

## 11. webPR

**What's inside:** An **introduction** to WebPR, the **history** of PR as it has evolved online and the **key terms and concepts** needed. We look at **how it works**, and then outline various **WebPR tactics**, including **online article syndication**, **optimising press releases** and **social media tactics** such as the social media press release, blogging and on online press room. We have a brief look **tools of the trade**, and the **pros and cons** in WebPR: **should I or shouldn't I?** Lastly, there is a **summary** and a look at **the bigger picture** to put things in context.

# introduction

“Public Relations is a set of management, supervisory, and technical functions that foster an organization’s ability to strategically listen to, appreciate, and respond to those persons whose mutually beneficial relationships with the organization are necessary if it is to achieve its missions and values.” (Heath, 2005)

Traditional PR (public relations) has focused on crafted press releases and company image. It has provided for a controlled release of information, and a communication process that relies on journalists and traditional media such as newspapers. This modus operandi has been enormously impacted by the spread and influence of the Internet.

Whilst the Internet provides excellent tools to the PR industry, the shift in communications afforded by the Internet has also caused a ruckus in the world of public relations. Information is freely available and accessible to a far greater audience, as opposed to being controlled through a select group of journalists. Communication is taking place in the realm where the consumer feels most comfortable, as opposed to the channels dictated by the company.

PR needs to follow this shift, especially as consumers are increasingly turning to a “person like me” for trusted advice, as opposed to mainstream media outlets (Edelman, 2006).

The Internet provides savvy PR professionals with plenty of tools for listening to and engaging with a far wider community, and can have immense benefits for companies that are willing to be transparent in their communications. It also allows companies to engage in a more immediate form of communication.

WebPR collectively stands for the ways in which you can get your message out online. It is used to connect with customers and enhance brand awareness, exposure and SEO (search engine optimisation) efforts using various online channels like article directories, press release sites, industry related sites, online newsrooms, blogs, forums and social media.

“In a connected, digital world, PR isn’t just about the press release; it’s about connecting with customers.” (Cohen, 2006)

## history

As communication tools became available with the spread of the Internet, so they became available to the PR industry. It also revealed a wider audience for a company’s stories, and developed new channels for promoting them. With the rise of social media, and especially the growing influence of bloggers, it became clear that PR officers needed to reach out to more than just journalists.

However, the road has been rocky, and traditional PR has in some instances struggled to cope with the new rules of engagement.

In February 2006, Tom Foremski wrote in his post “Die! Press release! Die! Die! Die!”: “I’ve been telling the PR industry for some time now that things cannot go along as they are . . . business as usual while mainstream media goes to hell in a hand basket.”

Chris Anderson, editor in chief of Wired and author of “The Long Tail”, announced on his blog in October 2007 that he was blocking “Lazy flacks [who] send press releases to the Editor in Chief of Wired because they can’t be bothered to find out who on my staff, if anyone, might actually be interested in what they’re pitching.”

However, a 2005 experiment showed that press releases can garner a better ROI than a PPC campaign (Carton, 2005). So it’s worth ensuring you know how to be an effective practitioner in today’s connected environment.

## key terms and concepts

**Backlink** A link at another site, leading to your site and also called an incoming link. These are seen as indications of popularity by search engines.

**Boilerplate** Standard wording about an organisation that usually appears at the foot of a press release.

**CGM** Consumer generated media is another word for social media.

**Key phrase** Word or words being optimised for by a web site. Also used to refer to words that are used by users of search engines.

**Online press room** A part of a web site aimed at providing journalists with pertinent corporate information, such as PR contacts, images and press releases.

**ORM** Online reputation management - ensuring that you know what is being said about you online, and that you are leading the conversation.

**Press release** Also called a news release, this is an electronic or paper document issued to the media with the intention of gaining news coverage. It follows established layout guidelines.

**RSS** Real Simple Syndication is an easy way of syndicating content, and aggregating content. RSS allows for users to access the information on a web site without all the extra bumph.

**SEO** Search engine optimisation - making sure that you are achieving optimal rankings by the search engines.

**Social media** The media that is published, created and shared by individuals on the Internet, such as blogs, images, video and more.

**Syndicate** Making content available for distribution among selected clients.

**Traditional media** Newspapers, magazines, television and publishing houses are the realm of traditional media.

# how it works

The most important component to successful PR is to listen to your customers. Not only are they telling you what they want, you will also be able to tell how well your messages are being received. In the chapter on online reputation management (ORM), the tools used to listen online were discussed.

If PR is about connecting with your customers, it should also be about responding to them by engaging with them in conversation, in the channels where that conversation is taking place.

Thirdly, WebPR allows you to build your own voice. Though you cannot control the message, you should lead the conversation through transparent communications.

## listen to your customers

ORM will enable a company to listen to what is being said about them online. Particularly important is to regularly monitor all channels that a customer might use to contact or talk about a company. This includes forums and consumer action web sites, as well as keeping track of mentions on personal blogs.

Not only does this allow a trend to emerge of general sentiment related to the company, but it will also highlight issues that need attention.

## respond to others

ORM described the tools that can be used to find out what is being said about a company online. A key function of WebPR is to respond to those conversations with a consistent voice. Consumer generated media can and must be responded to. Being publicly available, and publicly searchable, means that consumer generated media forms part of the public perception of a company. As discussed in the chapter on ORM, search results often show consumer generated media – messages that a company cannot control.

Blogs and forums are key starting points for responding. Responding in these mediums ensures that company's response may be viewed along with the original message.

## what to consider

Transparency and honesty is vital. Any semblance of "PR speak" or "spin" could see this worthy outreach backfiring. An authentic voice works best, as does a thick skin. Respond to the good and the bad – it shows that the company is listening to all conversations.

## build your own voice

Whether or not a company has a web site, it most likely has a web presence. Not only are businesses listed in online directories, but are also mentioned in consumer generated media. However, companies need to pay attention to the voice that is presented by their online presence, and use the tools of the Internet to enhance that voice.

Establishing long-term, trusting consumer relationships through online article syndications, press releases and blogs aids a company to craft online credibility, placing it in a better position to respond to future criticism. These tools also help build links to a company's web site. And, of course, links increase traffic and have search engine optimisation (SEO) benefits.

While it used to be that messages were dispersed to journalists who would then broadcast them to a reading public, today that practice does not always exist to disseminate the information being transmitted. This provides tremendous opportunity for companies to be fully involved in engaging with their customers.

WebPR is not about throwing out the PR rulebook. It's about using the Internet to fully realise its communication potential.

### note

**Social media, ORM and WebPR are all intertwined – have you noticed? It's all about conversations, and how to listen to the chatter and how to get involved in it as well.**

## webPR tactics

### online article syndication

Online article syndication is one of WebPR's principal and most successful tactics. It involves writing articles that are in no way a direct promotion of your site. These are not press releases; they are written to provide information and valuable content. Articles are submitted to online article directories, from where they are picked up and republished on other sites.

As the articles contain links and keywords relevant to your site, the benefits for search engine optimisation are excellent. But the strategy won't work unless people want your articles – so they need to be broad, informative and not just thinly disguised adverts. Remember, we're in the PR chapter here.

Each article will also have an "About the Author" section. This could contain up to three links to your site and many article directories will allow you to include a backlink in the body of the article as well. The aim: the article gets republished on many web and blog sites in the weeks after it is published. In order to ensure your site remains the search engine authority on the article's subject, the article should be published and indexed there first. Online article syndication not only allows you to introduce fresh, optimised content to your site but enables you to generate valuable SEO backlinks.

Articles containing relevant information are value-adding and therefore attract links naturally. And, if published on a third party site, should carry a link back to your own web site. This drives visitors to the site that are automatically predisposed to your brand, and are therefore more likely to engage and buy the products on offer.

## writing an article for online syndication

### Choose a topic

By looking at your web site's content themes, and the key phrases associated with them, you will be able to write targeted, key phrase rich articles. Listening to the conversations around your brand, and seeing what customers are saying, can also lead you to topics relevant to your web site and your customers. Refer to your SEO strategy, and the keywords you are targeting, to create articles that complement your SEO efforts.

### Optimise the article and publish it to your own site

Using SEO and web copy guidelines, ensure that the content is optimised for search engines, as well as engaging for readers. Publish the article to your own web site first, to establish the authority of your web site. Doing this will:

- Allow you to reap the SEO benefits of fresh, optimised copy.
- Enable your site to be regarded as the expert on that subject.
- Avoid Google's strict duplicate content policies.

Firstly, the article needs to be optimised for your web site. Implement all the tactics covered in the online copywriting chapter, such as correct meta data, optimised title and key phrases, optimal use of <h> tags and links. Once it is live, you will need to **wait for it to be indexed by the search engines**: if you type the article title into the search engine and it returns the page with your article on it as a result, it has been indexed and it's now ready to be submitted to the online article syndication sites/directories.

The article then needs to be edited for syndicating. Different directories have their own requirements and guidelines which need to be adhered to.

For example, some directories require that all links to your web site in the body of the text, bar one, would need to be removed, as well as all mentions of your company as a brand name. You will also need to create an "About the Author" section at the end of the article. This can tell readers more about your company, and the information they can access by visiting the site. You will be able to add two or three links in this section, depending on the directory. Send one link to the home page and the other(s) to pages within the site.

Most directories allow the inclusion of keywords relevant to the article. Ensure these are relevant to the article and that you include the key phrases for which you have optimised the article. These key phrases will allow readers to find your articles, using the search function on the directories. This is also called tagging your article.

Many directories also allow **a description**. This description will be displayed, along with the title of the article, when someone has searched the directory for a key phrase or category for which you have tagged your article. The description should entice the user to read your article, so it needs to be succinct and gripping.

Once you have done this, you will then need to **convert the article into HTML**. The HTML is very basic, and while the different directories have their own HTML guidelines which you will need to familiarise yourself with, the standards tags are as follows.

- To bold: <strong>phrase you wish to bold</strong>
- To italicise: <em>phrase you wish to italicise</em>
- To underline: <u>phrase you wish to underline</u>
- To list: <li>lines you wish to list</li>
- To create a paragraph: <p>paragraph here</p>
- To insert a line break: <br/>
- To insert a link: <a href="page url">phrase you wish to link</a>

For each directory, the submission guidelines will indicate requirements for the text.

### Submit the article to directories

Publishing the articles to directories means they can be picked up and republished on other sites, which **contributes significantly to link building efforts**. There are hundreds of online article directories out there but you need to be selective when choosing which ones to submit to. The good article directories usually allow up to 4 links to be placed in each article.

Here is a list of 10 directories that you could publish your articles to:

1. [www.ezinearticles.com](http://www.ezinearticles.com)
2. [www.goarticles.com](http://www.goarticles.com)
3. [www.postarticles.com](http://www.postarticles.com)
4. [www.uberarticles.com](http://www.uberarticles.com)
5. [www.ezine-writer.com.au](http://www.ezine-writer.com.au)
6. [www.article-hangout.com](http://www.article-hangout.com)
7. [www.articledashboard.com](http://www.articledashboard.com)
8. [www.simplysearchforit.com](http://www.simplysearchforit.com)
9. [www.amazines.com](http://www.amazines.com)
10. [www.newarticlesonline.com](http://www.newarticlesonline.com)

These directories all allow **3 to 4 links**, they all give **statistics** on how the articles are doing and they all allow you to **preview the article** before you publish it – it is important to be able to preview it to ensure that no mistakes were made during the HTML conversion process.

All of the above article directories are free, though you will need to **register for an account**.

Once you have submitted the article it will undergo a review process – the directories do this to ensure that the articles are actually useful and relevant rather than simply advertorials. It will then be approved and available to read on the site. From here people who are interested in republishing the article on their own sites/blogs can do

so as long as they reproduce the content exactly as you have submitted it. If the article is well-written and informative it has the **capacity to go viral** which is the ultimate goal as the more times it is republished the more links you will acquire – and all **at no cost to you**.

#### Monitor its progress

A bit of basic **online reputation monitoring** will enable you to keep an eye on where your article is being republished and that it is being republished correctly - there's no use in sites republishing it if they're going to strip out all the links and the "About the Author" section which you included.

## press releases: optimised for search and for social media

The press release is a stalwart of public relations. It is a standardised format for releasing information. Originally intended to provide information to journalists, press releases are increasingly being read without going through the journalists first. PR has also realised the tremendous impact of bloggers, and many PR professionals are using the same press releases in their communications with bloggers. And today, journalists are also bloggers, and bloggers are the new citizen journalists, so the lines are becoming even further blurred.

Newswires, like article directories, allow for online submission of press releases. In turn, these are syndicated via RSS, and so are picked up by the news engines, such as **Google News**, Yahoo! News, **MSN News**. Many people pick up their news via these online news engines, which aggregate news from a number of publications and newswires, and so the press release is becoming an ever more crucial means of reaching a growing audience.

As well as promoting conversation around your company and its products, online press releases should **drive traffic to your site**. To achieve this, press releases need to be **optimised** to contain related **keyphrases** and **links**. Not only is this important for the press releases being picked up by news engines, but there are many journalists who will simply reproduce the copy of a well-written press release. Ensure that these reproductions positively impact your SEO efforts by optimising your press releases for key phrases and links.

Don't forget to **publish your press releases on your own site** before sending them to the release sites. You'll want to be considered as the "expert" in the search engine's eyes on the subject, and journalists also need to be able to find all of the information they need on a company web site.

Like articles, you will need to write a **description and allocate keywords** to the press release. You will need to ensure that all media contact information is listed. Each site will specify exactly what information is required. Very few of the press release sites allow you to convert your releases into HTML (especially the free release sites). Apart from the keywords, the **category** you select for your press release is extremely important so be sure to have a good look at the categories the site offers and make sure that you select the most appropriate one.

Most of the sites offer a **free option and a paid option**. The paid option provides a host of additional benefits, and it is worth considering paying for a membership to one of them.

### benefits of online press releases

- Online press releases allow for almost instant publishing of news online.
- A well written press release can garner top rankings in the news engines (Google News, Yahoo! News, MSN News etc). Adequate optimisation can also result in higher SERP rankings.
- Content is syndicated quickly via RSS.
- Links are built naturally and effectively from online publishing.
- Distribution is increased beyond your contact list.
- Reach is far greater than that of a traditional press release.
- Reach and distribution can be easily tracked online.

Here are some press release sites to consider

1. [www.i-newswire.com](http://www.i-newswire.com)
2. [www.pr.com](http://www.pr.com)
3. [www.pressexposure.com](http://www.pressexposure.com)
4. [www.1888pressrelease.com](http://www.1888pressrelease.com)
5. [www.sanepr.com](http://www.sanepr.com)
6. [www.pressbuzz.com](http://www.pressbuzz.com)
7. [www.pressbox.com](http://www.pressbox.com)
8. [www.pressreleasepoint.com](http://www.pressreleasepoint.com)

## social media press release

Blogs and other consumer generated media (CGM) are sometimes referred as citizen journalism. The reach and influence of CGM means that press releases are often finding their way to the inboxes of content creators. While many journalists are becoming disillusioned with the standard press release format, the press release can be seen as over hyped corporate speak by time sensitive and transparency focused bloggers.

Pitching to bloggers can be a sensitive task, and there are some guidelines outlined in

### discussion

Journalists usually extract information from a press release and supply commentary when they write an article. How do you think the fact that the press releases are now being read directly by the public affects the press release?

**SOCIAL MEDIA NEWS RELEASE TEMPLATE, VERSION 1.5**

http://www.company.com/socialmedianewsroom/todaysnews

**CONTACT INFORMATION:** Client Contact, Spokesperson, Agency Contact (Phone, Email, Blog, Website, Skype)

**NEWS RELEASE HEADLINE**  
Subhead  
**CORE NEWS FACTS**  
• Bullet-points or narrative

**LINK & RSS FEED TO PURPOSE-BUILT DELICIOUS PAGE**  
The del.icio.us page offers hyperlinks (and annotation in "Notes" field) to relevant content sources, providing context and on-going updates.

**PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS**  
Recommendation: up to 2 quotes per contact. Be prepared to offer additional quotes to content publishers who desire exclusive info.

**"3 LINKS THAT MATTER" (OPTIONAL)**  
Provide more info without overwhelming the reader. Links should highlight relevant data that add context to the news (e.g., blog posts, white papers). A URL "snipping" service like TinyURL is recommended.

**BOILERPLATE STATEMENTS**  
RSS Feed to Corporate News Releases, "SHARE THIS" Universal bookmark widget, TECHNORATI TAGS, OPML Feed to Corporate Blogs, "SPHERE IT" Context related web search

**PHOTO** e.g., product picture, executive headshot, etc.  
**MP3 FILE OR PODCAST LINK** e.g., sound bytes by various stakeholders  
**GRAPHIC** e.g., product schematics, market size graphs, logos  
**VIDEO** e.g., CEO's view of the news, brief product demo

**TRACKBACKS/ BLOGS THAT LINK TO THIS NEWS**

**MODERATED COMMENTS**  
Offer RSS and email update options

this chapter, but PR firms such as Edelman and Shift Communications have created templates for a Social Media Press Release (SMPR), designed to communicate facts more clearly and concisely, and to use the tools provided by social media.

This is the outcome of an evolving conversation between PR companies, journalists and bloggers. It is a work in process, and there is plenty being said both for and against this approach, but it is an elegant example of PR firms listening to the conversation, engaging and responding.

## blogging

Writing a blog is one of the best ways for a company to build its own voice in the new world of social media and citizen journalism. Not only do blogs play a role in SEO (with fresh content written with key phrases in mind), they also play a strategically important role in reaching out to customers.

Blogging takes a company right into the heart of the conversation, and demonstrates the company's comfort with this communication channel. A blog means that there is regular commentary, that is spoken in the voice of the company. Additionally, blogging teaches companies how to engage personally with their customers.

## online press room

As the Internet increases the ease of access to information, an essential part of WebPR is ensuring that pertinent information is easy to access. Making sure that journalists, customers and investors are able to find all key company information quickly and easily means that you are able to slip into that conversation that much more easily.

A 2003 Nielsen Norman study found that when a journalist uses a corporate web site to find basic information, they were successful only 73% of the time (Nielsen, 2003). Journalists often work to tight deadlines, and having the required information on hand could make the difference to whether a company is written about and not. An online press room can ensure a company is able to meet journalists' needs.

**note**  
For information on blogging, be sure to read the chapter on social media.

**Social Media Newsroom Template**

Company Logo: Description: News about company and its role in the XYZ industry

Search: News | Company Site | Web

**Executive Corner**  
Links to biography, speaker history, LinkedIn profile

**Media Coverage**  
Excerpt and link to media coverage

**PR Contact Information**  
Contact Name  
Click here to request an interview

**Tag Cloud**  
Relevant terms about company, industry, products, executives, speeches and competition. Also, tags related to individual press releases and media coverage

**RSS Feeds (OPML)**  
Corporate bloggers and vloggers  
Pictures Profiles Excerpts

**What We're Reading...**  
Blogs Mainstream media links

**Multimedia Gallery**  
Previews and links to download embeddable versions of company logo, executive pictures, product shots, podcasts, videos, etc.

**News Releases**  
Headline, excerpt and link

**del.icio.us Accounts**  
del.icio.us/company, del.icio.us/industry, del.icio.us/competition, del.icio.us/misc.

**Schedule**  
Upcoming tradeshow appearance(s), link(s)

An online press room must have:

- [Company history](#)
- [Key executive biographies](#)
- [Pertinent background information](#)
- [Logos and images in a variety of sizes, resolutions \(for web and for print\) and formats](#)
- [All press releases](#)
- [Multimedia gallery \(video, audio and visual\)](#)
- [Contact information](#)
  - [PR representative](#)
  - [Company](#)
- [Search function](#)
- [RSS / email alerts](#)
- [Tagging capabilities](#)
- [Information in a variety of formats](#)

Keeping the information accessible and accurate saves time for both the PR team and for the researcher, and shows an openness to communication.

## pitching to bloggers

Although many journalists are bloggers, bloggers are not journalists. They do not have to answer to their editor or publisher. They generally do not write to pay their bills; they tend to write about things that they are passionate about. They measure success in number of comments, trackbacks and traffic.

To pitch effectively to bloggers, you need to understand these subtleties. There are many useful blog posts by bloggers who get pitched to often, that offer guidelines for the PR industry. The effective PR hack will take note.

As with journalists, building a relationship is the best way to pitch to a blogger. Remember, journalist or blogger, you are reaching out to an individual.

- [Read their blog, and engage.](#)
- [Make pitches personal and relevant.](#)
- [Provide accurate key information. Be descriptive but concise.](#)
- [Do not try to spin a story.](#)
- [Show you are aware of who is talking about you, and who is talking about their blog.](#)
- [Be transparent.](#)
- [Provide links to images, logos and press releases. Never send large attachments.](#)

In the US, the beauty PR industry has been noticing the power of bloggers, and some of the cosmetics houses send samples and swag (an industry term for gifts) to bloggers as well as journalists (Schaefer 2008). There is a difference, however. Journalists are generally restricted in the value of the gift they are allowed to accept, and tend to reveal when reviewed products are free samples. The publishing houses need to maintain an unbiased reputation. Bloggers, however, are self publishers, and can make up their own rules as they go along. Some of them accept lavish gifts in return for coverage – coverage that can appear more authentic as it comes from a blogger and not a journalist.

## tools of the trade

WebPR is about engaging in a conversation, so the essential tools that are required are:

- [Tools for listening.](#)
- [Tools for responding.](#)
- [Tools for tracking success.](#)

RSS feeds tracking mentions of pertinent keywords are the best way to get an overview of mentions of a brand or company. These are outline in detail in the online reputation management chapter.

Responding can take place through the various social media channels such as:

- [Blogs](#)
- [Twitter](#)
- [Forums](#)

Online article directories and press release directories are also crucial to publishing and spreading information. Having a thorough and up to date online news room ensures that relevant information is available.

The most important tool: relationship building. Whether with journalists, bloggers or consumers, transparent conversations are paving the way for effective public relations.

## webPR: should I or shouldn't I?

There is no question about it: the media landscape has changed, and those who need to broadcast messages in the new media need to adapt along with it.

The Internet allows for greater distribution and reach of all messages, but it does mean that companies can no longer control these messages in the ways that they

used to. Public Relations on the web allows companies increased access to what their customers are saying, and a direct channel to respond to that.

So many new recipients of information requires more work from the PR team. As well as building relationships with journalists, you also need to include bloggers and other generators of content. The rules of engagement are changing, and power is increasingly moving from the companies who create messages to those that they need to broadcast it for them.

## summary

PR has moved into a new and exciting era - it is now also online. WebPR is used to enhance brand awareness, exposure and SEO efforts using various online channels like article directories, press release sites, industry related sites, online newsrooms, blogs, forums and social media sites.

Effective PR is about listening and responding, and the Internet has provided tools to enhance these activities.

Companies can listen to the conversation using ORM tools. Companies should respond by going to the customer conversation, whether that means commenting on blogs or forums or by some other means of engagement.

Companies can use the Internet to build their own voice online. Tactics include:

- [Online article syndication](#)
- [Press release directories](#)
- [Corporate blogging](#)

WebPR uses the Internet to enhance and update established PR practice. Optimising press releases for both search engines and social media increases online reach, distribution and reputation. A resourceful, accessible and well-managed online press room is crucial.

The Internet means that companies no longer control the conversation. With WebPR, a company can engage in the conversation, and with transparency, influence it.

## the bigger picture

Effective WebPR is a link building exercise in a holistic SEO strategy. Content optimised for search engines and then syndicated creates both authority for the originating site as well as backlinks to that site. Optimised press releases can have the same effect, and when picked up by established media publications, backlinks can carry a lot of weight.

PR and ORM go hand in hand; neither can be effective without the other. While ORM listens to the conversation, PR responds to and seeks to create conversation. Too much talking means that a brand can be perceived as an out-of-touch loudmouth. However, going to the other extreme and spending too much time listening, means that the conversation can go in the wrong direction. A balance needs to be achieved to make sure the conversation is moving forwards.

WebPR complements the social media strategy for a brand. Effective WebPR leverages social media to increase the reach of a company's marketing messages.

### case study: Pilkington Self-Cleaning Glass

Writing articles for online syndication both provides useful information to potential customers and enhances SEO efforts. Quirk, the digital agency for Pilkington Self-Cleaning Glass ([www.pilkingtonglass.co.uk](http://www.pilkingtonglass.co.uk)), has been writing articles based on key phrases that are being promoted on the web site.

Once a key phrase (i.e. self-cleaning glass / conservatory glass) has been selected, research then reveals what information consumers are searching for. An informative article is then written, which is usually two pages in length around the selected key phrase.

The article is then submitted to 8 online article syndication sites. As each article contains 3 links and is submitted to 8 directories, 24 links are garnered as soon as the article is published.

Articles containing valuable content tend to attract links naturally and are republished on other sites. Over the last two years, 20 articles have been written and published for Pilkington Self-Cleaning Glass. Each has been republished approximately 10 times: That's approximately 54 new links pointing towards the web site from just one article. And that's about 1080 links overall.

The following article was written in January 2006 and was published to 8 directory sites from which it garnered 24 links and 5050 reads. What's more, it was republished on a wide array of sources: 339 sites were indexed for it on a Google search, which is a maximum 1017 quality links.

#### ***The Use of Glass in Architecture***

By [Sarah Manners](#)

*Acclaimed architect Bruno Taut said, "If we want our culture to rise to a higher level, we are obligated for better or for worse, to change our architecture. And this only becomes possible if we take away the closed character from the rooms in which we live. We can only do that by introducing glass architecture, which lets in the light of the sun, the moon, and the stars".*

#### ***A New Architectural Era***

*Built in Hyde Park, London to house the Great Exhibition in 1851 the Crystal Palace is commonly considered as a significant turning point in architectural history. This magnificent structure built from steel and glass paved the way for further exploration of glass as an architectural element. The glass sail of the new Milan trade fair and Louvre pyramid are other stunning example of the use of glass as a structural as well as a design element.*

Other examples of glass architecture include the London Bridge, Agbar and Federazija Towers as well as the Tokyo International Forum.

While the use of **glass in construction** was previously quite limited to grand designs and office buildings it is starting to become a core structural and design element in many homes. Glass facilitates natural light and opens up rooms allowing smaller spaces to look bigger as well as facilitating a natural indoor/outdoor flow which often enhances the tranquillity as well as the value of your home. Glass is also relatively inexpensive and fully recyclable, an important consideration in the current era of heightened environmental consciousness. Glass use in construction has increased dramatically due to the rapid changes in glass production and technology. Previously glass was thought to be quite a fragile building material and many steered away from it because of this. Modern glass, however, is not only spectacular to look through but it is safer, stronger and energy efficient.

### Glass in the home

In the past glass was mainly utilized for windows to allow some air and light in to rooms. Today glass is utilized in the construction of several elements of exterior and interior architecture. **Exterior glass architecture** includes facades, display windows' skylights, skywalks, entrances, revolving doors, canopies, winter gardens and conservatories. All of which allow homes to be bathed in natural sunlight with gorgeous outdoor views. **Interior glass architecture** can be used for staircases, elevated walkways and even as traditional walls. There are some houses in which all of the walls are actually glass. Such high quantities of glass previously compromised other aspects such as the heating and cooling requirements. Often glass architecture would incur high heating costs in winter and cooling costs in summer. Fortunately such great progress has been made in the glass industry that we now have access a variety of different kinds of glass each with fantastic benefits. One such example is glass with spectrally-selective qualities, which allows light to stream into the house without being harmful or degenerative to occupants and their belongings.

### Caring for your Glass

To keep your glass looking great and streak free you will need to ensure that it is cleaned often. Try a few different **cleaning solutions** before you decide which one to use, options vary from store bought to home made solutions. Many use products such as ammonia, vinegar, borax, alcohol or Epsom salts to clean glass. An important point to remember is that when using your own solutions never combine an acid and an alkaline, for example vinegar and ammonia, as they neutralise on another. After washing use a dry cotton towel rather than paper towels or newspaper as they tend to disintegrate and leave deposits on your glass. For a great shine a dry blackboard eraser can be used.

To keep frost from accumulating on exterior windows during the winter, add two cups of antifreeze or rubbing alcohol to each gallon of wash water. For deposits of paint, resin or glue wet the surface and then scrape them off using a razor blade scraper. Take care to scrape in one direction only in order to avoid scratching the surface.

Another option, and a fantastic one at that, is the breakthrough technology that has brought us self-cleaning glass. An ultra-thin coating is applied to the glass during the manufacturing process; this coating has two highly beneficial effects on the glass. First organic residue on the glass broken down by the ultraviolet wavelengths in sunlight then when it rains the dirt is washed off. As the coating is hydrophilic when rain hits the glass, it doesn't form droplets and in turn eradicates streaking. Rain water flows down the glass in a sheet and washes the dirt away. If you don't have time to wait for the rain a simple garden hose will be just as effective. [Self-cleaning glass](#) is making the lives of homeowners far easier and is giving home owners absolutely no reason to hesitate to use of glass in the construction of their homes. What could be better than bright, open rooms with excellent outdoor views facilitated by huge sheets of glass, without having to spend your days cleaning them?

Modern day architectural trends have elevated the way we think about the use of glass in our own homes. It is no longer simply a material for windows and the occasional sliding door; it is a design component in its own right.

With each passing day glass becomes a more important element in architecture not only in grand public structures but also in the lives and homes of families across the world. The beauty of glass lies in its simplicity, it enables us to be enveloped by nature while living comfortably in doors.

### About The Author

Many architects, designers and construction companies recommend [Pilkington](#) when it comes to glass. Having been in the glass industry for 179 years, Pilkington is recognised as the world's technological leader in glass. Out of all of their innovative products, Pilkington Activ™ - the world's first [self-cleaning glass](#) is one of their greatest products and is an ideal material in glass architecture.

## case study questions

1. Why is it important to research what consumers look for once you have chosen your key phrases?
2. How is the article different from a press release?
3. What key phrase is being targeted, and how is it being used in the article?

## chapter questions

1. What are the main differences between a traditional press release and a social media press release, and what are the similarities?
2. What is the difference between optimising a press release for search and optimising a press release for social media?
3. How do you think social media has changed the role of a public relations professional?

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## further reading

[www.pr-squared.com](http://www.pr-squared.com) – the blog from Shift Communications, a PR firm that is leading the way in social media

[www.edelman.com/speak\\_up/blog/](http://www.edelman.com/speak_up/blog/) – a blog from Richard Edelman of Edelman PR – see how a large player in the industry tackles the changing world of PR

[notetaker.typepad.com/cgm/](http://notetaker.typepad.com/cgm/) – Pete Blackshaw's thoughts on all things ORM, CGM and PR are essential reading for any online marketer

# 12. web site development and design

**What's inside:** The chapter begins with **introduction** to the concepts of web development and design, going right into **how it works**, with a break for **key terms and concepts**. We look at three crucial elements of web sites: **usability**, **search engine visibility**, and **aesthetic design**. **Landing pages** are touched on, followed by the **pros and cons**, a **summary** and the importance of web site development and design in **the bigger picture** of eMarketing.