

DIGITAL PR BRAND AUTHORITY CHECKLIST

JBH

This checklist helps build brand authority through consistent, insight-led coverage and long-term organic growth.

1. Strategy & Foundations

- Define what brand authority means for your business (trust, expertise, visibility, rankings, sales support)
- Identify priority products, services or categories you want to be known for
- Map commercially important pages that PR activity should support
- Benchmark current performance (links, rankings, share of voice, authority vs competitors)

2. Insight & Topic Planning

- Review search data to identify high-intent and high-interest topics
- Track industry trends, seasonal moments and news cycles
- Identify gaps where your brand can add expert commentary or insight
- Create a rolling list of potential reactive and proactive story ideas
- Use audience and social listening to understand what your target audience is actively discussing, questioning and sharing across platforms

3. Content Creation

- Produce reactive commentary tied to breaking news or trends
- Develop data-led campaigns using original research or analysis
- Ensure stories are genuinely useful, interesting or surprising
- Position the brand as an expert source (not overtly promotional)
- Create clear angles tailored to journalists, not marketing audiences

4. Outreach & Distribution

- Build targeted media lists (national, regional and sector-specific)
- Tailor pitches to each journalist and publication
- Prioritise quality publications over sheer volume
- Time outreach to align with relevance and news value
- Maintain relationships with journalists by consistently offering valuable content

5. Link & SEO Alignment

- Ensure links point to relevant, authoritative pages where possible
- Avoid over-optimised anchor text - focus on natural placements
- Balance brand mentions with strategic link acquisition
- Track new referring domains and link quality
- Monitor impact on keyword visibility and rankings

DIGITAL PR BRAND AUTHORITY CHECKLIST

JBH

This checklist helps build brand authority through consistent, insight-led coverage and long-term organic growth.

6. Coverage Quality Control

- Assess authority and relevance of each placement
- Check accuracy of brand positioning and messaging
- Monitor sentiment and brand perception in coverage
- Identify publications worth re-engaging for future stories

7. Performance Measurement

- Track earned links and referring domains
- Measure changes in organic visibility and impressions
- Monitor share of voice against key competitors
- Review impact on priority categories or pages
- Report results against initial authority benchmarks

8. Optimisation & Iteration

- Analyse which story types perform best (reactive vs data-led)
- Refine topics based on journalist engagement and results
- Double down on high-performing publications and formats
- Retire low-impact approaches
- Feed learnings back into future campaign planning

9. Consistency & Long-Term Authority

- Maintain a steady cadence of digital PR activity
- Refresh successful themes with new angles or data
- Stay visible year-round, not just campaign bursts
- Continuously evolve messaging as the brand matures
- Treat digital PR as an ongoing authority-building channel

BUILDING BRAND AUTHORITY TAKES CONSISTENCY, NOT ONE-OFF CAMPAIGNS.

Brand authority isn't built overnight. It's the result of consistent digital PR activity that earns trusted media coverage, authoritative backlinks and long-term visibility across key topics.

By following the checklist above, brands can move beyond short-term wins and use digital PR to support sustained brand authority, organic growth and competitive advantage.