Press Alerts Response

****Please save this workbook to the desktop on your computer.
This way your progress will be saved correctly as you complete each section.****

Press request alerts can be a fantastic way to earn high-value links from online publications – as long as you actually get links from these press requests. To get links successfully, you need to **respond very quickly**, and **give the reporter exactly the information s/he wants** in a **concise, easy-to-read** format.

How to Use This Worksheet

Reporters are looking for short quotes from experts and thought leaders on a given topic to help drive home the point they're trying to make in their article. To respond quickly to their requests, you'll need to have a list of quotes ready to use at a moment's notice.

Use this worksheet to collect pre-approved quotes from experts and thought leaders in your organization on the five topics you want to be known for. Then, when you see a press request alert that's relevant to one of those topics, refer to this worksheet for a quote so you can send it off to a reporter in minutes.

Check off quotes as you send them to avoid sending the same quote to multiple reporters. Make sure you ask each person for their preferred title, and any notes on the person's credentials you can add to your response to reporters. (For example, have they written a book on the topic? Do they speak about the topic? Have they done years of research?)

EXAMPLE: Topic Name

Quote Used?	Quote	Name	Title/ Company	Credentials
☐	"At HubSpot, for web pages that we've been able to move into the featured snippet, we saw an overall 10.5% increase in the number of clicks from the SERP, a 10.13% click-through-rate increase, and a net positive impact on page traffic. "	Matthew Howells-Barby	Director of Acquisition, HubSpot	HubSpot's in-house SEO expert; SEO advisor for businesses

Topic 1:

Quote Used?	Quote	Name	Title/ Company	Credentials
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Topic 2:

Quote Used?	Quote	Name	Title/ Company	Credentials
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Topic 3:

Quote Used?	Quote	Name	Title/ Company	Credentials
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Topic 4:

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Topic 5:

Quote Used?	Quote	Name	Title/ Company	Credentials
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