

## Measuring PR Performance Checklist

Print off this checklist and tick off each step as you go through the '[PR Performance: Painless Paths to Tracking and Measuring Media Impact](#)' guide on our Talk About Digital Podcast website.

### Why Tracking PR Impact is Crucial for Small Businesses

- Set a clear goal for your PR efforts (e.g., increase website traffic or grow social media following)
- Track media mentions using a simple log (date, source, type of mention, impact)
- Set up Google Analytics (GA4) to track PR-driven website traffic

### Tools for Tracking PR Performance on a Tight Budget

- Set up Google Alerts to monitor mentions of your business name or keywords
- Sign up for a free Mention account to track online and social media mentions
- Use Hootsuite to monitor social media platforms for PR mentions and engagement
- Search for mentions of your business using Google News
- Log all media mentions in a spreadsheet for easy tracking
- Track PR-driven traffic using Google Analytics (GA4)

## **Monitoring Media Mentions that Drive Customer Interest**

- Set up and monitor Google Alerts for your business name
- Track social media mentions using Hootsuite
- Use Google News Search to find and log traditional media mentions
- Measure website traffic from media mentions using Google Analytics (GA4)
- Log and analyse customer enquiries and interactions linked to media coverage

## **Measuring Website Traffic from PR Campaigns**

- Set up Google Analytics (GA4) to track PR-driven website traffic
- Review website traffic by source in GA4 under "Acquisition" > "Traffic Acquisition"
- Set up conversion goals in GA4 to track actions like purchases, form submissions, or bookings
- Monitor conversions from PR-driven traffic in GA4 under "Reports" > "Conversions"

## **Tracking Social Media Reach and Engagement from PR**

- Use Hootsuite to track social media mentions of your business

- Monitor engagement metrics (likes, shares, comments) using native social media analytics tools (Facebook Insights, Twitter Analytics)
- Track website visits from social media using Google Analytics (GA4) under "Traffic Acquisition"
- Respond to social media comments and start conversations to increase engagement

## **Analysing Inbound Enquiries and Sales from PR**

- Log all customer enquiries and sales linked to PR coverage in a simple spreadsheet
- Use Google Analytics (GA4) to track sales or form submissions from PR-driven visitors
- Create unique discount codes for specific PR campaigns to track PR-related sales
- Ask customers how they heard about your business and log this information
- Use CRM software to track leads and sales generated by PR activities

## **Reporting on PR Performance: Easy Metrics to Measure Success**

- Track key PR performance indicators (KPIs), including media mentions, website traffic, social media engagement, and customer enquiries or sales
- Use Google Analytics (GA4) to monitor website traffic and conversions from PR sources
- Summarise your KPIs at the end of each PR campaign or month
- Create a simple PR performance report with metrics such as media mentions, traffic, and conversions
- Use charts and graphs to visually present your PR performance

## **Adapting Your Measurement Strategy for Continuous Improvement**

- Regularly review and adjust your KPIs to ensure they're capturing the most useful data
- Refine your Google Analytics (GA4) settings and conversion goals to improve tracking accuracy
- Evaluate the quality of media coverage based on traffic and conversions
- Identify the most effective PR channels and focus future efforts on those that deliver results
- Optimise your messaging based on successful PR campaigns
- Set clear goals for future PR campaigns based on previous performance data



By using this checklist and following the related guide on the TAD website you will understand how to track and measure your PR performance impact to understand how effective your PR campaigns have been.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.