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Strategically managed business communications are typically the responsibility of an organization's Public Relations or Corporate Communications department. Managing crisis communications and delivering messages to various audience groups requires use of all available media and increasingly, upon the internet. Coordinating many bits of data and information flowing through various media channels is a complex task. And now that the internet has emerged as the consumer's choice for product and service information, PR agencies and corporate communications officers are using Google and Yahoo to help get their messages out.

SEO or Search Engine Optimization is the process of positioning a website or article so that the search engines are likely to display the particular web page as a result when users search for information on a particular topic. The Google search engine in particular has become the premier tool for internet users to find information. Positioning company information in a form that can be recognized and displayed by Google is the ultimate objective of an effective SEO process. [Denver Public Relations](#) agencies have successfully used SEO to assist clients reach specific audience groups.

PR firms now make extensive use of internet search engines to deliver important messages and to make information available. Web sites, blogs and internet pages are each designed to deliver a specific message - usually to a narrowly defined target market or audience. Without configuring the page to get that message out, however, all the effort given to creating the message may be wasted. Utilizing search engine strategies help get information to readers as they are seeking it.

Crafting the communication strategy to work in concert with an effective SEO effort is a difficult challenge. Careful selection of keywords used in the messaging requires research and expert copywriting. In the past, a public relations officer might just compose a press release and distribute it to the usual network of media outlets. Now, the PR agency or corporate communications officer must configure the text, headlines and content around keywords that the search engines will recognize and display to those using the search engines when searching for information on the topic.

Search engine strategies that can deliver the information and generate 'good' exposure for the organization can be produced that in the end achieves some difficult objectives. Internet users that see an important press release posted on a reliable industry site relating to an issue of concern are likely to click on it and at least be exposed to the data.

Search engine methodologies can assist in other outreach objectives as well. Tasks that usually fall to corporate communications officers include brand recognition and strengthening, special event promotion and lead generation. Constructing a comprehensive plan to achieve objectives in these areas requires targeting a specific audience with messages that are meaningful to each group. After all, a purchasing officer may be more interested in pricing or feature characteristics than would an office manager responsible for supervising a large staff. The search engines provide an opportunity to reach out to each of these specific audiences with detailed messages that each group might find useful.

Many large organizations are using SEO and Public Relations tactics to reach very specific target audience groups. As internet usage continues to grow, users will continue to depend upon the search engines to deliver the information they need. Organizations that can embed their messaging into the way search engines deliver this information can greatly benefit. Given current trends, Public Relations and Corporate Communications officers will serve their clients and organizations well by incorporating more Search Engine and SEO methodologies into their craft.

Author Matthew Stone is an SEO Consultant to [Denver Public Relations](#) firms as well as a variety of other organizations. Distributing company messages and web sites to the top of the common Search Engine Results improves company sales, revenue and provides opportunity to communicate data and information directly to internet readers worldwide.

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