

Business **Bulletin**

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Q Our company does traditional PR in the press and broadcast media but I'm told we also need to boost our online profile. What's the best way to do this?

A Newspapers and broadcast coverage remain the priorities for most businesses, but these days it is important to ensure that you have a strong online presence. Most traditional media coverage will appear on the newspapers' own websites, which are highly ranked in Google. However, there are other very cost-effective ways to boost your company's online profile.

Adding a blog to your website using free open-source software such as WordPress is a great way to boost your online profile. Google loves websites that are regularly updated with content so add any news, media coverage, events or commentary on issues affecting your sector. Also, use WordPress's built-in tools to add keywords and tags – this will help internet searches find your content. Sites such as Twitterfeed.com can automatically add any of your blog posts to your company's Facebook page and Twitter stream, which are also an important part of any communications strategy.

The WordPress blog can also be added to your LinkedIn profile, as well as those of your employees. You should also add information to websites that are highly ranked by Google such as irishpressreleases.

ie, irishblogs.ie, GoogleMaps, forums and even Gumtree.ie.

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