

## KEY ELEMENTS OF PR ARTICLE

### MAIN IMAGE

- ▶ Let it be **LIFESTYLE**.
- ▶ It should **NOT** be the same as **BANNERS** (a logo or product on a white background attracts fewer readers).

### GRAPHIC ELEMENTS

- ▶ We recommend **max 3 graphic elements** in the text (e.g. 2 images and 1 video) or in proportion to the length of the text.
- ▶ For more images (5-10) consider using an image gallery.

### LINKS

- ▶ We recommend **max 2 different links**, so readers won't be confused.

## HEADLINE OF PR ARTICLE How to attract readers?

### ASK A QUESTION

How to dress for the job interview?

What should you look for when buying a house?

### ATTRACT BY NUMBERING

5 ideas for a family trip.

Top 10 cooking utensils.

## CONTENT OF THE PR ARTICLE 3 golden rules of writing content

### CONTENT RELEVANCE

- ▶ Stay connected to current events.
- ▶ Choose a topic that is interesting to your target audience.
- ▶ The focus should be on the chosen topic and not on the product itself.

### UNIQUENESS

- ▶ Uniqueness makes it memorable, but don't forget the evergreen themes, which are always well received by readers and bring good advertising results.

### ENVIRONMENTAL RELEVANCE

- ▶ **When preparing an article, keep in mind where the article will be published and prepare it in a way that is relevant to readers.**

## SEO OPTIMIZATION

### KEYWORDS

Make a **selection of keywords** for the article that will help you better rank your website on Google.

### CREDIBLE WEBSITE

The higher the authority of the website on which the article will be published, the better it is for **SEO optimization**.

### ARCHIVE

Make sure the article stays in the website archive.

**Pro Plus offers 8 different content portals for a wide variety of reader segments.**