



Build credible visibility through digital PR.

A useful digital PR contribution begins with something your firm can explain and support. Use this toolkit to assess audience fit, prepare the evidence and agree the review process. It keeps earned editorial work, paid arrangements and syndication separate, without promising coverage or links.

Your working output.

A story angle, assessed opportunity, evidence brief and approval plan.

Use the companion tool.

Complete the blank brief before considering outreach

Record evidence, permissions, costs and rights separately

Fictional opportunity labels do not imply publisher interest

No pitch is sent or distribution activated by this tool

Version 1.0. Sources checked 2026-10-28. Open-access planning guidance. Verify your own inputs and professional requirements.

Make the decision with your team.

Choose a contribution worth an editor's attention.

Start with something your firm can explain and substantiate: an expert interpretation, a practical method, an approved project lesson or a bounded research finding. Identify the reader whose decision it helps. A broad announcement that the firm provides excellent service rarely supplies an editorial reason to cover it.

Assess the opportunity on its actual audience.

Review the publication or opportunity directly. Identify its audience, relevant coverage, submission rules and any disclosed commercial arrangement. Record what you inspected and when. A high estimated reach or third-party authority score does not show that the right buyers will read the piece.

Distinguish earned coverage, paid placement and syndication.

For earned coverage, prepare a useful contribution and evidence while leaving the editor to decide inclusion, wording, timing and links, including the possibility that the pitch will not be used. An outreach plan cannot promise the result.

Source: [Google Search spam policies](#)

Make the decision with your team.

Build an evidence brief before writing the pitch.

For each material statement, record the source, period, comparison and limitation. A research result needs its sample and method attached. A project lesson needs the firm's exact role and permission to use the underlying facts, and a quotation needs an identified speaker and approval for the intended context.

Prepare the approval and rights decisions.

Name the person who can approve the facts, the spokesperson and the intended use of any asset. These may be different people. A client approving a case description does not automatically grant rights to a photographer's image, and a published article may have reuse terms that limit republication.

Evaluate the coverage that actually happened.

Record whether the piece was published, what it said, the source URL, whether a link exists and the terms of any paid arrangement. Keep those facts separate from estimated audience, referral visits and enquiries. Distribution volume alone cannot establish how many relevant people read the story.

Work through an example.

Illustrative example: a consultancy prepares a contribution.

A fictional consultancy wants to explain decision ownership during integration planning, and it identifies a fictional publication called Industry operations review as a possible fit for finance and operating leaders. No real publication, journalist, contact address or interest is implied.

Its pitch brief offers an expert explanation and a fictional scenario, and it records the principal as a proposed spokesperson, permissions as pending, costs as unknown and rights as needing review. The angle is ready for discussion with the internal reviewer, not marked as accepted or sent.

Adapt the contribution for legal and architecture work.

A law-firm contribution may explain a general process or a public issue within the attorney's authorized scope, and the reviewer determines the permitted wording and whether jurisdiction-specific qualifications are needed. Private matter details and guaranteed outcomes do not belong in the example.

An architecture story can explain how project constraints shaped a design decision, with the studio's role, collaborators, project status and image permissions recorded. Choose the publication for its audience's interest in the project question, then verify the actual rights and approvals before turning the approved material into a pitch for that opportunity.

Define the decision.

Blank working page. Record only information approved for this planning file. Add a source or an unknown status where evidence is missing.

Intended audience

Publication or opportunity

Editorial fit

Intended format

Earned or paid status

Record the next action.

Blank working page. Record only information approved for this planning file. Add a source or an unknown status where evidence is missing.

Proposed angle

Expert contribution

Evidence

Permissions

Spokesperson

Use, review and keep the context.

Use the benchmark with its published boundaries.

Growth Friday's discoverability benchmark concerns a query-selected sample of 150 law, consulting and dental firms in two Southern California counties. Keep the study's published scope visible, including the original 30-firm controlled AI pilot, without presenting the work as a national census or a test of whether website changes cause conversions.

The research is useful here as an example of keeping a claim connected to a sample and method. Link to its canonical page and existing files when relevant. Do not regenerate the aggregates from guesses, remove the geographic boundary or present the research as a new survey conducted for this pitch.

Source: [Growth Friday Southern California discoverability benchmark](#)

Use the editable brief before any outreach.

Complete the blank opportunity assessment and pitch brief. Keep the evidence, permission, cost and rights fields inspectable. Add the approved source references and review owner's decision before a pitch leaves the firm, using the separate fictional example to see how unknown permissions or rights can remain visible without becoming promises.

This download does not send outreach, activate distribution or create a publisher relationship. Its purpose is to help your team decide whether the contribution is worth pursuing and prepare it responsibly. Connect subsequent coverage to the relevant source page only after verifying the published result and reuse terms.

Sources.

[Google Search spam policies](#)

<https://developers.google.com/search/docs/essentials/spam-policies#link-spam>

[Growth Friday Southern California discoverability benchmark](#)

<https://www.growthfriday.com/research/southern-california-professional-services-discoverability-benchmark>

Current HTML guide and related reading.

<https://www.growthfriday.com/resources/digital-pr-authority-toolkit>

Recommendations are planning guidance. Platform documents describe their own surfaces. Fictional examples are not results, tests or benchmarks. Review source changes and professional requirements before use.