



PRSV© White Paper

Introduction

The prevalence of social media metrics and marketing automation software means that corporate decision makers have become accustomed to the idea that what happens in marketing communication can be measured. This has significantly increased the already heavy pressure on marketing budgets to demonstrate returns, with activities such as public relations, which has always struggled with ROI, finding themselves increasingly under threat. Despite this, renewed focus on the power of content to drive engagement and contribute to the business goals of an organisation has created a tremendous and under-appreciated opportunity for PR within the marketing communication mix.

In addition, the huge volume of information now available online is enabling people to research companies and products well in advance of declaring an interest in making a purchase and sales teams are finding their contact with potential customers happening later and later in the engagement cycle. Upfront, therefore, it is increasingly the role of marketing and PR to find ways to raise awareness, establish credibility and move people through the funnel of information-gathering and consideration. At the same time, the available online audience is far larger than that achievable through social media or any individual publication on a PR press list and its place in influencing reputation should not be under-estimated.

The sales discipline is easy to measure: either you make your targets or you miss them. The impact of PR, on the other hand, is notoriously hard to demonstrate. Parts of the industry still bow to client pressure to use flawed Advertising Value Equivalents (AVEs) to measure performance, in the absence of anything better and despite efforts by the CIPR, AMEC, the PRCA and other industry bodies to distance themselves from this discredited metric.

Regardless of the reasons, however, one thing is clear – for PR to be taken seriously it can no longer make excuses for being unable to prove the business value it delivers. The PR industry must move beyond talking about nebulous reach metrics or volumes of media clippings and get to a point where it can relate reputation management and marketing-related communications activity to tangible business outcomes and monetary return. To do so, it needs to think differently – developing a better understanding of the factors influencing success in a world where the media landscape and consumer behaviour have altered drastically. It also needs a robust way to measure impact in terms that business leaders can relate to.

This is especially true in the rapidly growing area of intellectual capital. As the world's economies become more and more digitised and knowledge-based, the majority of value is now held in intellectual assets and human capital rather than tangible 'nuts and bolts'. While the public relations and media evaluation industries understand that reputation plays a key role in the value of an organisation they appear to have completely missed the point that media coverage and other PR

activities also have a value. In fact media coverage and other PR activities are the very bricks and mortar on which reputation – and the majority of organisational value – is based.

There are a number of reasons why this has happened. One is that the cost of carrying out a PR programme is typically small compared to other marketing activities, especially advertising. Behavioural economics tells us that people are far more concerned about what they might lose than what they might gain; and it should therefore be of no surprise that large sums are invested to determine the impact of an expensive advertising campaign whereas little is invested to determine the impact of a relatively inexpensive PR programme. This is despite the fact that PR typically has much greater utility in building reputation – and therefore adding market value – than advertising.

This, of course, is one of the main reasons why advertising value equivalents (AVEs) became popular in the first place. Instead of recognising the real value that media coverage delivers, treating it as ‘free’ advertising has always been an easy way to demonstrate ‘value’. Ironically, just about the only good thing about AVEs is that they recognise media coverage does have a value. It is the way the value is determined – and what it represents – that are flawed.

Crescendo has developed PRSV© as an objective standard for measuring the ROI of PR activity and evaluating media coverage in a world increasingly dominated by online content. PRSV© provides actionable insights into audience numbers, influential media, the contribution of PR to search engine optimisation (SEO) and financial returns, all of which help organisations make better decisions about the allocation of PR budget. To do so, it takes advantage of internet search – a critical moment in the consumer journey towards purchase and one where editorial content increasingly stands out in search results thanks to ever improving sophistication of search algorithms.

This paper looks in detail at the opportunity for PR to reclaim its rightful place as a key pillar of communication between organisations and their stakeholders, especially customers. It focuses broadly on three areas:

- Why PR-generated content remains influential and is worth funding in the digital age
- How understanding consumer search behaviour can help PR make a valuable and measurable contribution towards achieving business goals
- PRSV© as the new standard for the measurement and evaluation of PR-generated content

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1. The PR Industry – Crisis or a Timely Resurrection?

Some argued that the advent of social media would herald the death of PR. Disintermediation, the ability to broadcast direct to consumers across a range of platforms, was viewed as a far more effective way of reaching target audiences instead of relying on opinion leaders or highly selective publications. Owned media proliferated, with increasing numbers of branded websites. Suddenly, every organisation needed a Facebook page, a Twitter account and a presence on Instagram and self-publishing became the brave new world of communication between companies and the world outside.

Traditional corporate communication teams adjusted to make way for the new generation of digital and social professionals and many thought the days of their 'old-fashioned' PR colleagues were numbered. Budgets, needless to say, were adjusted accordingly as occupants of the boardroom became more and more excited about social media activities and the accumulation of fans and followers.

The demise of many print publications was also hailed as another sign that we were reaching the end of the road for those involved in media relations. In 2016, for example, *The Independent* newspaper shut down its presses and moved to online-only publishing, reflecting a growing trend as more UK consumers now get their news through online media than traditional print. Indeed, this move alone saw the *The Independent* readership increase by over 40%. Meanwhile, for every age group under 45, online news has now become more important than television news ([Oxford University/Reuters Digital News Report 2016](#)).

Yet despite the doom-mongers, the UK PR industry grew by 34% between 2013 and 2016 and is now worth £12.9bn. The most recent [PRCA census](#) revealed that the industry now employs 83,000 people, up from 62,000 three years previously. Hardly signs that PR is in its death throes although, as we will see later, there is plenty of evidence that there are changes, re-inventions and re-alignments occurring in the agency landscape.

The negative predictions won't go away, though. Others now claim that content marketing will kill PR once and for all because, as Adrian Michaels argued in [PR Week](#) in 2015, why would organisations use traditional PR people to create content, when they can use professional journalists and cut out those he referred to dismissively as 'press release jockeys'?

Well he's right – but only up to a point. Two years on, most major organisations still have an in-house PR team and retain either a traditional PR agency or an integrated communications agency. True, some use professional journalists to write content, but plenty of others are also involved in its creation. 'The purpose of PR is dead', said Michaels, assuming the purpose of PR is to get journalists interested in printing stuff about stories you want to tell. Actually, the purpose of PR is not in the manner of dissemination, but in the reason for wanting to get stories out there – to raise awareness, create interest, build and protect reputation and, importantly, to drive new business. In other words, the purpose of PR is to function as an integrated part of the machinery that creates business opportunities in line with the commercial needs of the organisation.

Critics of PR are justified in pointing out that it has traditionally suffered from a lack of accountability, that it deals in hype and fluff, or that its inability to demonstrate measurable results

has made it the poor relation of other marketing disciplines which have been faster to adopt metrics.

We need to re-set our understanding of what constitutes an effective PR team and, if we do, it will reap dividends, even in the world of digital communications. People who are skilled at PR are not those firing off tweets to customers who, by and large, are not interested in reading them. Neither are they those who irritate so-called brand fans by bombarding them with meaningless stuff on Facebook, just because they once liked something while barely paying attention. Relentless, one-way grandstanding by brands on social media is the reason why customers wouldn't care if 92% of brands disappeared tomorrow. Meanwhile, 60% of all content produced by brands is poor, irrelevant and fails to deliver results ([Havas Meaningful Brands](#)). Regardless of channel, a lazy approach to communications planning and execution is doing far more harm than good.

Similarly, the concept of 'spin' has done PR a huge disservice. PR originated partly from World War 2 propaganda and in recent years the hijacking of PR for political purposes, aimed at delivering carefully controlled rather than honest and fully transparent communications to the public has done little to improve the reputation of some parts of the industry. PR has always been about storytelling and never more so than in the age of content marketing. Yet when it is hard to differentiate between storytelling – as in making content pertinent and bringing it to life – and fiction, where there is a deliberate attempt to invent, conceal or misrepresent the facts, PR is inevitably discredited.

Real, traditional PR skills are still in demand because they are centred on the sciences of communication and consumer psychology. These include understanding what constitutes a genuinely interesting and compelling piece of content, knowing how to deliver key messages in a way that doesn't make them seem overtly sales-focused or ridiculously superficial, having a detailed understanding of the habits and preferences of different audiences, selecting appropriate media and recognising that PR must be targeted, relevant and sustained. Great PR doesn't treat all content in the same way, taking a blanket approach on social media, it does its homework to discover how reader behaviour and consumption habits are changing over time. Equating PR with press releases is far too narrow a definition because it is an adaptable skill which adjusts, of necessity, to the changing times in which we live. A good PR practitioner focuses on the audience, its interests and how it accesses information.

All of that said, the survival of PR has been assured more than anything by Google, the arbiter of what people read online. By making its algorithm less susceptible to search engine optimisation (SEO) and more focused on the quality and integrity of sites that appear in top search results, Google is putting PR back at the forefront of sales, customer experience and reputation.

2. Google Throws PR a Lifeline

Almost everyone turns immediately to Google nowadays when they are looking for information, either in their professional or personal lives. The search engine has almost 90% market share ([statista.com](#)), making it the most influential channel along the path to purchase. If someone searches for 'car insurance' there's more than a reasonable chance they want to purchase it, just as

if they search for ‘washing machines’ they are likely to be in the market for a new Hotpoint, Zanussi or whatever else meets their selection criteria. However, it’s not just about sales. Businesses will more than likely search potential suppliers, investors will search potential funds and someone looking for a new job will search potential employers to check out their reputation.

The fact is people go online at critical points in the decision-making process. In the sales-cycle this will be when they are considering a purchase and looking for information to help with a purchase decision. People who carry out a search are generally not just passing the time of day – there’s a reason why they are looking up information online. As early as 2012, [Fleishman Hillard’s](#) global Digital Influence Index found that 89% of buyers used search on the path to purchase and that its influence eclipsed even personal recommendations.

All of this means that public relations is now playing a strong facilitating role in driving decisions at the moment when a company or brand is being effectively exposed to buyers. This is a principle the SEO industry has long understood and profited from – being paid to ensure that companies appear in the top results for a given search term. However, achieving high rankings in organic search results is no longer about stuffing content full of keywords. [MarketingProfs](#) has already recognised a trend back to long-form, more complex content online, aimed at increasing credibility. Google really wants to deliver high quality and informative content, which increasingly means objective media coverage and other third-party content – exactly the things that PR people generate and influence.

3. Maximising ‘Moments of Truth’

Google realised years ago that search created ‘Moments of Truth’, where people searching for information about a brand would very quickly form an impression from the first content they saw in search results. The search engine giant continues to evolve its thinking – and to shape that of communicators – about these online moments which provide unique and highly personal chances to influence opinions and purchase behaviour. In these moments, preferences are determined and often decisions are made. Sellers need to be clever at getting the right content in front of the right person at the right time. Mobile has made this task more challenging, as the number of moments available for interaction has snowballed because consumers are online constantly, wherever they are.

Which leads us on to ‘Micro Moments’, defined as the ‘I want to buy’, ‘I want to go’, ‘I want to do’ and ‘I want to know’ times that occur every day and which lead us to search for whatever fulfils the specific requirement we have in mind. In fact, search behaviour means that Google can pretty much read the minds of those who use its search capabilities to mediate between their latest wish and those individuals or organisations who can fulfil it.

So far, so good. It gets complicated, however, when a whole host of brands want to seize the same moment. This is why paid search and SEO have carved out a generous slice of promotional budget, designed to drive consumers to Owned sites where they can learn-and-buy, book-and-do in response to each Micro Moment as the urge takes them.

However, SEO is increasingly losing its appeal as search algorithms become more sophisticated and achieving higher search rankings becomes more and more like pushing water uphill. Instead of

relying on SEO to create links and drive Owned content up the search rankings, it's now becoming more effective to focus on getting PR-generated content into those sites that already meet Google's newer algorithm requirements and automatically appear in higher positions. What the brand has to do is get into them; and because these sites are typically online media, the best discipline to achieve this is public relations.

An important consequence of this is that targeting media to achieve maximum business benefit is no longer just about readership numbers. In many instances, media with relatively low readership numbers can have strong status with Google and coverage that appears in them can automatically achieve high search positions. This means that when these sites publish content, the chances of it being seen by a consumer at a critical 'moment' during Google search are much improved. In order to maximise ROI it is therefore just as, if not more important for PR to target these media than those with higher readerships; and as we shall see later, this is something that PRSV© enables us to do.

4. Impact of the Algorithm

We have shown that getting quality PR-driven content into Google search results allows organisations to return a very strong ROI for their PR budget by delivering persuasive and credible media coverage to people at a critical 'moment', including the point of purchase consideration.

Google's algorithm has become increasingly sophisticated over recent years as the company has strived to maintain its market leadership, with the quality of content already making a big difference to where a website will appear in search results. Google has added to this sophistication by preventing sites spamming search results through spurious links whose sole purpose is to boost search rankings; and the company plans further improvements to its algorithm, which are likely to put the SEO industry under even more pressure.

These developments, which on the surface might seem fairly trivial, have far-reaching consequences for the PR industry. The majority of websites now appearing in top Google search results are not those with the deepest SEO pockets but, rather, those containing high quality content with links from other high-quality sites. These are the very media that PR has traditionally targeted and worked with.

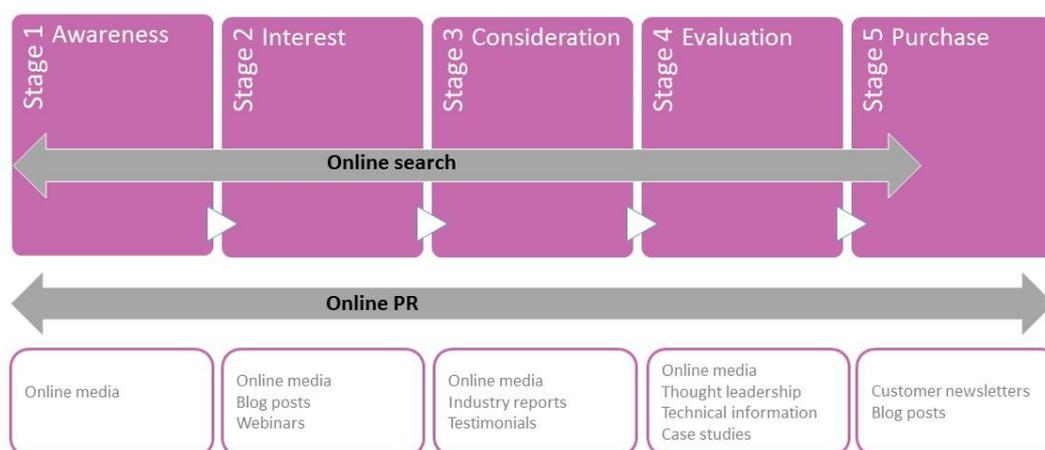
It should also be noted that this fundamental change is far more significant than social media. Google search volumes typically dwarf even the largest number of 'likes' on Facebook and other social platforms; and levels of engagement through social media are nothing compared to the levels of interest from people searching for a company or brand through Google. Able to ensure that these people see the right content, delivered through credible media which Google ranks highly, PR can now justifiably claim to be closer to the consumer's purchasing touchpoint than it has ever been – closer than social or advertising. Small wonder that SEO companies are racing to hire PR staff and to vertically integrate their offering.

It should now be clear why PR has an increasing role to play in the creation and conversion of sales opportunities. Traditionally, its job was to build a reputation that would provide the foundations for sales to build on. Now, for reasons we've explained, it's a very different story. In addition to

building the reputation foundations, media coverage in search results also helps build the first structural walls and floors of our 'sales house', with the sales team only needed to add the roof.

A great example of this is the car industry, where recent research into buying trends has revealed a massive shift in buyer behaviour. A few years ago, car buyers would visit several dealerships to compare brands and models, as well as looking for a good deal on price. Now, all their research is done online, including finding out about the best deals available, so that they typically only enter one dealership, having already determined which model they want to purchase. As the diagram below illustrates, PR activity is now a crucial part of putting the right information in front of customers online; the salesman is often only needed to gather the customer signature and hand over the keys.

PR can influence across the path to purchase



5. Assessing the Business Impact of PR

As we said earlier, most organisations still retain a PR function. They instinctively recognise that it delivers some value in influencing perceptions and managing reputation. They also usually have some concept of the volume of coverage they might expect to receive, perhaps because they have a sense of what is proportionate to their market share or maybe simply because they are accustomed to the monthly arrival of the press clippings book containing a certain number of pages.

Our research has shown that the volume of coverage received by an organisation is very closely correlated to its size within its market segment. This might seem obvious, but it means that it is extremely difficult for any organisation to punch above its weight unless it can genuinely be disruptive in the stories it tells or the methods it employs to communicate. That is why PR professionals need to be equipped with evaluation methodologies that help them to understand when they are getting an edge over the competition or to identify opportunities for disruption – for example taking ownership of an important topic in a way that outweighs the organisation's logical position in the segment hierarchy.

We have shown that PR is increasingly important in the buying cycle because of the influence it can exercise over what people see online. However, it is not enough for organisations to simply recognise that it has an impact on consumers and delivers some inherent value. Now, more than ever, it is imperative that this impact can be objectively measured in a way that is directly linked to desired business outcomes.

6. Influence in the Search-driven Media Economy

Influence is hard to quantify objectively, although certain publications and individuals are recognised as influential because they are widely read or exercise thought leadership in their industry domain or area of specialism. The PR industry usually creates media lists of target publications based on perceived relevance to a client or topic, audience profile, the likelihood of achieving coverage and the frequency with which issues and topics are covered.

However, what we find in today's digital world is that the real influence of many of these target publications is quite small. The truth is that, as in so many areas of life, a power law, often referred to as the Pareto rule, applies to the business benefits and subsequent value of media coverage. Usually, 80% or more of business benefit and real value will come from 20% or less of the media list. This is a tough message for PR people to accept because the industry's culture is to maximise coverage almost regardless of where it appears.

The hard fact remains, however, that PR teams really should focus their efforts on media – not always those with the biggest circulations – that deliver the biggest business benefits, which increasingly means how they perform online. PRSV© inherently takes this into account – the bigger the PRSV© value is the greater the business benefit will be. Of course, there will always be some publications that are highly relevant to specific audiences and where coverage needs to be achieved for different reasons. This is especially true in the B2B environment, for instance, where key decision-makers often read highly specialised journals.

In the online world two types of publication are influential – those which are found when somebody is searching for a given term using Google and those which are found when somebody goes directly to a site as part of their normal media consumption habits – for example a news site they read daily. In the first case, where audiences are actively searching for content, the Pareto rule is even more significant because the Google algorithm determines which media appear in the top search results. Much of the other content will disappear into the Long Tail of search results, to be rarely accessed except by people who know where to look for it. Again, though, it is not always the publications one would expect which rise to the top of the Google list. PR needs a method for re-aligning its target media lists with those that are influential in relation to a given search term; and as we have already seen, PRSV© automatically identifies the media most likely to achieve this.

In the second case, where consumers have favourite online sites where they go to access news and information, influence is determined in the old-fashioned way by the sheer volume of people who go direct to those sites each day, without using a search engine. To date there has been no consistent and repeatable methodology for calculating influence based on what people see when they go online. What is missing has been the mechanism by which PR professionals can determine which

publications should be on their target list, to have the best chance of reaching consumers with PR-generated content and influencing them, either when they search or because their daily media consumption habits will lead them to the right place. PRSV© puts this right.

7. An Alternative Approach: PRSV©

We believe it is time for a new approach to media evaluation. One that reflects not only the way publications work in a predominantly-online environment, but also the way audiences *behave*. Crescendo's suite of evaluation services has been designed by a team with impeccable credentials stemming back to the original development and adoption of the concept of media evaluation.

PRSV© is not a software solution, or a 'black box'. It is a series of algorithms, which at the simplest level can be used manually but otherwise employ the most effective blend of automation and human analysis to interpret and deliver actionable insights and meaningful reports, including recommendations, to achieve business objectives. As well as providing measurement, such insight is invaluable for planning and targeting future activities to maximise ROI.

For those who require a straightforward and cost-effective replacement for traditional media evaluation, *PRSV© Media Analysis* determines audience reach and financial return for media coverage that audiences read directly. *PRSV© Search Analysis* determines interested audience, financial return and the contribution to SEO for media coverage that audiences read via Google. It also identifies media most likely to appear in top search results for given search terms, which should therefore be targeted to achieve maximum ROI.

It is also worth pointing out that PRSV© can be used to determine the impact of social media and other PR activities such as conferences, seminars and events, but for now we'll focus on media coverage as this typically has the biggest effect.

8. PRSV©: What is It and How Does It Work?

As we have seen, online media deliver content to a regular and measurable audience in one of two ways. Either by appearing in results when the reader performs an online search for a topic he or she is interested in, or by the reader going directly to an online site where content appears. Both types of audience contribute to the value of the PR content – the first group because they are 'served' that content and the second because they find and read it during their 'normal' media consumption.

The plain fact is that media coverage is only of use if people see and read it. In other words it's not the volume of coverage that matters. Media relations can only deliver when visibility is combined with measurable interest on the part of the audience; and when that happens PR is onto a winner.

Again this is where search comes in, usually in the form of Google. The key point about search is that we use it when we *want* something. Whether we want to find out about a product as part of a purchasing decision, a company we're thinking about working for or a potential supplier to do a job for us, the first thing 90% of us do is turn to Google search.

Obviously, when people carry out a search for something they are inherently interested in the results that come back. In other words they are an *interested audience*. It follows that if media coverage appears in these search results then people are inherently going to be more interested in it; and if the coverage appears in top results they are far more likely to see and be influenced by it. This is one of the basic premises on which PRSV© is built.

One of the easiest ways to understand how PRSV© determines value is to use a simple analogy. As a starting point, think of the results page that appears when you carry out a Google search as an area of a city. Let's take Covent Garden, in London, as an example. There are shops, homes and other types of property in Covent Garden, each of which can be thought of as a search result on the analogous search results 'page' (remember, we're not using Covent Garden as a search term but as an analogy to the results page).

Each of these shops, homes or other types of property has a value, which itself is determined, first, by the value of being in the Covent Garden area; and, second, by how close it is to the centre of the area. In the case of Covent Garden the Piazza attracts by far the most people in the area and can be thought of as the top-ranking search result on our analogous search results page.

Just as the value of Covent Garden is decided by market forces based on what people are prepared to pay for a property there, so the value of a search results page is determined by what people are prepared to bid to have a paid-for search result on it. Whenever anyone carries out an online search, in any language and at any place and time in the world, the results page that is returned is assigned a value, which can be found using the search engine's support tools. This value is not set by any individual or organisation but transparently by the open market based on auction bidding for paid-for results to appear along with organic results. Crucially, because media coverage is an organic search result – like any other organic search result on that page – it has a value very much in its own right and is *not an equivalent* of anything else.

How is PRSV© Determined?



Analogy: think of Google search results as a geographical location, eg Covent Garden



Where media coverage does differ significantly, however, is not only that it is far more likely to appear in search results than other sources but also that it is far more likely to appear higher up the search results than other sources. As we have seen, this is down to the increased sophistication of search engine algorithms, which place a premium on sites such as those from media publishers that have more and higher-quality backlinks.

As a result of this, media that reach the largest number of interested audiences through search results are some of the most influential regardless of the size of their audited readership. It also means that some media can reach a significantly larger number of people through search results than 'normal' readership. Either way, a major benefit and strength of PRSV© is that it inherently measures business value, for the simple reason that it always reflects what people are interested in.

This is a game-changer for the PR industry. By targeting media that achieve the most visible online search results, Google ensures longevity for high-quality content that will influence an interested audience long after the story has been published and the clippings book has become dog-eared and dusty on the reception table. Google is the arbiter of reach, promoting content which it knows is relevant and credible to the search term entered by the interested audience; creating a pre-qualified range of articles for the interested audience to find and read.

PRSV© identifies the best media to target to optimise this effect. In ROI terms it's far better to be riding the bus that's most popular with the interested audience and has Google's durability. This is also one of the main reasons why SEO (search engine optimisation) is increasingly integrating with public relations and why PRSV© also includes an SEO metric. When PR spend is under pressure, getting the top 20% in the places where it pulls in a ready-made and interested online readership can considerably increase payback in monetary value and audience engagement.

9. PRSV© Algorithms

Crescendo is publishing *PRSV© Search Value* and *PRSV© Media Analysis* algorithms on its website¹ under an open source licence that enables them to be used for free – always – and allows changes to be made providing these are approved. The beauty of the open source approach is that it will enable users to provide feedback, which can be used for the continuous improvement of the algorithms.

We are also planning to introduce annual quality checks to verify that PRSV© is being calculated and used at the required standard. The reason we are applying these provisions is to ensure consistency and quality for end-users, which we believe is essential for the success of public relations as an accountable discipline delivering real and measurable business benefits and value.

A point we need to be very clear about regarding PRSV© algorithms is that media coverage *does* have a value. We can demonstrate this in a number of ways, including:

1. The valuation of brands as assets is now well established. Of all the things that contribute to the value of a brand, reputation is one of the most important. Many would argue it is *the* most important

2. The value of companies, pension funds, property, currencies and more are fundamentally affected by media coverage. In her book [CEO Capital, Leslie Gaines-Ross](#) reveals that 75% of net worth comes from reputation rather than tangible assets for some listed firms while an [international study from Deloitte](#) placed reputation at the top of the strategic risk agenda for world business leaders
3. Whether covertly or overtly, media coverage plays a key role in purchasing and other decisions
4. Media coverage is vital for the independent dissemination of information to a broad range of audiences
5. As the world moves increasingly towards digitised and knowledge-based economies, recognition of the importance of intellectual capital has grown enormously. It is now an area of major significance in its own right, with academic research, accounting practices and global bodies such as the OECD devoting a great deal of time, effort and resources towards its development. One area of debate concerns negative media coverage and whether this should be treated as an intellectual liability in financial terms. We strongly suspect this will be the case – after all, negative media coverage is a major contributory cause of companies losing market value. For the moment, however, PRSV does not treat negative media coverage as a financial liability as such but assigns a value of zero to it

The value of media coverage is inherent in building and maintaining reputation, supporting sales and providing an independent channel of communication.

Crucially, the PRSV© is not an ‘equivalent’ of anything but assesses the value of coverage in its own right. Whenever anyone carries out an online search, in any language and at any place and time in the world, the results page that is returned is assigned a value, which can be found using the search engine’s support tools. This value is not set by any individual or organisation but by the open market based on auction bidding.

One immediate benefit of this is that it enables legitimate financial valuation to be applied to coverage appearing in media that have no commercial income through advertising, such as the BBC. In addition, PRSV meets all of the [Barcelona Principles](#) established by AMEC (International Association for the Measurement and Evaluation of Communication) and can be used with the Association’s [Integrated Evaluation Framework](#).

PRSV© is based on two elements. The first, which is called the *PRSV© Search Value*, is based on the coverage’s position in the search results, which determines the likelihood of the person who has carried out the search opening and viewing it. This likelihood, or probability, falls dramatically if the search position is outside the top ten results and even more dramatically if outside the top 20. Crucially, however, media coverage is becoming more and more likely to appear in top search results due to the increasingly sophisticated search algorithms to which we referred earlier; and this is one of the main reasons why SEO is converging with the PR industry.

The second element, *PRSV© Media Analysis* is based on people who see coverage, not through search results but by viewing it directly at the media source. The valuation here is based on exactly

the same principle but takes account of *all* the results for search terms in which the source media appears. PRSV© can also be applied to non-media related activities, such as conferences, exhibitions and any other PR activity for which a website is available. Likewise, for any social media coverage that appears in search results.

PRSV© is directly tied to business benefits through search, which is typically used by 90% of consumers and other audiences when making a purchasing, business or indeed any other type of decision. In summary, PRSV© is robust, credible and fit for the 21st century PR industry.

10. Glossary

The following terms are often used when working with PRSV©, though not all appear in this white paper.

Consumer	A B2C or B2B buyer of goods or services
Interested Audience	The number of people actively searching online for a given search term
PREM	PR-generated Earned media coverage
PRSV©	Public Relations Search Value
PRTrV	Public Relations Traffic Value

Note 1: the PRSV algorithms will be available on the Crescendo Consulting website by 1 August, 2017

For information visit: www.crescendoconsultinguk.com

Or email: markwestaby@crescendoconsultinguk.com