



Entity Lifting: The Digital PR Link Technique That Future Proves Rankings

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Director of SEO at JBH



www.linkedin.com/in/andrew-holland-seo/

Brighton SEO:

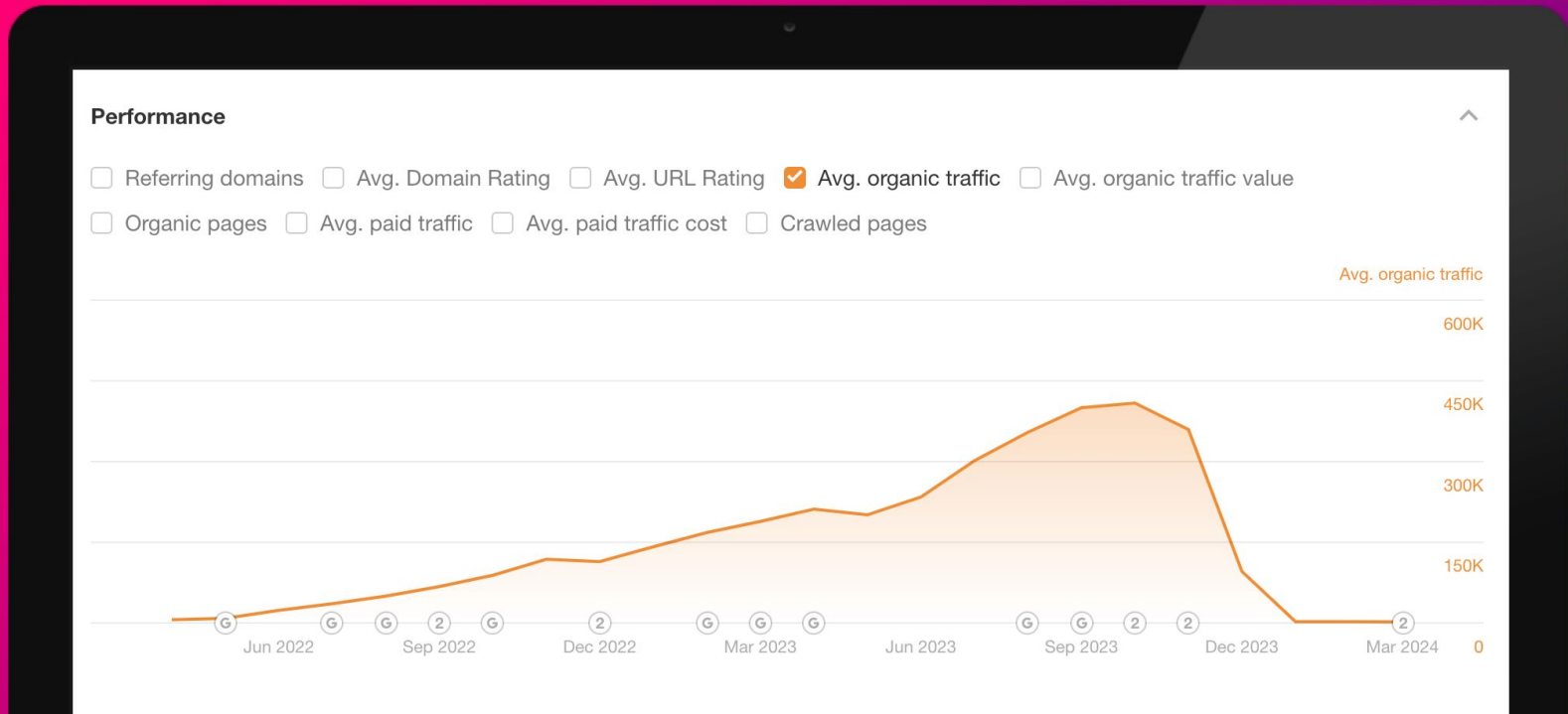
I normally tell people
'we have a problem'



But where **do I start?**

HCU, Link Spam,
Scaled Content Abuse,
March Update, AI, Reddit...

Oh...and Throw in the Odd SEO Heist.



You Don't Need More Problems



You Need **Solutions**

Entity Lifting: The Digital PR Link Technique That Future Proofs Rankings

JBH

And Today You'll
Have at Least 1

But, we do need to talk
about 1 big problem



The future of search

Entity Lifting: The Digital PR Link Technique That Future Proofs Rankings



Is it this?



Image source: <https://www.dezeen.com/2024/01/16/rabbit-r1-reimagines-digital-experience-ai-powered-device/>

Is it this?

The image shows a Google search interface. The search bar contains the text "what's better for a family with kids under 3 and a dog, bryce canyon or X". Below the search bar are navigation tabs for Converse, Shopping, Images, Videos, News, Maps, Books, Flights, and Finance. The main content area features a "Generative AI is experimental" banner. Below this, there are three columns of text and three image cards. The first column of text discusses the family-friendliness of Bryce Canyon and Arches National Parks, noting that Bryce Canyon has paved trails for dogs. The second column of text describes Bryce Canyon's features like hoodoos and waterfalls, and mentions that dogs are allowed on paved sections. The third column of text notes that at Arches, children enjoy rock formations, but pets are not allowed on trails. Below the text are three image cards: "Kids & Youth - Bryce Canyon National Park...", "Arches National Park vs Bryce...", and "Visiting Bryce Canyon National Park...". At the bottom of the search results, there are two search suggestions: "Ask a follow up", "How long to spend at Bryce Canyon with kids?", and "How many days do you need in Arches National Park for kids?". Below the suggestions are two search results: "Action Tour Guide" and "The MOM Trotter".

Google

what's better for a family with kids under 3 and a dog, bryce canyon or X

Converse Shopping Images Videos News Maps Books Flights Finance

Generative AI is experimental

Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.

Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly.

At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots.

Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed.

Ask a follow up How long to spend at Bryce Canyon with kids? How many days do you need in Arches National Park for kids?

Action Tour Guide
Feb 17, 2022 — Arches only allow dogs at campgrounds, parking lots, and along established roads, making it a lot harder to experience the park with your dog.

The MOM Trotter
A Guide To Planning A Trip To Bryce Canyon National ...

Or is it this?



Image source: Google

JBH

We just don't know

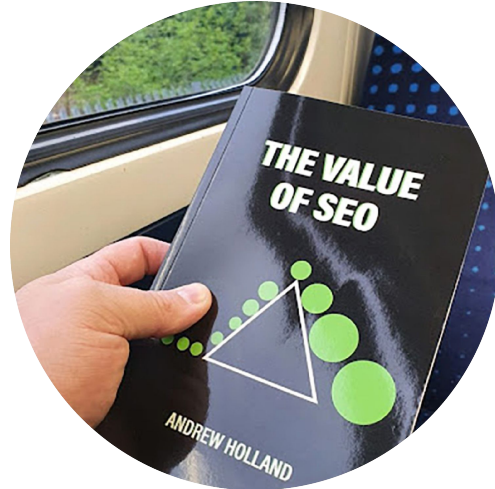


But here's what we do know
and why you should listen to me

Who's this guy?



Learned SEO as Covert
Police Detective



Author of The
Value of SEO



Director of SEO
at JBH

In the police we used
to have a saying

There were known risks.
There were unknown risks.

Nothing came without risk.

SEO is the same.

Part of our role is to **minimise**
financial risk to our brands
and clients

But sadly...not all
SEO's feel this way.

And many take **unethical**
risks in pursuit of GLORY

And this causes
Google to REACT!!!!



site:https:// [redacted] /



All Products Images Videos News : More

Tools

About 0 results (0.16 seconds)

Google promotion

Try Google Search Console

www.google.com/webmasters/

Do you own [redacted]? Get indexing and ranking data from Google.

Your search - **site:https:// [redacted] /** - did not match any documents.

Suggestions:

- Make sure that all words are spelled correctly.
- Try different keywords.
- Try more general keywords.



And one of the worst things
people do is to buy links
at scale

Well...the game is up.

In 2018, we reported that we had reduced **user-generated** spam by 80%, and we're happy to confirm that this type of abuse did not grow in 2019. Link spam continued to be a popular form of spam, but our team was successful in containing its impact in 2019. More than 90% of link spam was caught by our systems, and techniques such as paid links or link exchange have been made less effective.

Hacked spam, while still a commonly observed challenge, has been more stable compared to previous years. We continued to work on solutions to better detect and notify affected webmasters and platforms and **help them recover from hacked websites.**

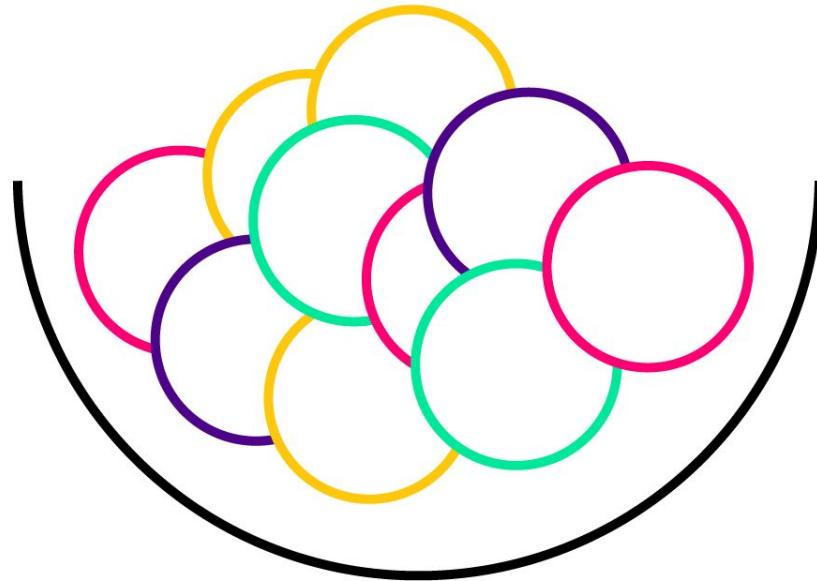


Spambrain is **not** **going anywhere**



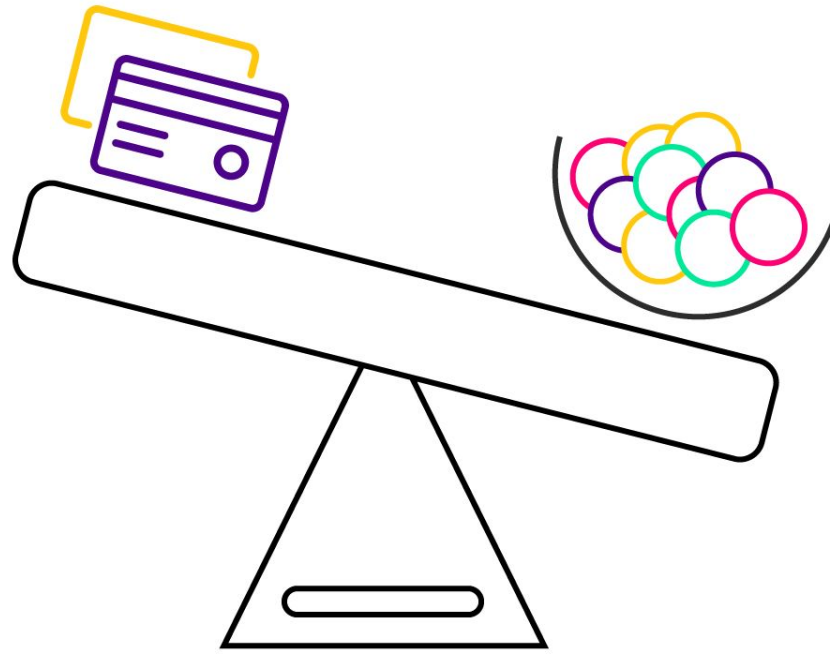
So, **what is the solution?**

Link Earning



And More **Appropriately**

Entity Lifting



Entity Lifting: *The Digital PR Link Technique That Future Proofs Rankings*

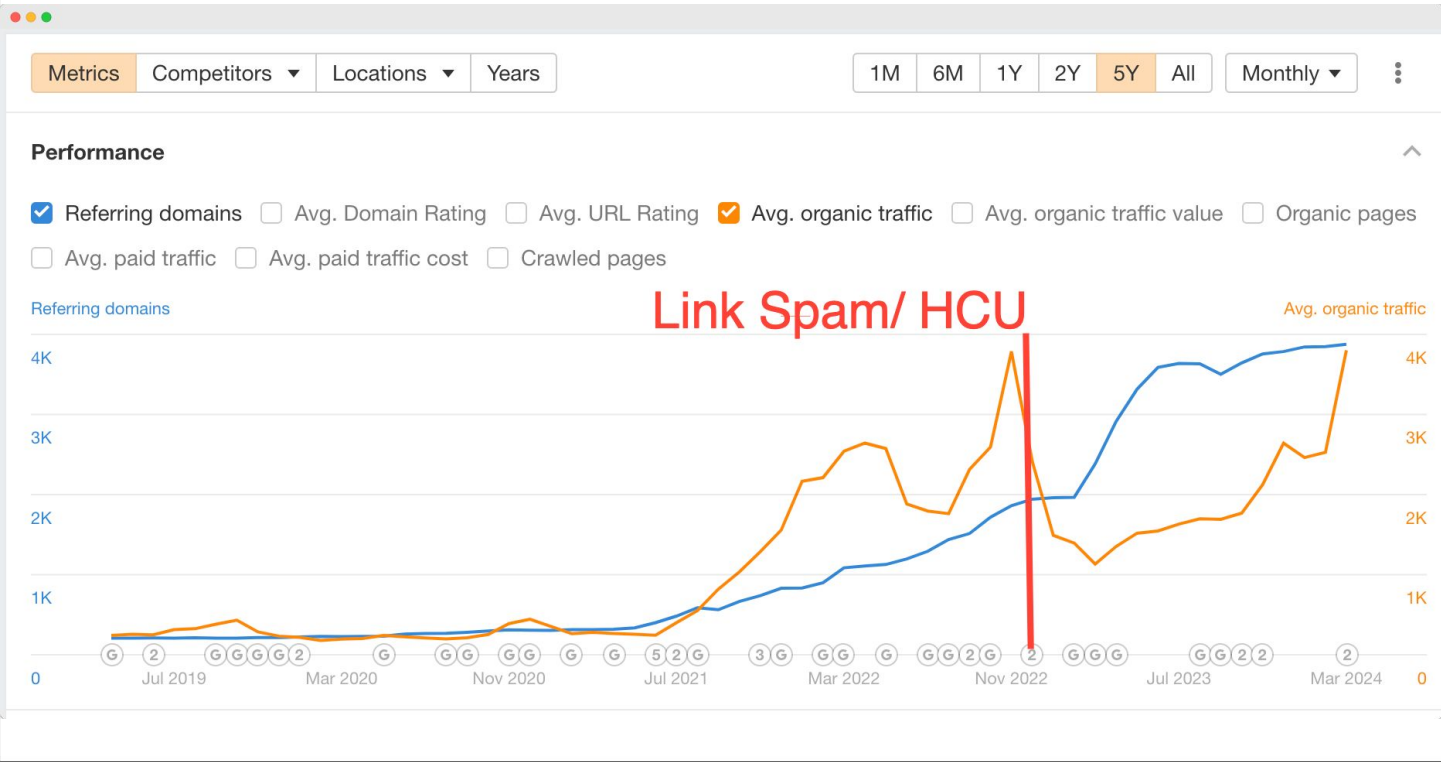
So, **what is it?**

Well, we discovered it by
accident...and then doubled
down on it

Perhaps you have too and
are **keeping it to yourself?**



The Situation





The Solution

Entity Lifting: *The Digital PR Link Technique That Future Proofs Rankings*



SEO + Digital PR

Entity Lifting: The Digital PR Link Technique That Future Proofs Rankings

JBH

And results **started**
to happen

Total clicks

2.88K



Total impressions

295K



Average CTR

1%



Average position

13



Clicks

45

30

15

0

03/12/2022

19/01/2023

08/03/2023

24/04/2023

11/06/2023

28/07/2023

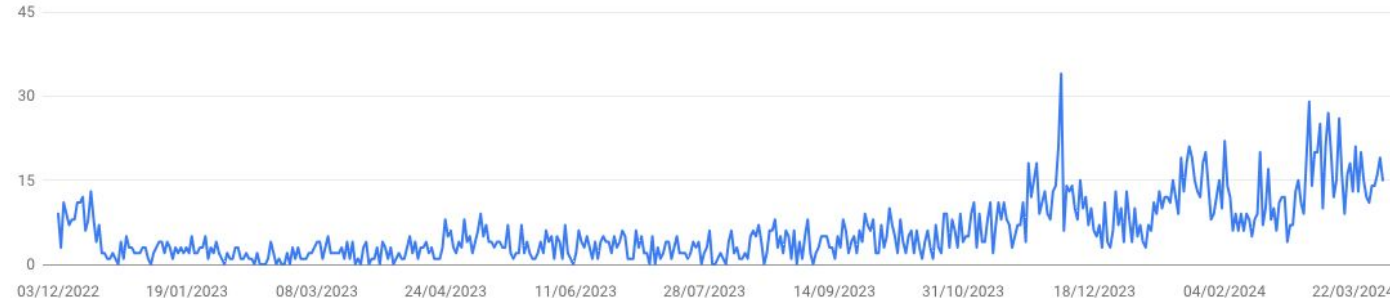
14/09/2023

31/10/2023

18/12/2023

04/02/2024

22/03/2024

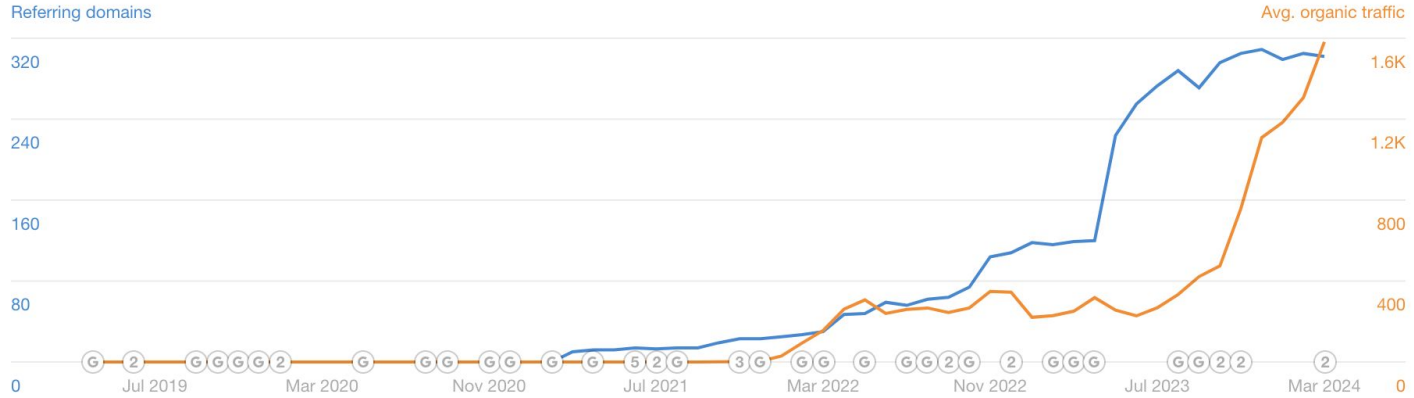


But then results started
happening on **pages with no**
SEO improvements

Performance

- Referring domains
- Avg. Domain Rating
- Avg. URL Rating
- Avg. organic traffic
- Avg. organic traffic value
- Organic pages
- Avg. paid traffic
- Avg. paid traffic cost
- Crawled pages

Referring domains



Changes: Last 6 months ▼

Organic search

Keywords ⁱ

517 +180

Top 3 **113** +105

Traffic ⁱ

1.7K +1.3K

Value \$4.5K +3.4K



What was going on?

The press release information
line was **driving rankings related
to the category mentioned**

With this in mind, we have spoken to **Expert**, founder of leading **commercial mat distributor**, **Link Here** who has provided his top tips on how employers can provide key control measures that help to prevent slips, trips and falls in the workplace.



Predicate	Property
	founder of leading commercial mat distributor
mat distributor	
mat distributor	commercial
Mats	

A PR link can be used to
increase rankings, even when
no link to that category
is present

This helped us to reverse the 2022 Linkspam and HCU Update damage

	February 2023	February 2024	
Clicks	1,208	1,783	↑ 47.6%
Impressions	141,949	155,585	↑ 9.61%
Ctr	0.85%	1.15%	↑ 35.18%
Position	27.16	21.24	↑ 5.93

And we tested this
repeatedly

With **various clients**



Language: *eng* Processed in: 0.08098 seconds

Wethrift, the **US** platform for finding discounts and cheap deals, wanted to find the ultimate list of the most affordable travel destinations for **2024**.

[Words](#) [Phrases](#) [Relations](#) [Entities](#) [Meaning](#) [Dependency Parse](#)

To come up with the winners, a range of normal holiday expenses were compared, including transport, **tourist attraction fees**, average prices of accommodation and meals.

[Words](#) [Phrases](#) [Relations](#) [Entities](#) [Meaning](#) [Dependency Parse](#)

Keep in mind that flights or short-/**long-haul** travel options were not included, as these costs would differ greatly depending on your country of departure.

[Words](#) [Phrases](#) [Relations](#) [Entities](#) [Meaning](#) [Dependency Parse](#)

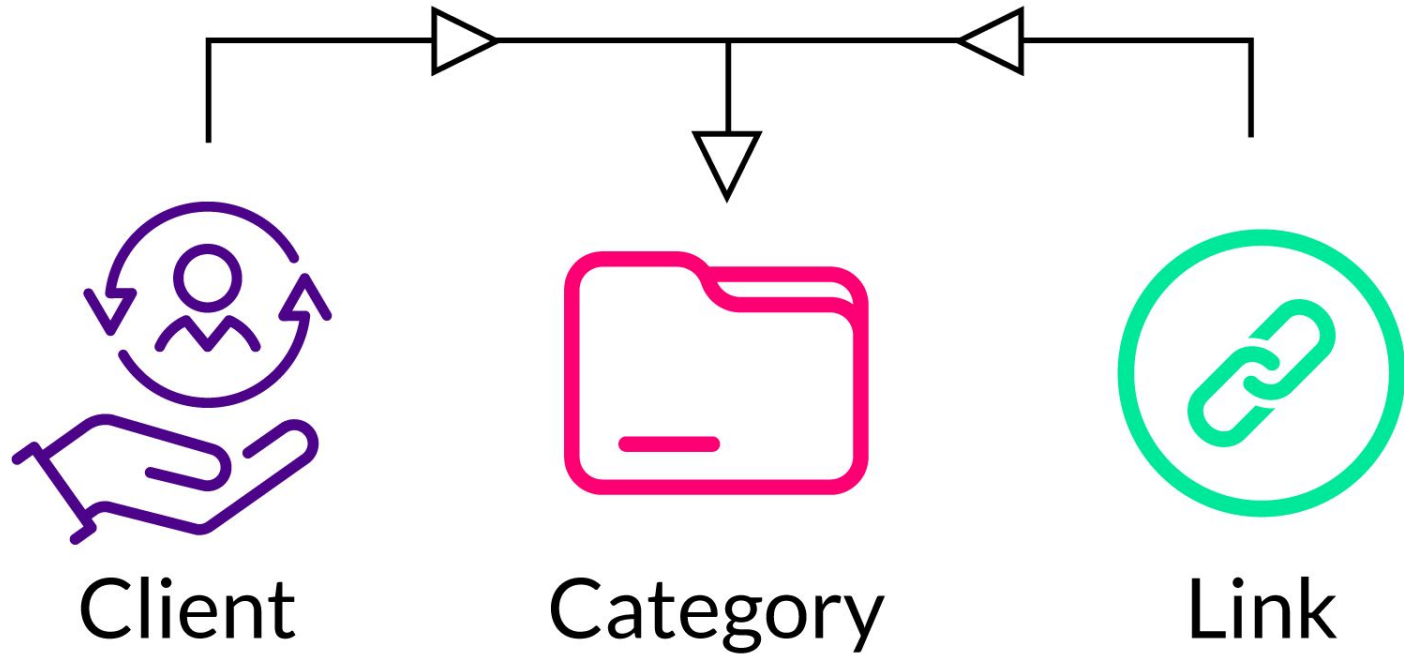
Organic keywords How to use

Monthly volume United States Position: Improved, New Volume KD CPC Traffic SERP features Word count Keyword: Contains 2024 URL

98 keywords 15 Mar 2024 Compare with: 8 Mar 2024 Filters Columns API Export

<input type="checkbox"/> Keyword	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
<input type="checkbox"/> + subway coupon codes 2024	200	43	N/A	2	+2	0	* → 15	New	https://www.wethrift.com/subway	51 min ago
<input type="checkbox"/> + ups promo code 2024	150	29	N/A	3	+3	0	* → 12	New	https://www.wethrift.com/ups 1 more	2 h ago
<input type="checkbox"/> + ikea coupon code 2024	100	33	N/A	4	+4	0	* → 9	New	https://www.wethrift.com/ikea	2 h ago
<input type="checkbox"/> + nordstrom coupon 2024	30	52	N/A	0		0	* → 14	New	https://www.wethrift.com/nordstrom 1 more	2 h ago
<input type="checkbox"/> + wizz promo code 2024	20	5	N/A	0		0	* → 32	New	https://www.wethrift.com/neon-wizz	2 h ago
<input type="checkbox"/> + fazoli's coupons 2024	20	13	N/A	2	+2	0	* → 4	New	https://www.wethrift.com/fazolis	2 h ago
<input type="checkbox"/> + tiktok free shipping voucher 2024	60	0	N/A	0		0	* → 52	New	https://www.wethrift.com/tiktok-famous-products	2 h ago
<input type="checkbox"/> + finish line promo code 2024	30	40	N/A	0		0	* → 32	New	https://www.wethrift.com/finish-line	3 h ago
<input type="checkbox"/> + natural life coupon code 2024	40	20	N/A	3	+3	0	* → 5	New	https://www.wethrift.com/natural-life 1 more	3 h ago
<input type="checkbox"/> + hobby lobby coupons 2024	150	52	N/A	0		0	* → 27	New	https://www.wethrift.com/hobby-lobby	3 h ago
<input type="checkbox"/> + shein codes 2024	800	17	N/A	1	+1	0	31 → 24	▲7	https://www.wethrift.com/shein 1 more	4 h ago
<input type="checkbox"/> + steve madden coupon 2024	40	34	N/A	0		0	* → 19	New	https://www.wethrift.com/steve-madden 1 more	4 h ago
<input type="checkbox"/> + houston cigar week 2024	30	1	N/A	0		0	* → 27	New	https://www.wethrift.com/houston-cigar-week	5 h ago

Where we mentioned client
entities around the link.



We saw near **instant**
impact on site

So, what does
this mean for you?

Consider your outreach structure



Remember to give context to your links: the words before and after links matter, so pay attention to the sentence as a whole. Don't chain up links next to each other; it's harder for your readers to distinguish between links, and you lose surrounding text for each link.

What Google Says about links

The words before and after a link matter.



Here's a **simple** framework

According to

Experts in

At

According to

(Expert client)

Experts in

(Expert subject)

At

(Brand name)

According to

(Expert client)

Experts in

(Insert keyword)

At

(Brand name)

Brand Mentions are the New Backlinks

LLM's are being trained on
data from the best websites
in the world

And you need to
train AI as much as you
train search engines



ChatGPT

Certainly! Here are 10 digital PR agencies in the UK:

1. JBH (Manchester, England)
2. Builtvisible (London)
3. Rise at Seven (Sheffield and London)
4. Kaizen (London)
5. Tecmark (Manchester)
6. Reboot Online (London)
7. Digitaloft (Leeds)
8. Propellernet (Brighton)
9. MediaVision (London)
10. Digital PR Wire (London)

These agencies offer a range of digital PR services and have established themselves as reputable players in the industry. Depending on your specific needs and preferences, you can further research these agencies to find the best fit for your project.



This feeds into **E-E-A-T**

Ok, but how can we quickly
find **'expert' pitch ideas** for
our clients?




ACCORDING TO EXPERT



All Images Videos **News** Products Books Maps : More

Tools

About 321,000 results (0.26 seconds)

 University of Pittsburgh

Cursive is not dead, according to this Pitt expert

Kelsey Voltz-Poremba says writing by hand is a crucial part of childhood development.

9 minutes ago



 Nottingham Post

Five things you should never do at a wedding according to expert

Leading UK wedding expert Zoe Burke shared the do's and don'ts guests need to remember when going to a wedding.

16 hours ago



 Vogue

2023's Best New Serums, According To An Expert

Caption Options · Best face serum for dry skin: Medik8 Hydr8 B5 Intense Hyaluronic Acid Serum, £59 for 30ml · Best fast-absorbing face serum:...

10 hours ago

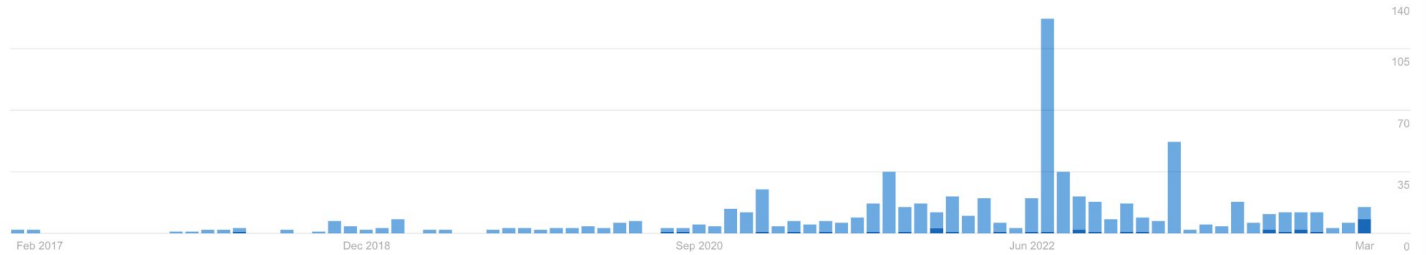


according to fitness expert In title How to use

All pages News Publication date Platform English Only live Filter explicit results More filters Clear Presets

Pages over time Published once Republished

Export



Pages Authors Websites Languages

759 pages No homepages Highlight unlinked

Sort by: Page traffic Trends: Last 3 years Export



7 Best Chest Exercises, According To Fitness Experts 403
<https://www.forbes.com/health/body/best-chest-exercises/>
 7 Best Chest Exercises, According To Fitness Experts... 1. Traditional Pushups Equipment needed: none Start on your hands and knees, with your knees spread a few inches apart and your hands
 Emily Laurence · 29 Jun 2022 · 1,183 words · En 2 10 WordPress

DR 94

URL Rating 8

Ref. domains 54

Page traffic <1

Page traffic value \$0



X/ Twitter

Search strings

“Looking to **spea**k to”



"Looking to speak to"



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Isabelle Aron @IzzyAron · 16m



Looking to speak to people who have bought a flat or house together, for a piece. If that's you or someone you know, feel free to DM me or email me: isabellearon@gmail.com [#journorequest](#)



2

154



Katherine Cook @KatherineZaraPR · 53m



Looking to speak to a sleep expert about the the affects of work-related stress on sleep and the benefits of 'chronoworking' for relieving stress. [z-z](#)

Please drop me a message if you can help with any or all of this.

: katherine.cook@dentsu.com

[#journorequest](#) [#prrequest](#)



2



1

167



“Looking to **Speak with**”



"Looking to speak with"



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lindsay dodgson 🍓 @linzasaur · 1h



Looking to speak with Gen Zers about the importance of a company's principles, ethics, values etc when considering applying for jobs there. email ldodgson@businessinsider.com / DMs open! [#journorequest](#)



3



8



525



SourceBottle @SourceBottle · 5h



We're **looking to speak with** a Melbourne dog owner who is happy to be available to talk to media about protecting their dog from parasites and who is worried for the family's health if not protected.



sourcebottle.com

Melbourne dog owner

We're looking to speak with a Melbourne dog owner who is happy to be available to talk to media about...



46



“Looking to speak to”
+ “expert”



"Looking to speak to" + "expert"



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Lists



Katherine Cook @KatherineZaraPR · 58m



Looking to speak to a sleep **expert** about the the affects of work-related stress on sleep and the benefits of 'chronoworking' for relieving stress. [zZ](#)

Please drop me a message if you can help with any or all of this.

✉:katherine.cook@dentsu.com

[#journorequest](#) [#prrequest](#)



2



1



176



Savannah Wallace @SavannahWPR · 23h



I'm **looking to speak to** a health **expert** or doctor for commentary on how lighting can affect productivity and how incorrect lighting can cause issues such as migraines for a National campaign. Get in touch- savannah.wallace@dentsu.com [#journorequest](#) [#prrequest](#)

[@PressPlugs](#)



2



1



3



713



“Looking to speak to”
+ “subject”



"Looking to speak to" + "sleep"



Top

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People

Media

Lists



Katherine Cook @KatherineZaraPR · 59m



Looking to speak to a sleep expert about the the affects of work-related stress on **sleep** and the benefits of 'chronoworking' for relieving stress. [zzZ](#)

Please drop me a message if you can help with any or all of this.

[✉:katherine.cook@dentsu.com](mailto:katherine.cook@dentsu.com)

[#journorequest](#) [#prrequest](#)



2



1



180



Katie Coyne @KatieCoynePR · Apr 8



Looking to speak to Psychologists with **sleep** expertise!

If this is you please get in touch: katie.coyne@riseatseven.com

[#journorequest](#) [#prrequest](#)



2



2



3



608





Here's a full list:

“Looking to speak to”

“Looking to speak with”

“Looking to speak to” + “expert”

“Looking to speak to” + “subject”

"Looking to speak to" + "area"

"Looking to speak to" + "City"

"Looking to speak to" + "Town"

"Looking to speak to" + "state/ county"

#journorequest + “area”

#journorequest + “city”

#journorequest + “town”

#journorequest + “area”

#journorequest + “blogger”

#journorequest + “(insert niche)”



Happy Pitching