ACTIVEWEAR
- BEAUTY
- CO-ORDS
- DENIM
- DRESSES
- FOOTWEAR
- JUMPSUITS & PLAYSUITS
- SHIRTS & BLOUSES

▼ Product Type

READY FOR THE FUTURE

READY FOR THE FUTURE

READY FOR THE FUTURE

READY FOR THE FUTURE



Fabulous > Fashion

MILE HIGH LOOKS PrettyLittleThing now has a category just for airport outfits after Twitter petition... and prices aren't sky high

If you are heading on holiday, these comfy and on-trend sweatpants, hoodies and leggings will raise your airport game

Becky Pemberton

k.net 4:02, 30 Mar 2018

PrettyLittleThing launches Airport Outfit collection perfect for summer holidays

The screenshot shows the EVOKE website interface. At the top, there are navigation links for ENTERTAINMENT, FASHION, BEAUTY, LIFESTYLE, WELLNESS, NEWS, FOOD, and INSPIRE. A prominent banner for SEPHORA advertises '\$20 & UNDER SKINCARE' with a 'SHOP NOW' button. Below the banner, a featured article is titled 'This high street brand has just launched an 'airport outfits' sections'. The website also features a 'COSMOPOLITAN' section with various articles, a 'subscribe' button, and a 'SIGN IN' option. Social media links for Instagram and Facebook are visible at the bottom right.

We may earn commission from links on this page, but we only recommend products we love. Promise.

10 Cute Airport Outfit Ideas to Browse After You Finally Booked That Trip

Overview

Overview 2.0

Site structure New

Backlink profile ▾

- Backlinks
- Broken backlinks
- Referring domains
- Anchor
- Referring IPs
- Internal backlinks
- Link intersect

Organic search ▾

- Organic keywords
- Top pages
- Top subfolders
- Top subdomains
- Competing domains
- Competing pages
- Content gap

Paid search ▾

- Paid keywords
- Ads New
- Paid pages

Pages ▾

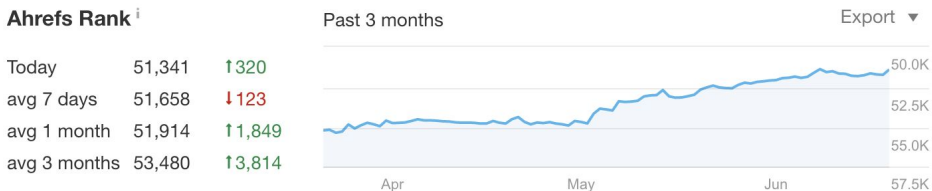
- Best by links
- Best by links' growth
- Top content

Outgoing links ▾

www.prettylittlething.com/shop-by/outfit-ideas/airport.html ▾

Ahrefs Rank ⁱ 51,341	UR ⁱ 24	DR ⁱ 73	Backlinks ⁱ 59 ₊₁ Recent 65 Historical 131	Referring domains ⁱ 41 Recent 45 Historical 74	Organic keyword 477 PPC 0
--	------------------------------	------------------------------	---	--	---

Backlink profile Organic search Paid search



11K searches

Pos 1 rankings held

UK + US

WHAT WE DID

IT DOESN'T ALWAYS HAVE TO BE DATA/SALES LED



TikTok sensation 'Spudman' reveal secrets for making the ultimate jacket potatoes

The humble jacket spud is back and better than ever as the viral TikTok sensation 'Spudman' revealed his secret to make the perfect jacket potato at home



How to make the viral McDonald's Grimace Shake at home for yourself



How to recreate Zoe Hague's air fryer s'mores recipe

Molly Mae's sister, Zoe Rae, recently took to TikTok to show her air fryer s'mores recipe, and it's certainly kicked off a fuss online





**THIS VARIES COUNTRY TO
COUNTRY**



HOW SUCCESSFUL IS REACTIVE IN EACH MARKET?

COUNTRY	SPEED OF COVERAGE	TRUST IN DATA/ SOURCE	KEY REQUIREMENTS FOR EARNING A LINK	SUCCESS
UK		High	Trending/Relevant	
Germany		Low	Trust/robust data from official sources	
Netherlands		Medium	Original data & a strong newsworthy hook	
Spain		Medium	Onsite content/data write up	
Italy		Low	Resource onsite	
France		Medium	Onsite content/data write up	
US		High	Resource onsite	



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France	●	Medium	Onsite content/data write up	●
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EXPRESS

How to recreate Zoe Hague's air fryer s'mores recipe

Molly Mae's sister, Zoe Rae, recently took to TikTok to show her air fryer s'mores recipe, and it's certainly kicked off a fuss online



**SMORES CONTENT + LINKS= NINJA RELATED TO AIR FRYERS
= SUBJECT RELEVANCY INCREASES.**



NINJA

Register My Guarantee

Customer Care

Sign In

Register



Cooking ▾

Kitchenware ▾

Frozen Treats ▾

Outdoor ▾

Blenders & Food Processors ▾

Drink ▾

OFFERS

HOME / AIR FRYER SMORES

Air Fryer S'mores

It's officially autumn and everyone wants to cosy up and feast on a delicious warm sweet treat...including influencers!

Recently, we've seen s'mores taking over TikTok...firstly Zoe Rae's air fryer s'mores recipe reached viral status hitting upwards of 1 million views and now savoury s'mores are taking over the social media platform!

Savoury S'mores are going VIRAL

@convinoboard recently posted on TikTok sharing their savoury s'mores recipe and people have been going crazy for the recipe in the comments. One said, "That cheese pull" and another said, "immediately saves".

There have been 22,000 searches for 'air fryer smores' in the last month alone and searches for 'savoury s'mores' are up by 53% in the last week! With this in mind, Ninja Kitchen has revealed exactly how you can re-create the viral air fryer recipe yourself at home.

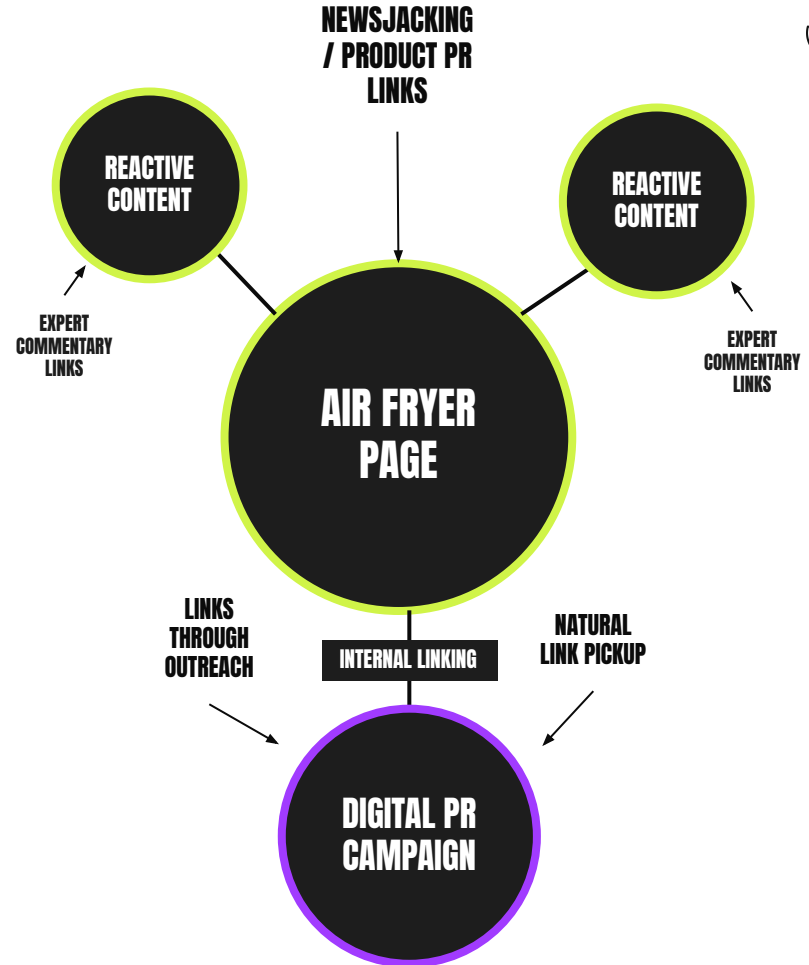
HOW DIGITAL PR X SEO BOOSTS VISIBILITY OF YOUR PAGE

REACTIVE PR

- **Newsjacking** links directly into opportunity page
- **Expert commentary** links into content that links to opportunity page to create stronger assets
- **Product PR** can get your product listed in publications and listicles

CAMPAIGN PR

- Create a strong linkable asset on site
- Use this page to internally link to opportunity page
- Drive external links to campaign page to strengthen internal links
- Use content to support campaign landing page
- Asset has the ability to naturally pick up links over time



NOW, NINJA RANKS #1 FOR AIR FRYER



Air fryer

air fryer



Ninja UK

<https://ninjakitchen.co.uk> › [ninja-catalog](#) › [ninja-air-fry...](#) ⋮

Air Fryers | Buy Hot Air & Chip Fryers

Save up to 75% on your energy with **Ninja's dual & single drawer Air Fryers***. Quickly cook chicken, chips and more using hot air and little to no oil.

4.7 ★ store rating (25K) · £100 to £270 · Free delivery over £30 · 30-day returns

AND AI SEARCH RECOMMENDS THEM TOO...



What's the best airfryer brand in the uk?

Whats the best airfryer brand in the uk?

Reasoned for 5 seconds ▾

Choosing the "best" air fryer brand can be subjective, as it often depends on budget, cooking needs (family size, preferred features), and personal taste in design. However, a few brands consistently perform well with UK consumers and review sites. Below are some of the top contenders, along with reasons they stand out:

1. Ninja

- **Key Strengths:** Known for powerful, versatile appliances; high build quality; multi-cook functions.
- **Why It's Popular:** Ninja's dual-zone and multi-cooker devices (e.g., Ninja Foodi series) let you air fry, roast, grill, and bake in one machine. They tend to be more expensive but are durable and feature-rich.

WE NEED TO THINK ABOUT DATA/DIGITAL PR CAMPAIGNS AS A TWO STEP PROCESS



1. What can we do to **earn** the coverage
2. What can we do to turn that coverage into **links**

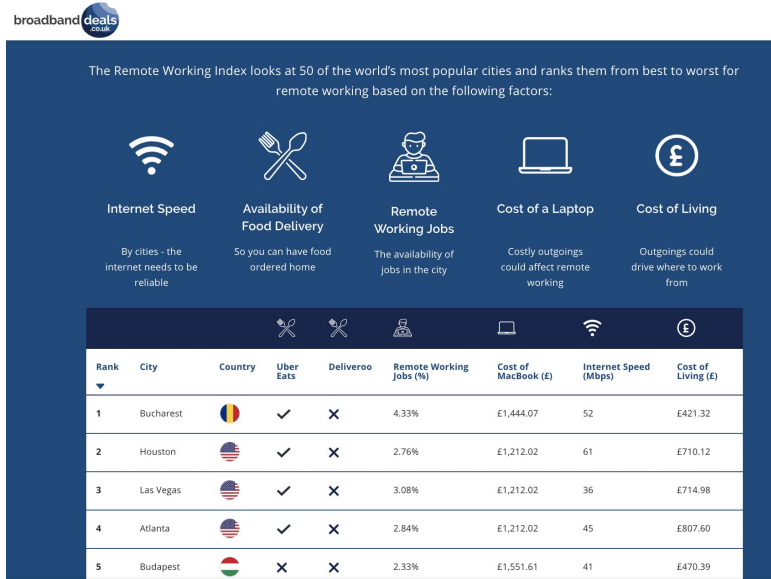
WHAT HEADLINES/KEY STATS DO WE WANT TO TELL



STUDY REVEALS THE APPS WHICH SECRETLY COLLECT AND SHARE YOUR DATA



STUDY REVEALS THE WORLD'S BEST CITIES TO REMOTE WORK



128 links

STUDY REVEALS THE EMOJIS GOING EXTINCT



122 links

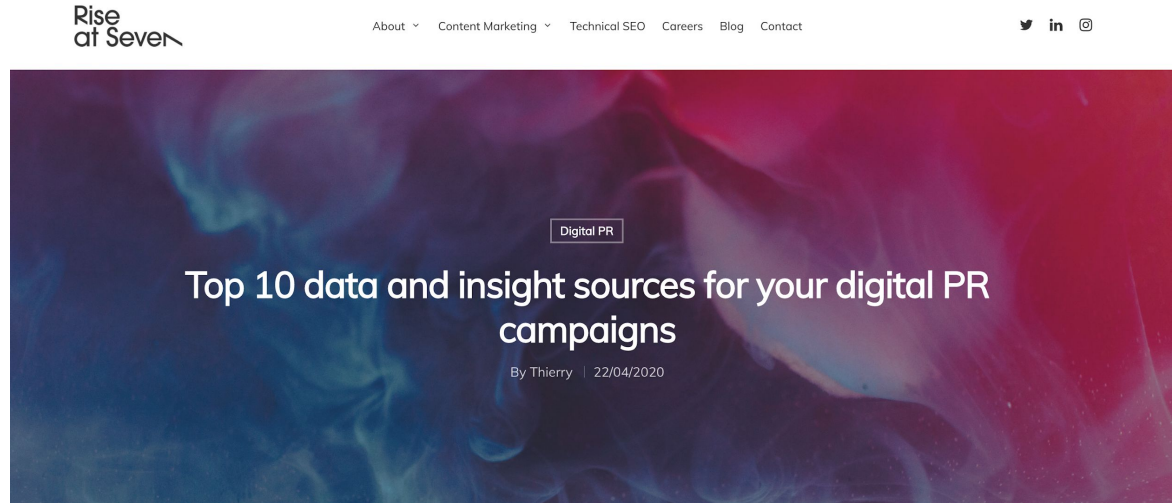
AND THESE DATA SOURCES CAN BE OPEN SOURCES

Explore free data sites to see what data is out there and what you can use to create a campaign.

<https://www.nationmaster.com/>
<https://www.similarweb.com/home>
<https://www.gov.uk/government/statistics/announcements>
<http://www.ons.gov.uk/ons/datasets-and-tables/index.html>
<https://www.google.co.uk/trends/>
<https://www.import.io/>
<http://data.un.org/>
<https://datahub.io/>
<https://www.google.com/finance>
<http://data.worldbank.org/>
<http://landregistry.data.gov.uk/app/hpi/>
<https://books.google.com/ngrams>
<http://stats.oecd.org/Index.aspx>
<https://www.worldenergy.org/data/resources/>
<https://datamarket.com/data/list/?q=provider:tsdl>
<http://chroniclingamerica.loc.gov/>
<http://archive.org/>
<http://publicdomainreview.org/sources/>
<http://data.london.gov.uk/>
<http://product.okfn.org/>
<http://sustainability.okfn.org/>
<http://stakeholders.ofcom.gov.uk/market-data-research/opendata/>
<https://hctrendsapp.deloitte.com/>
<https://www.statista.com/>

You can also use company financial reports

FREE DATA SOURCES



BUILD SOMETHING ON SITE THAT TICKS ONE OF THE FOLLOWING BOXES WILL TURN COVERAGE INTO LINKS:



**ADDS
VALUE**

**POSITIONS YOUR
CLIENT/BRAND
AS AN EXPERT**

**ACTS AS A
RESOURCE**

**IS
GENUINELY
ENGAGING**



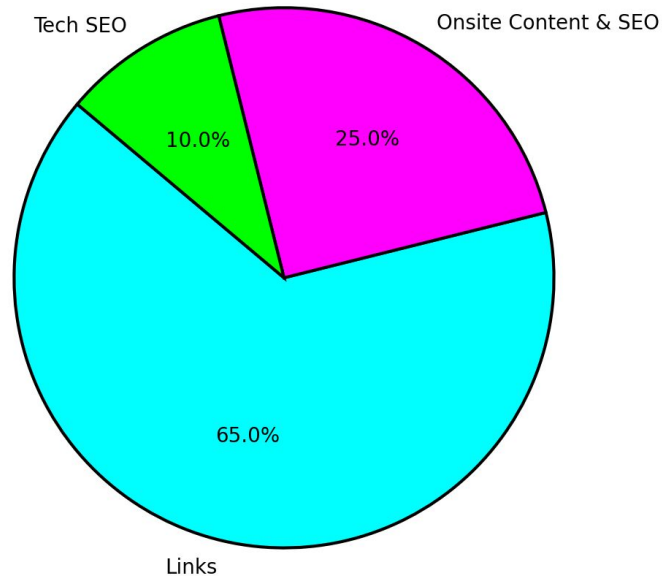
**LINK EARNING HAS
ALWAYS BEEN THE
HARDEST PART IN SEO.**



AS A RESULT, IT ALSO HAS THE MOST INVESTMENT



SEO Budget Breakdown





**BUT IT DOESN'T HAVE TO BE
HARD 🙄**

WERE ACTIVELY BUILDING LINKS AND OFFSITE IN THESE HIGH AUTHORITY PRESS FOR GLOBAL BRANDS

VANITY FAIR *Gala* radiofrance WELT
 EL PAÍS LA VANGUARDIA De Telegraaf ELLE
 EL MUNDO t-online. de Volkskrant GRAZIA
 20 minutos ABC marie claire 
 Esquire EL CORREO  BAZAAR
 ¡HOLA! Het Parool DERWESTEN Capital
 COSMOPOLITAN EL ESPAÑOL Neue Presse BUSINESS INSIDER
 MADMOISELLE GQ | Handelsblatt



YOU'VE GOT TO KNOW YOUR MARKET

COUNTRY	NUMBER OF DIGITAL OUTLETS	JOURNALISTS	USERS WHO PAY FOR NEWS	TRUST IN NEWS	LEADING PUBLICATION	% CHANCE OF A FOLLOWED LINK	ESTIMATED LINKS PER CAMPAIGN	DIFFICULTY SCORE <small>1 being the most difficult</small>
UK	1,500	92,000	9%	33%	Bbc.co.uk	11%	18-23	5
Germany	698	48,000	11%	43%	T-online.de	37%	8-12	1
Netherlands	183	25,000	17%	57%	Nu.nl	97%	10-15	2
Spain	1,274	55,000	13%	33%	20Minutos.es	71%	13-18	4
Italy	416	101,909	12%	34%	Tgcom24	51%	13-18	4
France	266	34,000	11%	30%	Lemonde.fr	53%	10-15	3
US	1400	85,000	22%	31%	New York Times	86%	20-30	5



NL: 8X LESS ABILITY TO LAND IN THE MEDIA IN NL TO UK

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NL: 17% (HIGHEST AMOUNT) PAY FOR THEIR NEWS

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NL: 57% CONSUMERS (HIGHEST) HAVE TRUST NL MEDIA

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TOP 10 ARTICLES WITH THE MOST ENGAGEMENT IN THE PAST YEAR: NL

Title	Publication	Engagement	Topic
Study shows: People who have a good relationship with their neighbors are happier!	Dailynews	103K	Study
Study: People with a higher IQ prefer to drink Red Bull	Lezershoekje.nl	80.7K	Study
Study: You get the worst hangovers from the Limoncello liqueur	Zelfmaakideetjes.nl	78.4K	Study
Now for sale: a gigantic penis blanket that you can sleep in	Leefspiritueel.nu	77K	Product
The corona vaccination is not without risks	HPdetijd	75.2K	Thought leadership

Source: BuzzSumo



97% CHANCE OF A FOLLOWED LINK

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DIGITAL PR CAMPAIGN: WHERE DO YOU GET THE MOST PROPERTY FOR YOUR MONEY?

A deep dive into which region you can get the most amount of property in

THE CHALLENGE

Creating a newsworthy PR campaign that is relevant to Raisin's audience in the Netherlands and gets the press talking about them and with that improving their backlink profile.

THE IDEA

One of our first campaigns utilised open data to discover in which region in The Netherlands you get the most amount of property for your money.

THE RESULTS

We successfully build 20 follow links from high authoritative publications (average DR of 69) as well as media coverage from both regional and national publications such as De Telegraaf and De Gelderlander. The campaign was also covered by Het AD, the news platform with the largest online reach in the Netherlands.

30

Media
placements

20

Links

100%

Follow
links

69

Average
DR





DIGITAL PR CAMPAIGN: CASHLESS CAPITALS

Which cities are most likely to become cashless?

THE CHALLENGE

Create a campaign raising brand awareness and improve online visibility for Raisin Netherlands. The client wanted to target finance publications.

THE IDEA

We decided to create a data-led campaign to reveal which cities are the most and the least cash dependent. With this campaign we jumped on the fear that the Netherlands is becoming cashless and the current payment trends.

THE RESULTS

We managed to get Raisin mentioned by high authority publications in different niches such as national, regional, finance and retail. With the campaign we've build 33 media placements of which 27 linked back to Raisin's website. All links were followed links. The campaign was also covered by the radio.

33

Media placements

27

Links

100%

Follow links

74

Average DR





REACTIVE: THE COST OF LIVING THEN VS NOW

How much has the cost of living risen since 2002?

THE CHALLENGE

We wanted to get Raisin Netherlands at the centre of the trending conversation in the Netherlands: the cost of living crisis.

THE IDEA

We've created a data-led campaign to reveal how much the cost of living has increased since 2002.

THE RESULTS

We managed to get links on large national publications such as De Volkskrant and regionals like de Limburger and Dagblad van het Noorden. Besides that, our story also landed on niche publications such as Business Insider, Autoblog, Missethoreca of which many were new referring domains. All backlinks were followed links.

18

Media placements

12

Links

100%

Follow links

68

Average DR





DIGITAL PR: RAISIN NETHERLANDS

Increasing Raisin's online visibility in the Netherlands through Digital PR campaigns and Reactive PR.

THE CHALLENGE

Raisin approached us to improve their organic visibility, backlink profile and brand awareness in the Netherlands. The savings brand wanted to build the profile of their Director Eelco Habets in national and regional press.

THE IDEA

We created a two tiered approach to our strategy with reactive commentary alongside strategic campaigns to ensure Raisin was at the centre of trending conversations in the Netherlands.

THE RESULTS

Since working with Rise at Seven, their referring domains have increased by 650%. With our PR efforts we've built 302 media placements, of which 189 linked back to Raisin's website. And, 100% were followed. We've also managed to reach a new audience that they couldn't reach before by building links on several lifestyle publications such as Elle, Marie Claire, &C, Grazia, Libelle, and Flair.

302

Media placements

189

Links

791%

Increase in organic traffic

68

Average DR





WE'VE PROVEN THAT WE CAN DOMINATE MULTIPLE MARKETS WITHOUT SACRIFICING QUALITY

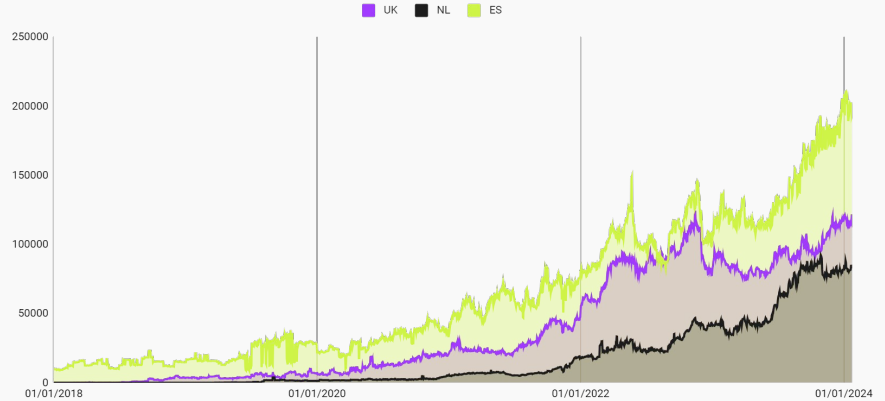
Working with Raisin, we grew their three core markets on average by 120% in two years.

This came through our ability to scale operations across markets through:

- Dedicated native outreach.
- Always-on reactive PR.

By adding, on average, 500+ links to each TLD over two years, **we were able to scale traffic by 203,000 across three difficult markets.**

We now have a proven model to replicate this in any industry in most European markets.



587

Avg. new links

67K

Avg. new visits

203K

Total new visits monthly

1.7K

Total new links



LESS JOURNALISTS AND MEDIA SITES TO OUTREACH TO?

- Smaller seeding list
- Doesn't mean less outreach time. But in fact more! More time needs to be allocated to outreach to carefully target and build relationships
- Ensure you send only relevant stories to avoid being seen as spammy/repetitive
- Ensure that your story has different angles so you can outreach to different niche publications.
- Regional angles are key
- More volume of studies/content to create new angles/stories consistently



DE: LOW % OF USERS PAY MEDIA FOR NEWS. FORCING THEM TO MONETIZE IN OTHER WAYS

COUNTRY	NUMBER OF DIGITAL OUTLETS	JOURNALISTS	USERS WHO PAY FOR NEWS	TRUST IN NEWS	LEADING PUBLICATION	% CHANGE OF A FOLLOWED LINK	ESTIMATED LINKS PER CAMPAIGN	DIFFICULTY SCORE <small>1 being the most difficult</small>
UK	1,500	92,000	9%	33%	Bbc.co.uk	11%	18-23	5
Germany	698	48,000	11%	43%	T-online.de	37%	8-12	1
Netherlands	183	25,000	17%	57%	Nu.nl	97%	10-15	2
Spain	1,274	55,000	13%	33%	20Minutos.es	71%	13-18	4
Italy	416	101,909	12%	34%	Tgcom24	51%	13-18	4
France	266	34,000	11%	30%	Lemonde.fr	53%	10-15	3
US	1400	85,000	22%	31%	New York Times	86%	20-30	5



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US	1400	85,000	22%	31%	New York Times	86%	20-30	5



UK, US VS. DE, NL, ES, IT AND FR

The difficulty score is based on our experience and the percentage of trust in the news, along with factors such as the number of digital outlets, the number of journalists, and the percentage of people who pay for news.

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WHEN THERE IS HIGH TRUST IN THE NEWS

Readers have high expectations for articles.
Journalists will only accept high-quality content and
take the time to research your press releases and
methodologies.

Avg lead time to link can be up to 3 months!!

DE: VERY DIFFICULT MARKET

The difficulty score is based on our experience and the percentage of trust in the news, along with factors such as the number of digital outlets, the number of journalists, and the percentage of people who pay for news.

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**BUT IT DOESN'T MEAN ITS
IMPOSSIBLE 🗨️🗨️**





SURVEY REVEALS GERMANY'S RUDEST CITIES

Which are the rudest cities in Germany according to those living there?

THE CHALLENGE

Preply created this campaign internally and asked for our expertise and help outreaching it to the press. The goal was to increase Preply's brand visibility by achieving links and coverage in German publications with a high DA.

THE IDEA

Preply partnered up with Censuswide to create a survey that would reveal the rudest cities in Germany. Over 1,500 people in the 20 biggest cities were asked various questions on which rude behaviours they've witnessed most frequently and how high the tips are.

THE RESULTS

We managed to get a total of 107 media placements of which 85 linked back to Preply's website – these include regionals and nationals with a wide reach. We got links in big publications such as Bild, FOCUS, Merkur, t-online and Der Westen and gained coverage in Prosieben, RTL, n-tv and Stern, which is a huge win for brand awareness.

107Media
Placements**81**

Links

70Average
DR



SURVEY REVEALS ANGLICISMS IN THE GERMAN WORKPLACE

How often do Germans use English terms in the office and what are the most used anglicisms?

THE CHALLENGE

Language learning platform Preply came to Rise at Seven to improve their backlink profile and brand awareness in Germany.

THE IDEA

We created a survey campaign revealing the use of anglicisms in the German workplace.

THE RESULTS

This campaign went everywhere, with 51 media placements all linking back to Preply's campaign's page.

51

Media
Placements

51

Backlinks

65

Average DR



WE'VE DRIVEN GROWTH AND QUALITY FOR PREPLY IN MULTIPLE MARKETS

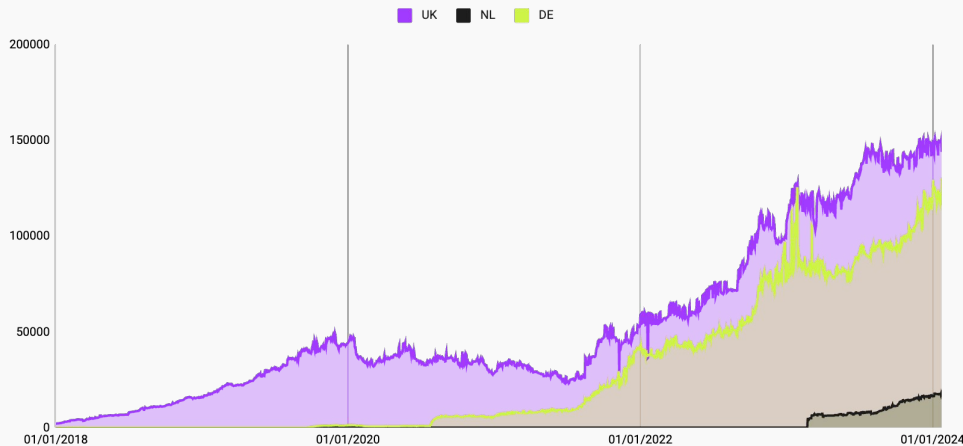
Working with Preply, we grew their three core markets on average by 52% in two years.

This came through our ability to scale operations across markets through:

- Dedicated campaigns in each market
- Always-on reactive PR.

By adding, on average, 1000+ links to the three domains over two years, **we were able to scale traffic by 244,000 across three international markets.**

We now have a proven model to replicate this in any industry in most European markets.



1.2K

Avg. new links

81K

Avg. new visits

244K

Total new visits

9K

Total new links



**BE THE
SOURCE
PEOPLE
CITE
AND
YOU'LL WIN**

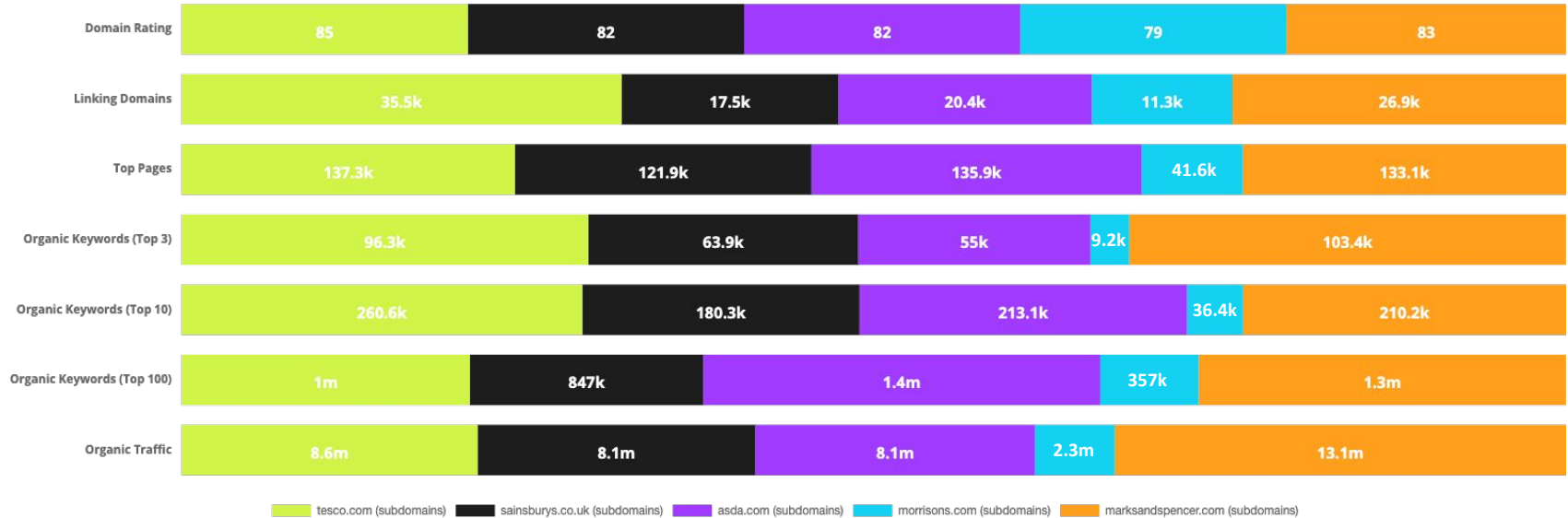
HOW CAN YOU MAKE IT HAPPEN?





OUR 7METRICS TOOL GIVES US A TOP LEVEL VIEW

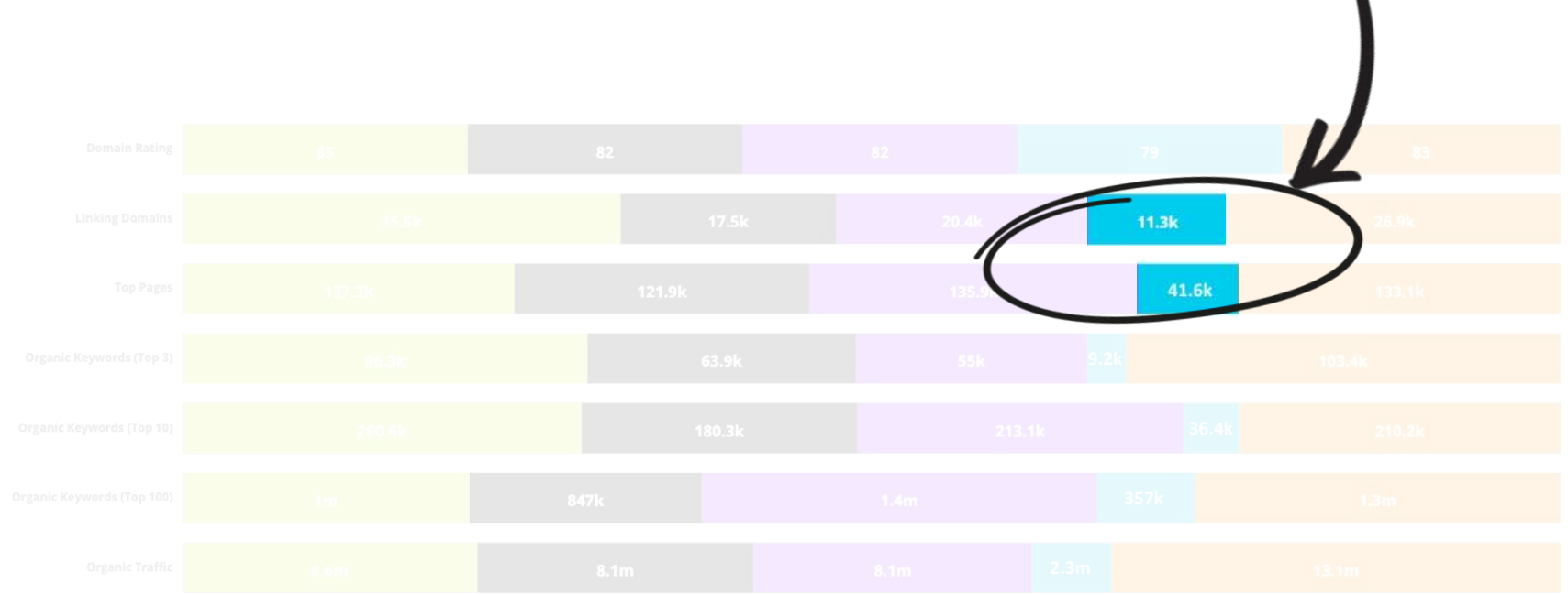
We've chosen UK supermarket brands to highlight how this can work to uncover useful insights we can use within SEO & PR.





OUR 7METRICS TOOL GIVES US A TOP LEVEL VIEW

- Morrisons have fewer Top Pages & Linking Domains...



tesco.com (subdomains) | sainsburys.co.uk (subdomains) | asda.com (subdomains) | morrisons.com (subdomains) | marksandspencer.com (subdomains)





OUR 7METRICS TOOL GIVES US A TOP LEVEL VIEW

- Morrisons have **fewer Top Pages & Linking Domains...**
- As a result, they also have the **fewest number of Top 3 rankings & Top 10 rankings...**

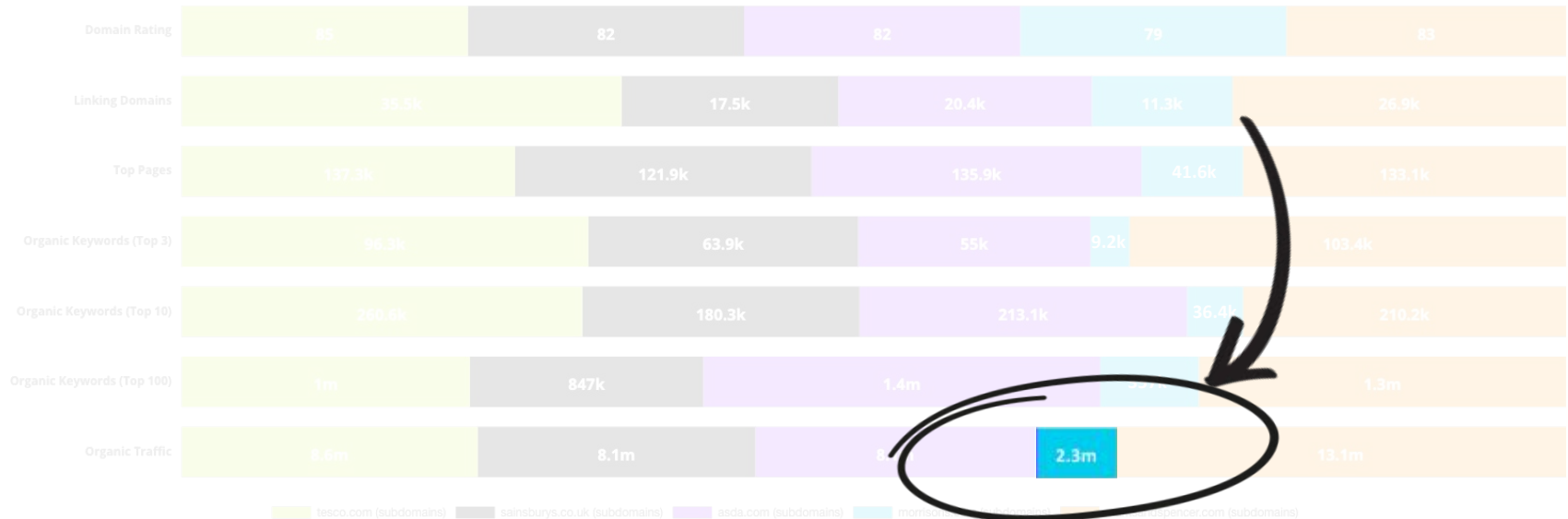


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OUR 7METRICS TOOL GIVES US A TOP LEVEL VIEW

- Morrisons have **fewer Top Pages & Linking Domains**
- As a result, they also have the **fewest number of Top 3 rankings & Top 10 rankings**
- That filters down them having the **smallest volume of organic traffic**



AND LET'S ADDRESS ISSUES & OPPS BEFORE PR BEGINS

**FIX BROKEN PAGES
TO RECLAIM LINKS &
REDUCE WASTED
CRAWL EFFORT**



**SETUP THE RIGHT
PAGES FOR THE
SEARCH JOURNEY**



**ENSURE BRAND
SEARCHES ARE
ADDRESSED**



**PROVIDE OR IMPROVE
E-E-A-T SIGNALS**



**CHECK SNIPPETS ARE
OPTIMISED**



**IF THESE ELEMENTS
AREN'T ADDRESSED...**

**...THESE ARE THE ISSUES
OR PROBLEMS WE SEE**



**LINKS GAINED VIA
DIGITAL PR HAVE
LESS IMPACT**



**SEARCHERS DON'T
FIND THE RIGHT
INFORMATION**



**BRAND INFORMATION
IS BURIED AWAY**



**LACK OF TRUST CAN
IMPACT CONVERSION**



**NON-BRAND
SEARCHES DELIVER
FEWER CLICKS**

FIX BROKEN PAGES TO RECLAIM LINKS....?



YES! IN 2025 SO FAR, WE'VE FOUND LINKS FROM THESE SITES POINTING TO BROKEN PAGES 🙄



The Telegraph

NEWYORKPOST

GLAMOUR

BUSINESS
INSIDER



VISA

People

Men'sHealth

yahoo!



Sports
Illustrated

The New York Times

engadget



B B C

Inc.

RollingStone

Esquire

COSMOPOLITAN



HouseBeautiful



**BE THE
SOURCE
PEOPLE
CITE
AND
YOU'LL WIN**

**IF YOU WERE HEADING,
WHERE WE ARE HEADING,
YOU'D **RISE AT SEVEN** TOO.**

**2 FREE BRAND SIDE TEAM
TRAINING DAYS ON HOW TO
USE DIGITAL PR TO DRIVE
ORGANIC GROWTH**

**DM RISE AT SEVEN ON
LINKEDIN OR SOCIAL**

