



Transcript from June 22, 2010 to June 22, 2010

All times are Pacific Time

June 22, 2010

- 5:31 am **leeodden:** Looking forward to it :) RT @shonali: Tomorrow #measurePR chat with @leeodden, 12-1 pm ET. DM/email me questions
- 5:36 am **TDefren:** RT @shonali Tomorrow's the bi-weekly #measurePR chat with @leeodden, 12-1 pm ET.
- 11:08 am **shonali:** @TDefren Thanks for sharing! I know a lot of people are looking forward to "hearing" @leeodden on today's #measurePR.
- 11:08 am **shonali:** W00t! RT @leeodden: Looking forward to it :) RT @shonali: Tomorrow #measurePR chat with @leeodden, 12-1 pm ET. DM/email me questions.
- 12:59 pm **alanchumley:** #measurePR chat today at 12pm EST with @leeodden, 12-1 pm ET. DM/email questions to: @shonali #prmeasurement.
- 1:13 pm **CARMA_Tweets:** join the #measurePR chat today at 12pm EST with @leeodden, 12-1 pm ET. DM/email questions to: @shonali #prmeasurement. join, ask, learn.
- 1:17 pm **shonali:** RT @CARMA_Tweets: join the #measurePR chat today at 12pm EST with @leeodden, 12-1 pm ET. DM/email questions to: @shonali join, ask, learn.
- 1:19 pm **shelisrael:** RT @shonali: RT @CARMA_Tweets: join the #measurePR chat today at 12pm EST with @leeodden, 12-1 pm ET. DM/email questions to: @shonali join, ask, learn.
- 1:21 pm **millionbaker:** RT @shelisrael: RT @CARMA_Tweets: join the #measurePR chat today at 12pm EST with @leeodden, 12-1 pm ET. DM/email qs to: @shonali
- 1:48 pm **shonali:** @millionbaker @shelisrael @CARMA_Tweets @alanchumley Thank you all for sharing the #measurePR chat info, we're looking forward to it!
- 3:30 pm **dawnarteaga:** RT @millionbaker RT @shelisrael RT @CARMA_Tweets join the #measurePR chat today at 12pm EST w/ @leeodden, DM/email ?s to @shonali
- 3:33 pm **shonali:** A little less than 30 minutes to go for today's #measurePR chat with @leeodden. Buckle up!
- 3:34 pm **vedo:** RT @shonali: A little less than 30 minutes to go for today's #measurePR chat with @leeodden. Buckle up!
- 3:38 pm **KellyeCrane:** RT @shonali: A little less than 30 minutes to go for today's #measurePR chat with @leeodden. Buckle up!
- 3:47 pm **CommAMMO:** RT @shonali: A little less than 30 minutes to go for today's #measurePR chat with @leeodden. Buckle up!
- 3:51 pm **MediaMiser:** Check out #measurePR at noon today: a chat facilitated by @shonali, today featuring @leeodden. Def should be a good one!
- 3:52 pm **jameskick:** Hey #scriptchat #measurepr + others in #tv #fi lrand #news: please follow @NSLCcomm and give suggestions to our students!
- 3:53 pm **rmpapag:** It's almost time for #measurepr with @shonali and this weeks guest @leeodden There is always good stuff shared, so join us!
- 3:55 pm **leeodden:** Heads up: my tweeting activity will jump in a few minutes as I chat with @shonali for #measurePR
- 3:55 pm **kikilitalien:** RT @CommAMMO: RT @shonali: A little less than 30 minutes to go for today's #measurePR chat with @leeodden. Buckle up!
- 3:59 pm **shonali:** I'm heading into #measurePR with @leeodden, so if I'm too talkative, snooze me. (Just remember to wake me up, please. :-p)

4:00 pm **shonali:** And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement.

4:00 pm **shonali:** Before we begin today's chat, please take a moment to introduce yourself. #measurePR

4:00 pm **cloudspark:** RT @shonali: And... it's time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement.

4:00 pm **CommAMMO:** Mine too! Snooze if u want. RT @leeodden: Heads up: my tweeting activity will jump in a few minutes as I chat with @shonali for #measurepr

4:01 pm **shonali:** I'll start: I'm a #solopr pro out of DC, measurement fanatic, editor of @wgbiz. #measurePR

4:02 pm **CARMA_Tweets:** #measurepr Intro: Alan Chumley (@alanchumley) senior consultant at DC-based CARMA Looking 4ward 3 chatting

4:02 pm **shonali:** @commAMMO @cloudspark Lovely to see you here! #measurePR

4:02 pm **CommAMMO:** Hi All - Sean here, #solopr in Cleveland, pt prof at Kent State U, member of Institute for PR Measurement Commission. #measurepr

4:03 pm **rmpapag:** Based in MD, I'm a #solopr & #measurepr professional working closely with PR and Corp Comm teams

4:03 pm **CubanaLAF:** Lauren Fernandez, Community Manager @Radian6 - work on the agency side. Hi guys! :) #measurePR

4:04 pm **rockstarjen:** Hi all! Jen, solo PR in San Diego. First time joining the chat. Excited to learn what I can. #measurepr

4:04 pm **JaneDoelnk:** I'm a #solopr out of Austin, TX - pr copywriter and proofreader for @JaneDoelnk. #measurePR

4:05 pm **mdbarber:** Morning @shonali & @leeodden from Anchorage. 30-yr prof communicator. Friends, if you're not into measuring PR, snooze an hour #measurepr

4:05 pm **shonali:** Our guest today is the oh-so-fabulous @leeodden, PR/SM/SEO genius, CEO of @toprank. Thanks for joining, Lee! #measurePR

4:06 pm **shonali:** @CubanaLAF @rmpapag Great to see you! #measurePR

4:06 pm **cloudspark:** we're hot kindling delivering strategic comm and counsel to new/emerging brands. g'afternoon. #measurepr

4:06 pm **leeodden:** Thanks @shonali It's a real pleasure to be here :) #measurePR

4:06 pm **thomasgetchius:** Congratulations! RT @cubanalaf: Lauren Fernandez, Community Manager @Radian6 - work on the agency side. Hi guys! :) #measurePR

4:07 pm **RebeccaDenison:** Hey y'all, trying to participate a bit! Rebecca Denison, social media analytics team at #edelmandigital in Chicago. #measurepr

4:07 pm **shonali:** @rockstarjen YAY! @JaneDoelnk - welcome! #measurePR

4:08 pm **shonali:** @mdbarber Heh, in a couple of weeks we'll both be doing #measurePR from the same time zone. :)

4:08 pm **leeodden:** Who brought the fail whale to this party? :) #measurePR

4:08 pm **rmpapag:** Welcome! You will love this! @rockstarjen #soloPR in San Diego. First time joining the chat. Excited to learn what I can. #measurepr

4:08 pm **MeanRachel:** @JaneDoelnk Hey, I'm in Austin, TX too! :) I do PR and SM outreach for @PetRelocation, a pet travel/moving co. #measurePR

4:09 pm **shonali:** OK, @leeodden has a hectic sked today, so let's start. Q1 coming up... #measurePR

4:10 pm **shonali:** Q1: What can PR pros learn from SEO to improve PR measurement? Do you have a few tips to get started? #measurePr

4:10 pm **shonali:** LOL, seriously! RT @leeodden: Who brought the fail whale to this party? :) #measurePR

4:11 pm **leeodden:** Anchorage, San Diego, Austin, Chicago, DC. Cleveland and more all represented at #measurePR

4:11 pm **shonali:** @RebeccaDenison I'm so glad you can join for a bit. :) #measurePR

4:11 pm **KellyeCrane:** Hi #measurepr - I'm a blogger and the moderator of the #solopr chat, and a big @leeodden fan!

4:11 pm **shonali:** @MeanRachel I think this is the first time you've joined #measurePR, AWESOME!

4:12 pm **richardbagnall:** #measurepr Ahhhhhhhh I can't log in to twitter. Submerged under a massive fail whale. :(@Leeodden wish I was with you...

4:12 pm **JaneDoelink:** @MeanRachel: Hey Austinite! Good to see you at #measurepr!

4:12 pm **shonali:** RT @leeodden: Anchorage, San Diego, Austin, Chicago, DC. Cleveland and more all represented at #measurePR

4:13 pm **richardbagnall:** Hello #measurepr! i think it's finally let me in! Sorry for the delay! Hi @leeodden, hi @shonali et al! Great to be with you.

4:13 pm **CommAMMO:** RT @shonali: Q1: What can PR pros learn from SEO to improve PR measurement? Do you have a few tips to get started? #measurepr

4:13 pm **MeanRachel:** @shonali I think you're right! I always see it go by and miss it! But I'm here now and ready to do some learnin'. #measurepr

4:13 pm **shonali:** @richardbagnall I know, it's horrible. I'm switching between Web, HootSuite & Tweetgrid, it's ridiculous. #measurePR

4:13 pm **cloudspark:** RT @shonali: Q1: What can PR pros learn from SEO to improve PR measurement? Do you have a few tips to get started? #measurepr

4:14 pm **shonali:** @MeanRachel W00t! And great to see @KellyeCrane @richardbagnall from the UK, too! #measurePR

4:14 pm **CubanaLAF:** Q1: PR should focus on two sectors w/ SEO: client brands and their own. #measurePR

4:14 pm **leeodden:** Q1: What can PR learn from SEO to improve PR measuremnt? Keep in mind what can be searched can be optimized. Make news searchable #measurePR

4:14 pm **richardbagnall:** RT @CommAMMO: RT @shonali: Q1: What can PR pros learn from SEO to improve PR measurement? Do you have a few tips to get started? #measurepr

4:14 pm **rockstarjen:** Yes, SEO! RT @shonali: Q1: What can PR pros learn from SEO to improve PR measurement? Do you have a few tips to get started? #measurepr

4:14 pm **cloudspark:** if you're interested in #measurePR (chat happening now - 1pm) @shonali is the moderator, @leeodden is the guest.

4:15 pm **shonali:** RT @leeodden: Re: Q1: Keep in mind what can be searched can be optimized. Make news searchable #measurePR

4:15 pm **Sammystein:** Hi y'all at #measurePR. Indie tech PR gal in Seattle. First timer with this chat. Looking forward to it.

4:15 pm **leeodden:** Q1 #measurePR Set keyword & search performance goals. Optimize news, promote content to attract links, measure impact via analytics.

4:15 pm **CommAMMO:** @chuckhemann you should be here - there's an Austin contingent, @meanrachel, @janedoeink #measurepr

4:16 pm **bonnieupright:** Hi everyone! I'm a PR consultant in Jax, FL. Specialize in SM, non-profits for pro athletes and local media relations. #measurepr

4:16 pm **CommAMMO:** RT @CubanaLAF: Q1: PR should focus on two sectors w/ SEO: client brands and their own. #measurepr

4:16 pm **shonali:** RT @CubanaLAF: Q1: PR should focus on two sectors w/ SEO: client brands and their own. #measurePR

4:16 pm **SodaProp:** This is @rjdavila with @sodaprop. Hi from Northeast Ohio to the folks at #measurePR !

4:16 pm **cloudspark:** RT @leeodden: Re: Q1: Keep in mind what can be searched can be optimized. Make news searchable #measurePR

4:16 pm **leeodden:** Q1 Set keyword & search performance goals. Optimize news, promote content to attract links, measure impact via analytics. #measurePR

- 4:16 pm **rockstarjen:** @Sammystein hey sammy! great to see you here. my first time, too. #measurePR
- 4:16 pm **SodaProp:** RT @leeodden: Q1 #measurePR Set keyword & search performance goals. Optimize news, promote content to attract links, measure impact via analytics.
- 4:16 pm **CubanaLAF:** RT @leeodden: Re: Q1: Keep in mind what can be searched can be optimized. Make news searchable #measurePR
- 4:17 pm **MeanRachel:** Q1: Look at referral #s from inbound links on online news sources - track conversions to see what news equals \$. #measurepr
- 4:17 pm **richardbagnall:** @leeodden What tips to promote content? Vlrutal press office? blogs etc? #measurepr
- 4:17 pm **shonali:** RT @leeodden: Q1 #measurePR Set keyword/search prfrmnc goals. Optimize news, promote content to attract links, measure impact via analytics.
- 4:18 pm **bobbymcdonald:** RT @cloudspark: if you're interested in #measurePR (chat happening now - 1pm) @shonali is the moderator, @leeodden is the guest.
- 4:18 pm **PRVille:** RT @leeodden: Q1 Set keyword & search perf goals. Optimize news, promote content to attract links, measure impact via analytics. #measurePR
- 4:18 pm **khirek:** RT @leeodden: Q1 #measurePR Set keyword & search perf. goals. Optimize news, promote content to attract links, measure impact via analytics.
- 4:18 pm **sharonmostyn:** RT @leeodden: Q1 Set keyword & search perf goals. Optimize news, promote content to attract links, measure impact via analytics. #measurePR
- 4:18 pm **CommAMMO:** RT @leeodden: Q1 #measurePR Set keyw & srch prfrm goals. Optimize nws, prmte cntnt 2 attract links, meas impact via analytics. #measurepr
- 4:18 pm **leeodden:** @shonali Very comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurePR
- 4:18 pm **shonali:** @Sammystein @bonnieupright @SodaPop @rjdavila Welcome! #measurePR
- 4:19 pm **khirek:** RT @CubanaLAF: RT @leeodden: Re: Q1: Keep in mind what can be searched can be optimized. Make news searchable #measurePR
- 4:19 pm **rmpapag:** RT @MeanRachel: Q1: Look at referral #s from inbound links on online news sources - track conversions to see what news equals \$. #measurepr
- 4:19 pm **CommAMMO:** RT @leeodden: Q1 Keep in mind what can be searched can be optimized. Make news searchable #measurepr
- 4:19 pm **cloudspark:** @CommAMMO excellent language/space management in that last tweet! #measurePR
- 4:20 pm **shonali:** RT @leeodden: Very comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurePR
- 4:20 pm **CommAMMO:** @leeodden Re Q1 - are we still looking for organic search results from SEO, or has the ad space taken over? #measurepr
- 4:20 pm **rmpapag:** Q1 Avoid adjective overdose too. Keep focused on keywords that are descriptive and unique when paired in a phrase #measurepr
- 4:21 pm **PRVille:** RT @shonali: RT @leeodden: Very comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurePR
- 4:21 pm **richardbagnall:** RT @leeodden: @shonali Very comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurePR All pr pros should read this!
- 4:21 pm **MeanRachel:** Q1: High-ranking news sites send your news to top of Google in relevant searches. 1 yr of SEO work in 5 min. #measurepr
- 4:21 pm **CommAMMO:** @cloudspark Thanks! Kinda feels like Strunk/White perverted - Omit Needless Vowels... #measurepr
- 4:21 pm **Sammystein:** @rockstarjen Hey Jen, we need to catch up. Great topic and impressive participants here. #measurePR
- 4:21 pm **shonali:** Q2 from @kamichat: How do you know which keywords to use in a site, what tools do you use? #measurePR

- 4:22 pm **rockstarjen:** RT @leeodden: Very comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurepr
- 4:22 pm **IABCDCMetro:** RT @leeodden: @shonali Very comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurePR
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- 4:22 pm **leeodden:** @shonali Q1 Here are 13 metrics for SEO PR Measurement: <http://tprk.us/KeQ3K> - Measure search AND social impact of optimized news #measurePR
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- 4:22 pm **kristinwadge:** RT @leeodden: @shonali Very comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurePR #measurepr
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- 4:22 pm **SodaProp:** Make sure to integrate not only website links to promote content, but social media networks that are outbound... #measurepr
- 4:23 pm **CubanaLAF:** If you're in PR sector and not tuning into #measurePR, you're missing out. I know SEO is something SO MANY struggle with.
- 4:23 pm **Sammystein:** Great tips for PR pros. RT @leeodden: @shonali Very comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurePR
- 4:23 pm **rockstarjen:** Excellent advice. RT @rmpapag: Q1 Avoid adjective overdose. Keep focused on descriptive and unique keywords... #measurepr
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- 4:24 pm **leeodden:** @shonali Q2 Find keywords: Google Trends & Keyword Tool WordTracker.com KeywordDiscovery.com WordStream SemRush.com Radian6 #measurePR
- 4:24 pm **PRVille:** YES! RT @CubanaLAF: If you're in PR sector & not tuning into #measurePR, you're missing out. I know SEO is something SO MANY struggle with.
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- 4:24 pm **mattkellypr:** RT @shonali: RT @leeodden: @shonali Very comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurePR <http://fb.me/tsUVVWz5>
- 4:24 pm **kristinwadge:** RT @leeodden: Q1 Set keyword & search goals. Optimize news, promote content to attract links, measure impact via analytics #measurepr
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- 4:25 pm **liemnguyen:** RT @cubanalaf: If you're in PR sector and not tuning into #measurePR, you're missing out. I know SEO is something SO MANY struggle with.
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- 4:25 pm **OptimumPR:** RT @leeodden: @shonali Q1 Here are 13 metrics for SEO PR Measurement: <http://tprk.us/KeQ3K> #measurePR
- 4:26 pm **shonali:** @PRVille @CubanaLAF Sweet. Thankee. :) #measurePR
- 4:26 pm **leeodden:** @CommAMMO Organic still attracts 70%+ of clicks. Adding PPC can raise that even higher in some cases. See @vanessafox book #measurePR
- 4:26 pm **shonali:** RT @rockstarjen: Excellent advice. RT @rmpapag: Q1 Avoid adjective overdose. Keep focused on descriptive and unique keywords... #measurepr
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- 4:26 pm **JRMoreau:** RT @MikeFραιetta: RT @leeodden: Comprehensive SEO and #PR "how-to" resource: <http://tprk.us/seo4pr> #measurePR #measurepr
- 4:26 pm **JaneDoelink:** Comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurePR (via @shonali + leeodden)
- 4:26 pm **KellyeCrane:** RT @leeodden: Here are 13 metrics for SEO PR Measurement: <http://tprk.us/KeQ3K> -Measure search ANDsocial impact of optimized news #measurepr
- 4:27 pm **richardbagnall:** RT @rmpapag: PR SEO tip- Avoid adjective overdose. Keep focused on keywords that are descriptive & unique when paired in a phrase #measurepr
- 4:27 pm **CommAMMO:** RT @leeodden: @rmpapag: Q1 Avoid adjective overdose 2. Keep foc on keywords that are descriptive & unique when paired in a phrase #measurepr
- 4:27 pm **richardbagnall:** RT @leeodden: Find keywords: Google Trends & Keyword Tool WordTracker.com KeywordDiscovery.com WordStream SemRush.com Radian6 #measurePR
- 4:27 pm **SodaProp:** @rmpapag Great point! #measurePR
- 4:28 pm **kristinwadge:** RT @cubanalaf: If you're in PR sector and not tuning into #measurePR, you're missing out. I know SEO is something SO MANY struggle with
- 4:28 pm **shonali:** Q3 from @KellyeCrane: Would love tips if your term's more complicated, e.g. "solo pr" v. something simple like "shoes." #measurePR
- 4:28 pm **mdbarber:** @leeodden PPC? #measurepr
- 4:28 pm **leeodden:** @shonali Q2 Monitor keywords used in on-site search engine, referring searches in web analytics & Google Webmaster Tools #measurePR
- 4:29 pm **CommAMMO:** @leeodden Am struck by how many visits to my blog I get from search, really amazes me... #measurepr
- 4:29 pm **shonali:** RT @leeodden: Organic still attracts 70%+ of clicks. Adding PPC can raise that even higher in some cases. See @vanessafox book #measurePR
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- 4:30 pm **cathyannsauer:** RT @cubanalaf: If you're in PR sector and not tuning into #measurePR, you're missing out. @OLResortsgrl thought u would like
- 4:30 pm **PRVille:** RT @leeodden: Organic still attracts 70%+ of clicks. Adding PPC can raise that even higher in some cases. See @vanessafox book #measurepr

- 4:30 pm **kamichat:** @leeodden "Keep focused on keywords that are descriptive and unique when paired in a phrase" Also, ones that you can own? #measurepr
- 4:30 pm **randygiusto:** catch attention by being concise! RT @rmpapag: Q1 Avoid adjective overdose. Keep focused on descriptive and unique keywords. #measurepr
- 4:30 pm **CommAMMO:** RT @leeodden: Q2 Find keywds: Google Trends & Keyword Tool WordTracker.com KeywordDiscovery.com WordStream SemRush.com Radian6 #measurepr
- 4:30 pm **rjdavila:** RT @shonali: RT @leeodden: Organic still attracts 70%+ of clicks. Adding PPC can raise that even higher in some cases. See @vanessafox book #measurePR
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- 4:31 pm **CommAMMO:** @mdbarber PPC=pay per click (I think...) #measurepr
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- 4:31 pm **leeodden:** @shonali Rather than simple vs complicated keywords, think in terms of in-demand (popular/competitive) and relevant #measurePR
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- 4:33 pm **leeodden:** @shonali Broad concepts are often more popular & competitive. Think of who searches that way and why. Empathy is priceless in SEO #measurePR
- 4:33 pm **CommAMMO:** RT @kamichat: @leeodden "Keep focsd on keywords that R descriptive & unique when paired in phrase" Also, ones that you can own? #measurepr
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- 4:34 pm **shonali:** RT @leeodden: Broad concepts often more popular & competitive. Think of who searches that way & why. Empathy is priceless in SEO #measurePR
- 4:34 pm **CubanaLAF:** Q3: Don't focus on whether keyword is complicated or simple. Look at industry and what's relevant to brand. #measurePR
- 4:34 pm **TRGioia:** Tuning into #measurepr for tips on SEO tactics! Check it out!
- 4:34 pm **leeodden:** @shonali News content SEO often does better focusing on specific phrases b/c it's time sensitive, no time to attract links #measurePR
- 4:34 pm **mjpcongo:** RT @leeodden: Very comprehensive SEO and PR how to resource: <http://tprk.us/seo4pr> #measurePR: <http://bit.ly/9hVMts>
- 4:34 pm **rmpapag:** Great point! RT @leeodden Rather than simple vs complicated keywords think in terms of in-demand (popular/competitive) & relevant #measurePR
- 4:34 pm **PRVille:** Love this. RT @leeodden: Rather than simple vs complicated keywords, think in terms of in-demand (popular/competitive) & relevant #measurePR
- 4:34 pm **CommAMMO:** RT @leeodden: Rather than simple vs complicated keywords, think in terms of in-demand (popular/competitive) and relevant #measurepr
- 4:35 pm **SodaProp:** @CommAMMO Yep, you are correct for PPC. (@mdbarber) #measurePR
- 4:35 pm **cloudspark:** RT @leeodden: @shonali Rather than simple vs complicated keywords, think in terms of in-demand (popular/competitive) and relevant #measurePR

- 4:35 pm **mjpgongo:** RT @leeodden: Very comprehensive SEO and PR how to resource: <http://htxt.it/FKxK> #measurePR: <http://bit.ly/921iUA>
- 4:35 pm **shonali:** RT @richardbagnall @MeanRachel: Q1: High-ranking news sites send news to top of Google in rel. searches. 1 yr of SEO wk in 5 min. #measurepr
- 4:36 pm **randygiusto:** agree- keywds rule! RT @leeodden: Organic attracts 70%+ of clicks. PPC raises it higher in some cases. See @vanessafox book #measurepr
- 4:36 pm **shonali:** RT @leeodden: News content SEO often does better focusing on specific phrases b/c it's time sensitive, no time to attract links #measurePR
- 4:36 pm **leeodden:** @kamichat If a concept/phrase fits with your content & audience you're trying to reach, it's worth pursuing regardless of volume. #measurePR
- 4:36 pm **CommAMMO:** Interesting, @leeodden, re: relevancy - so important to virtually all comms activity. Soc media s/b most relevant content... #measurepr
- 4:36 pm **rmpapag:** Q3 I've asked non-tech savvy folks to brainstorm keywords leaving myself out of it...yields great results. #measurepr
- 4:36 pm **kamichat:** RT @leeodden: @shonali Rather than simple vs complicated keywords, think in terms of in-demand (popular/competitive) and relevant #measurePR
- 4:36 pm **shonali:** ... and in PR/SM as well. :-p RT @leeodden "... Empathy is priceless in SEO." #measurePR
- 4:37 pm **rjdavila:** RT @leeodden: @shonali Broad concepts are often more popular & competitive. Think of who searches that way and why. #measurePR
- 4:37 pm **CubanaLAF:** @leeodden @shonali Once had someone tell me to "think like your competitor - what trends are they searching for?" #measurepr
- 4:37 pm **kamichat:** @leeodden What constitutes an "in demand/competitive" search term, how many searches per month make it worthwhile? #measurePR
- 4:37 pm **shonali:** RT @CubanaLAF: Q3: Don't focus on whether keyword is complicated or simple. Look at industry and what's relevant to brand. #measurePR
- 4:37 pm **PRville:** RT @leeodden: News content SEO often does better focusing on specific phrases b/c it's time sensitive, no time to attract links #measurePR
- 4:38 pm **CommAMMO:** RT @leeodden: News content SEO often does btr foc'g on specif phrases b/c its time sensitive, no time 2attract links #measurepr
- 4:38 pm **SodaProp:** RT @CubanaLAF: Q3: Don't focus on whether keyword is complicated or simple. Look at industry and what's relevant to brand. #measurePR
- 4:38 pm **cloudspark:** RT @shonali: RT @leeodden: Broad concepts often more popular & competitive. Think of who searches that way & why. Empathy is priceless in SEO #measurePR
- 4:38 pm **leeodden:** @shonali Agreed. Getting into the mind of your customer is essential in any communications. And often underrated :) #measurePR
- 4:38 pm **richardbagnall:** RT @leeodden: Broad concepts often more popular & competitive. Think who searches & why. Empathy is priceless in SEO #measurepr
- 4:38 pm **shonali:** RT @cubanalaf: @leeodden @shonali Once had someone tell me to "think like your competitor - what trends are they searching for?" #measurepr
- 4:39 pm **shonali:** @cubanalaf Which is why smart monitoring is so critical, though measurement can't stop there, right @leeodden? #measurePR
- 4:39 pm **KellyeCrane:** RT @leeodden: @kamichat If a concept/phrase fits with your content & audience you're trying to reach, it's worth pursuing regardless of volume. #measurePR
- 4:39 pm **richardbagnall:** RT @leeodden: @shonali Agreed. Getting into the mind of your customer is essential in any communications. And often underrated :) #measurePR
- 4:39 pm **bonnieupright:** Today's #measurepr (until 1 EST) is off the charts great, w/ @shonali & special guest @leeodden. Transcript will be way helpful!
- 4:39 pm **cloudspark:** RT @leeodden: @kamichat If a concept/phrase fits with your content & audience you're trying to reach, it's worth pursuing regardless of volume. #measurePR
- 4:39 pm **TRGioia:** Get inside your audience's head to see what keywords they'd think about? Like the game "what's the first thing that comes when?" #measurePR

- 4:40 pm **CubanaLAF:** Oh, that @leeodden. Mentioning R6 in a tweet - my cupcakes must have reached him! ;) (Seriously - thanks for shoutout!) #measurepr
- 4:40 pm **shonali:** Great idea! RT @rmpapag: Q3 I've asked non-tech savvy folks to brainstorm keywords leaving me out of it. Yields great results. #measurepr
- 4:40 pm **rmpapag:** Quality counts! @kamichat If a concept/phrase fits w/your content & audience you're trying to reach, pursue regardless of volume #measurePR
- 4:40 pm **leeodden:** @KellyeCrane With numerous permutations of a concept, content creation & promo needs to reflect those variations. Get creative #measurePR
- 4:41 pm **PRVille:** RT @leeodden: If concept/phrase fits your content & audience you're trying to reach, it's worth pursuing regardless of volume. #measurePR
- 4:41 pm **johnccass:** @kamichat @leeodden for Jim Cahill at Emerson one lead can mean millions of \$ but the number of searches might be low #measurePR
- 4:41 pm **tvdeegan:** Search for #measurePR to read some great SEO/PR/measurement nuggets from @leeodden via @shonali
- 4:41 pm **SodaProp:** @rmpapag Good idea. We tend to over-think things. Other people w/ broader views can sometimes relate better! #measurePR
- 4:41 pm **MediaMiser:** RT @PRVille: RT @leeodden: If concept/phrase fits your content & audience you're trying to reach, it's worth pursuing regardless of volume. #measurePR
- 4:41 pm **CubanaLAF:** @shonali Amen, sista. Plus, it all depends on agency/clients/specific needs. cc @leeodden #measurePR
- 4:41 pm **CommAMMO:** Yes. RT @TRGioia: Get inside audience head 2 C wht keywds theyd think abt. Like game "whats 1st thing that comes when?" #measurepr
- 4:42 pm **MeanRachel:** Q3: once you find your keywords, use them whenever you're on the record or in your pitches/releases so the KWs get quoted. #measurepr
- 4:42 pm **leeodden:** BINGO! RT johnccass @kamichat for Jim Cahill at Emerson one lead can mean millions of \$ but the number of searches might be low #measurePR
- 4:42 pm **kamichat:** @leeodden @shonali Wondering what you think about Wordpress plugins like "All in One SEO Pack"? #measurePR
- 4:42 pm **cloudspark:** @leeodden nice use of the word "permutations" #vocab #measurePR
- 4:42 pm **shonali:** Q4 from @commAMMO: What's your take on "gaming" content with keywords? Is it ethical, or a bygone method that's no longer used? #measurePR
- 4:43 pm **PRVille:** Great idea! RT @TRGioia: Get inside audience head 2 C wht keywds theyd think abt. Like game "whats 1st thing that comes when?" #measurepr
- 4:43 pm **chrissfife:** RT @leeodden: BINGO! RT johnccass @kamichat for Jim Cahill at Emerson one lead can mean millions of \$ but the number of searches might be low #measurePR
- 4:43 pm **JaneDoelink:** @rmpapag: I've asked non-tech savvy folks to brainstorm keywords leaving me out of it. Yields great results. #measurepr [Great idea!]
- 4:43 pm **cloudspark:** RT @rmpapag I've asked non-tech savvy folks to brainstorm keywords leaving me out of it. Yields great results. #measurepr (ht @shonali)
- 4:43 pm **khirek:** RT @shonali: Great idea! RT @rmpapag: Q3 I've asked non-tech savvy folks to brainstorm keywords. Yields great results. #measurepr
- 4:43 pm **KellyeCrane:** @leeodden Thanks! I agree that when the search terms aren't clear, it's often our jobs to bring a few to the fore #measurepr
- 4:44 pm **CARMA_Tweets:** RT @ @kamichat If a concept/phrase fits w/your content & audience you're trying to reach, pursue regardless of volume #measurePR
- 4:44 pm **leeodden:** @kamichat Good is relative. Research a list of phrases & sort by popularity, relevance to content & competition #measurePR
- 4:44 pm **CommAMMO:** @bonnieupright it goes hella fast, requires quick reflexes, thank goodness for @TweetChat. #measurepr
- 4:44 pm **shonali:** RT @johnccass: @kamichat @leeodden for Jim Cahill at Emerson one lead can mean millions of \$ but number of searches might be low #measurePR

- 4:44 pm **MeanRachel:** Q4: If your keywords are relevant, it's not gaming - you're simply speaking the language your audience understands. #measurepr
- 4:45 pm **shonali:** RT @leeodden: With numerous permutations of a concept, content creation & promo needs to reflect those variations. Get creative #measurePR
- 4:45 pm **rockstarjen:** Great question. RT @shonali: Q4 from @commAMMO: UR take on "gaming" content w/keywords? Ethical, or bygone method no longer used? #measurePR
- 4:45 pm **CommAMMO:** RT @KellyeCrane: @leeodden Q3 followup: what if there isnt really a standard way pple search 4 ur topic (big spread among terms)? #measurepr
- 4:45 pm **leeodden:** @shonali Right. Social media monitoring and web analytics are peas and carrots for high performing PR SEO programs. #measurePR
- 4:45 pm **shonali:** I know, I was thinking that too! RT @bonnieupright: Today's #measurepr (until 1 ET) is off the charts great. Transcript will be way helpful!
- 4:45 pm **CommAMMO:** RT @SodaProp: @rmpapag Good idea. We tend to over-think things. Other people w/ broader views can sometimes relate better! #measurepr
- 4:46 pm **CommAMMO:** FYI, Twitter is running about 5 min behind... ;-) #measurepr
- 4:46 pm **kamichat:** @johncass @leeodden I completely agree with quality vs. quantity, but If term gets 1 search/mo it's less desirable to cultivate #measurePR
- 4:46 pm **PRville:** RT @leeodden: @shonali Right. Social media monitoring and web analytics are peas and carrots for high performing PR SEO programs. #measurePR
- 4:47 pm **richardbagnall:** Question for @leeodden Who should modern PR peeps work closer with? IT, customer relations or sales/marketing dept? #measurepr
- 4:47 pm **shonali:** @kamichat I still have to add tags, etc., so I'm not sure how helpful it is, but maybe I just don't know how to configure it? #measurePR
- 4:47 pm **SodaProp:** Nice! RT @MeanRachel: Q3: once you find keywords, use them whenever ur on the record or pitches/releases so the KWs get quoted. #measurepr
- 4:47 pm **PRville:** Amen! RT @MeanRachel: Once you find ur keywords, use them whenever you're on record or in ur pitches/releases so KWs get quoted. #measurepr
- 4:48 pm **shonali:** Yes, I think @leeodden gets the #vocab Oscar today. :-p RT @cloudspark: @leeodden nice use of the word "permutations" #measurePR
- 4:48 pm **CommAMMO:** Does that get in the way of media rel? Gd 4 SEO, but...RT @MeanRachel: Q3: use Keywds in pitches/releases so KWs get quoted. #measurepr
- 4:48 pm **leeodden:** @kamichat AllinOne is a good plugin for WordPress. A super talented blog SEO expert like @TopRank_Thomas is priceless :) #plug #measurePR
- 4:49 pm **randygiusto:** I run into both big PR and ideafactories (smaller firms) using #radian6 and #socialscape to their advantages #sm65 #measurePR
- 4:49 pm **shonali:** RT @leeodden: AllinOne is a good plugin for WordPress. A super talented blog SEO expert like @TopRank_Thomas =priceless :) #plug #measurePR
- 4:49 pm **CommAMMO:** RT @johncass: @kamichat @leeodden for Jim Cahill at Emerson one lead can mean millions of \$ but number of searches might b low #measurepr
- 4:49 pm **kamichat:** RT @leeodden AllinOne is a good plugin for WordPress. A super talented blog SEO expert like @TopRank_Thomas is priceless :) #plug #measurePR
- 4:49 pm **shonali:** @CommAMMO I think that's where good writing comes in. If it's relevant, why not? @MeanRachel @leeodden #measurePR
- 4:50 pm **leeodden:** @richardbagnall All of the above. But budget and corp influence are factors too. #measurepr
- 4:50 pm **PRville:** RT @leeodden: AllinOne is a good plugin for WordPress. A super talented blog SEO expert like @TopRank_Thomas =priceless :) #plug #measurePR
- 4:50 pm **CommAMMO:** Back to relevancy. Imprtn. RT @MeanRachel: Q4: If keywords R relevant, its not gaming-UR speaking language UR audience unds. #measurepr
- 4:50 pm **shonali:** Q5 from @richardbagnall: Who should modern PR peeps work closer with? IT, customer relations or sales/marketing dept? #measurepr

- 4:50 pm **CommAMMO:** RT @leeodden: @shonali Right. Social media monitoring and web analytics are peas and carrots for high performing PR SEO programs. #measurepr
- 4:51 pm **rmpapag:** Q4 @MeanRachel is on point; speak the language of your target audience, but stay genuine #measurepr
- 4:51 pm **leeodden:** @kamichat Comparisons like 1 vs 0 are kind of intuitive. My assumption :). 456 vs 423 is more common & relevance should win. #measurePR
- 4:51 pm **shonali:** I know Twitter's way slow today, but 9 minutes more of #measurePR and then @leeodden has to get on a plane. Hang in there!
- 4:52 pm **SodaProp:** Unlimited API please! Trying to connect on Web, Tweetdeck, etc. Argh! #measurePR
- 4:52 pm **richardbagnall:** @leeodden What tips to get IT bods to work with PR peeps constructively in large corps with silos? #measurepr
- 4:52 pm **PRVille:** RT @rmpapag: Q4 @MeanRachel is on point; speak the language of your target audience, but stay genuine #measurepr
- 4:52 pm **shonali:** RT @leeodden: (re: Q5): All of the above. But budget and corp influence are factors too. #measurepr
- 4:52 pm **TDefren:** RT @leeodden: @shonali Broad concepts are often more popular & competitive. Think of who searches that way and why. Empathy is priceless in SEO #measurePR
- 4:52 pm **TDefren:** RT @leeodden: @shonali Rather than simple vs complicated keywords, think in terms of in-demand (popular/competitive) and relevant #measurePR
- 4:53 pm **PRVille:** Great ? RT @richardbagnall: @leeodden What tips to get IT bods to work with PR peeps constructively in large corps with silos? #measurepr
- 4:53 pm **samraatkakkar:** Q5 #measurepr all the above, if Social media is adapted as a practice, your all customer facing verticals become imp for the PR agency
- 4:53 pm **shonali:** @TopRank_Thomas LOL, I'd like to know how many new followers you get after that #measurePR plug. :-p @leeodden @kamichat
- 4:54 pm **leeodden:** @shonali Oh, but we haven't even mentioned concatenation, obfuscating URLs or canonicalization issues. #seogeek4ever #measurePR
- 4:54 pm **kamichat:** @shonali @leeodden I use the All in One plugin, it doesn't write the content, but it makes adding tags, etc. easier #measurePR
- 4:54 pm **40deuce:** @CommAMMO what is this #measurepr hashtag?? sounds like an interesting conversation
- 4:55 pm **MeanRachel:** Q5: Modern PR peeps should work with everyone they can. Stay on the front lines b/c that's where you learn your relevancy. #measurepr
- 4:55 pm **shonali:** ROFL! RT @leeodden: We haven't even mentioned concatenation, obfuscating URLs or canonicalization issues. #seogeek4ever #measurePR
- 4:55 pm **kamichat:** @leeodden Ha-ha, sorry to force the numbers, but that was about what I was thinking, relevant term, +/- 500, thanks #measurePR
- 4:55 pm **cloudspark:** @shonali remind me not to play scrabble with @leeodden #vocab #measurePR
- 4:55 pm **leeodden:** @kamichat Agreed. the most important thing All in One does is provide for a creative on-page title & a diff optimized Title tag. #measurePR
- 4:56 pm **MediaMiser:** RT @CommAMMO: RT @leeodden: @shonali Right. Social media monitoring and web analytics are peas and carrots for high performing PR SEO programs. #measurepr
- 4:56 pm **PRVille:** RT @MeanRachel: Q5: Modern PR peeps should work w/everyone they can. Stay on front lines b/c that's where you learn ur relevancy. #measurepr
- 4:56 pm **richardbagnall:** RT @CommAMMO:RT @leeodden Right. Social media monitoring & web analytics are peas & carrots for high performing PR SEO programs #measurepr
- 4:56 pm **MeanRachel:** @shonali @CommAMMO @leeodden if your keywords can't make sense in a sentence, they're irrelevant keywords or it's bad writing. :) #measurepr
- 4:56 pm **shonali:** @cloudspark @leeodden ... or my brother. He's the kind who'll save all letters & make a zinger with Z, Q & X. #measurePR

- 4:56 pm **rmpapag:** Q5: #PR peeps should work with all depts, a lot depends on company culture, individual personalities and shared goals #measurepr
- 4:56 pm **shonali:** RT @MeanRachel: If your keywords can't make sense in a sentence, they're irrelevant keywords or it's bad writing. :) #measurepr
- 4:57 pm **kamichat:** RT @leeodden: The most important thing All in One does is provide for a creative on-page title & a diff optimized Title tag. #measurePR
- 4:57 pm **leeodden:** @richardbagnall @PRVille To get IT to work with PR, communicate common goals & make it easy for them to work with you. #measurePR
- 4:57 pm **CommAMMO:** Relationships. RT @richardbagnall: @leeodden What tips 2 get IT bods 2 wk w/ PR peeps constructively in large corps w/ silos? #measurepr
- 4:57 pm **shonali:** I know @leeodden has to run, so let's start winding down #measurePR. Lee, thank you SO much, your tips are invaluable!
- 4:58 pm **nzerillo:** RT @CommAMMO:RT @leeodden Right. Social media monitoring & web analytics are peas & carrots for high performing PR SEO programs #measurepr
- 4:58 pm **leeodden:** @shonali Thank you Shonali - it was fun and I hope, useful to the excellent #measurePR Tweeples
- 4:58 pm **ropchock:** RT @CommAMMO: Mine too! Snooze if u want. RT @leeodden: Heads up: my tweeting activity will jump in a few minutes as I chat with @shonali for #measurepr
- 4:59 pm **SodaProp:** Thanks to @leeodden @shonali @CommAmmo @PRVille @richardbagnall @kamichat @MeanRachel @CubanLAF @rmpapag for the awesome insight! #measurePR
- 4:59 pm **CommAMMO:** You're rockin this chat, lady! RT @MeanRachel If UR keywords can't make sense in a sent, they're irrel keywds or bad writing. :) #measurepr
- 4:59 pm **MichielGaas:** RT @leeodden @shonali Rather than simple vs complicated keywords, think in terms of in-demand (popular/competitive) and relevant #measurePR
- 4:59 pm **CommAMMO:** RT @leeodden: @richardbagnall @PRVille To get IT to work with PR, comm'n common goals & make it easy for them to work with you. #measurepr
- 4:59 pm **rmpapag:** Thank you @leeodden for your time and insights! Thank you @shonali for another informative hour of #measurepr !
- 4:59 pm **shonali:** Thanks all for joining #measurePR & putting up with the slow interface, great to see new faces! Next chat: 7/20, 12-1p ET w/ @gojohnab.
- 4:59 pm **randygiusto:** Google uses AIO tags less, try using alt text for photos RT @leeodden AllinOne plugin, makes adding tags easy #measurePR
- 5:00 pm **CommAMMO:** RT @rmpapag: Q5: #PR peeps should work with all depts, a lot depends on company culture, individual personalities, shared goals #measurepr
- 5:00 pm **PRVille:** Thx! RT @leeodden: @richardbagnall @PRVille To get IT to work w/ PR, communicate common goals & make it easy for them to work w/u #measurePR
- 5:00 pm **richardbagnall:** Massiv ethanks to @leeodden for joining us - 1 of the smartest & nicest people in SEO & PR. Follow him if you're not! #measurepr
- 5:01 pm **shonali:** If you're new to #measurePR, learn what it is here: <http://ht.ly/21NDK> I post recaps/transcripts on my blog.
- 5:01 pm **kamichat:** @richardbagnall I think that PR needs to be the bridging department, pulling IT, marketing and customer service together. #measurePR
- 5:01 pm **SodaProp:** RT @shonali: If you're new to #measurePR, learn what it is here: <http://ht.ly/21NDK> I post recaps/transcripts on my blog.
- 5:01 pm **richardbagnall:** RT @MeanRachel: if your keywords can't make sense in a sentence, they're irrelevant keywords or it's bad writing. :) #measurepr
- 5:02 pm **jgombita:** @leeodden @richardbagnall To get IT to work w. PR, explain how in the end it will make their life EASIER! (Works like a charm.) #measurePR
- 5:02 pm **MeanRachel:** @CommAMMO Re: use of KW in press releases, it's imp. to distinguish goal of the release. SEO/earned media/combo? Walk the line. #measurepr

5:02 pm **kamichat:** @SodaProp Great fun, thanks to @shonali and @leeodden for hosting the chat. #measurePR

5:02 pm **leeodden:** RT @40deuce: @CommAMMO what is this #measurepr hashtag?? sounds like an interesting conversation

5:02 pm **rmpapag:** Thank you @sodapop @commAMMO @richardbagnall @cloudspark and anyone else I missed for the RT's! #measurepr was awesome!

5:02 pm **shonali:** @leeodden OMG, are you kidding? What we learned today from you... thank you again, I hope you'll come back to #measurePR. Travel safe!

5:03 pm **richardbagnall:** @kamichat @jgombita - Great points! Prob tends to be getting around different character / personality types... #measurepr

5:03 pm **cloudspark:** @shonali thanks for the solid discussion on SEO for PR on today's #measurePR

5:03 pm **shonali:** 'Kay, #measurePR is officially over for today, but you're welcome to keep chatting. Hope to see you in 2 weeks with @gojohnab. Later!

5:04 pm **rockstarjen:** Pulled away toward end, but impressed with the chat and look forward to learning more next week. Thanks @shonali & @leeodden! #measurepr

5:04 pm **shonali:** Ditto! RT @richardbagnall: Massive thx to @leeodden for joining us, 1 of smartest, nicest people in SEO/PR. Follow him! #measurepr

5:05 pm **shonali:** @cloudspark My pleasure, I'm so glad @leeodden was able to join. He's such a treasure trove of knowledge. #measurePR

5:05 pm **KellyeCrane:** Yes! RT @rmpapag: Thank you @leeodden for your time and insights! Thank you @shonali for another informative hour of #measurepr !

5:05 pm **CommAMMO:** Um, what SHE said! RT @rmpapag: Thank U @leeodden for UR time & insights! Thank U @shonali 4another inform'v hr of #measurepr ! #measurepr

5:05 pm **richardbagnall:** RT @CommAMMO: Um, what SHE said! RT @rmpapag: Thank U @leeodden for UR time & insights! Thank U @shonali 4another inform'v hr of #measurepr ! #measurepr

5:06 pm **shonali:** @rockstarjen Bi-weekly - next #measurePR is 7/6 (SORRY ALL for earlier typo!) with @kdpaine, one of my faves! 12-1 pm ET, hope you'll join!

5:08 pm **CathyWebSavvyPR:** RT @shonali: @rockstarjen Bi-weekly - next #measurePR is 7/6 (SORRY ALL for earlier typo!) with @kdpaine, one of my faves! 12-1 pm ET, hope you'll join!

5:08 pm **shonali:** @richardbagnall @CommAMMO @KellyeCrane @rockstarjen @rmpapag @MeanRachel @kamichat Thank YOU all for adding such value! #measurePR #lovefest

5:08 pm **CommAMMO:** RT @kamichat: @richardbagnall I think that PR needs to be the bridging department, pulling IT, marketing & cust serv together. #measurepr

5:09 pm **shonali:** Again (and then I'll stop, promise) - the next #measurePR is 7/6 12-1 pm ET w/ @kdpaine (yay!). Hope you'll join!

5:10 pm **CommAMMO:** @leeodden Thanks for passing along, Lee. @40Deuce, it's a chat about #PR #Measurement run by Meas Maven @Shonali. #measurepr

5:10 pm **bonnieupright:** @shonali @leeodden Thanks so much for the great chat today. So much information - can't wait to digest it all! #measurepr

5:10 pm **CARMA_Tweets:** Next #measurePR is 7/6 12-1 pm ET w/ @kdpaine @shonali

5:11 pm **leeodden:** RT @shonali: @richardbagnall @CommAMMO @KellyeCrane @rockstarjen @rmpapag @MeanRachel @kamichat Thank YOU all for adding such value! #measurePR #lovefest

5:11 pm **CommAMMO:** @rockstarjen we gather every other week, Jen, Next date is July 6, noon ET, right @shonali? #measurepr

5:11 pm **PRTini:** RT @shonali: Again (and then I'll stop, promise) - the next #measurePR is 7/6 12-1 pm ET w/ @kdpaine (yay!). Hope you'll join!

5:12 pm **shonali:** @CommAMMO You're so nice. :) @40Deuce Yes, we talk PR measurement (hence #measurePR hashtag) bi-weekly on Tues, 1-2 pm ET.

5:13 pm **alanchumley:** RT @CARMA_Tweets: Next #measurePR is 7/6 12-1 pm ET w/ @kdpaine @shonali

- 5:14 pm **AnneSprecher:** RT @MikeFraieta: RT @leeodden: Comprehensive SEO and #PR "how-to" resource: <http://tprk.us/seo4pr> #measurePR #measurepr
- 5:14 pm **40deuce:** @shonali @CommAMMO sounds interesting. I think I'm going to jump in #measurePR
- 5:15 pm **richardbagnall:** RT @shonali Next #measurePR is 7/6 (that's 6th July for us Brits!) with @kdpaine , one of my faves! 12-1 pm ET (that's 5pm - 6pm UK!)
- 5:16 pm **CommAMMO:** RT @shonali: Again (and then Ill stop, promise) - the next #measurePR is 7/6 12-1 pm ET w/ @kdpaine (yay!). Hope youll join! #measurepr
- 5:16 pm **rockstarjen:** @CommAMMO @shonali saw that after i sent the tweet. on my calendar for the 6th. thanks! #measurepr
- 5:17 pm **shonali:** @CommAMMO @rockstarjen Yup, with @kdpaine. #measurePR
- 5:17 pm **Sammystein:** Excellent #measurepr discussion. Another new fan of @leeodden and @shonali. Thanks much!
- 5:18 pm **seattleblank:** RT @richardbagnall: RT @leeodden: Organic still attracts 70%+ of clicks. Adding PPC can raise that even higher in some cases. See @vanessafox book #measurepr
- 5:18 pm **40deuce:** @shonali oh. looks like you guys went 12-1 today. I'll have to try and catch it next time #measurePR
- 5:20 pm **shonali:** @40deuce Woops. I meant 12-1 ET, bi-weekly on Tuesdays. Good Lord, someone get me bifocals. #measurePR #growingold
- 5:21 pm **DavidGPhillips:** RT @jgombita: .To get IT to work w. PR, explain how in the end it will make their life EASIER! (Works like a charm.) #measurePR
- 5:22 pm **DavidGPhillips:** RT @CommAMMO: PR peeps should work with all depts, a lot depends on company culture, individual personalities, shared goals #measurepr
- 5:23 pm **DavidGPhillips:** RT @shonali: RT @MeanRachel: If your keywords can't make sense in a sentence, they're irrelevant keywords or it's bad writing. :) #measurepr
- 5:25 pm **csledzik:** The busier I get at work the more I ignore Twitter. Than I see things like #measurepr and realize it would actually save me time! Great tips
- 5:26 pm **40deuce:** @shonali haha. no worries. at least now I'll know the time for the next chat and not show up as it's ending #measurePR
- 5:28 pm **leeodden:** Hey #measurepr, RT to let me know if you want to be added to our PR List: <http://tprk.us/prlist>
- 5:29 pm **corettajackson:** RT @leeodden: Hey #measurepr, RT to let me know if you want to be added to our PR List: <http://tprk.us/prlist>
- 5:34 pm **CommAMMO:** Thanks again, Lee! RT @leeodden: Hey #measurepr, RT to let me know if you want to be added to our PR List: <http://tprk.us/prlist>
- 5:35 pm **TRGioia:** RT @leeodden: Hey #measurepr, RT to let me know if you want to be added to our PR List: <http://tprk.us/prlist>
- 5:35 pm **baznet:** Like the strategy Lee! Clever. RT @leeodden Hey #measurepr, RT to let me know if you want to be added to our PR List: <http://tprk.us/prlist>
- 5:37 pm **Louisa_Osmond:** RT @leeodden: Hey #measurepr, RT to let me know if you want to be added to our PR List: <http://tprk.us/prlist>