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Optimizing a Press Release for Search Engines

By Marcia Yudkin

Optimizing a Press Release for Search Engines by Marcia Yudkin

Search engines increasingly charge for inclusion, and press release distribution networks charge hundreds of dollars to distribute your news. But I've come up with a way to legitimately let other people shoulder the time or effort for your news to show up in search engines.

The lightbulb went off for me when I was searching for very specialized software and came upon a press release for such a product posted at another site, not that of the company producing the software. Of course that release led me to the company's Web site, which was itself nowhere in the search engine listings.

I therefore went looking for sites that welcome free posting of press releases and found more than 100 of them. I posted my own press release at more than 20 of them and now, two months later, a Google search on the phrase "free syndicated business content," which was the theme in the headline and the body of my release, turns up three of these in the first 20 listings, including in position #1. If I type in "attract repeat business visitors," which is an exact quote from the headline, eight of eight items that come up are instances of the press release.

If you have timely news, for instance about an upcoming conference you're sponsoring, this technique won't benefit you as much as if you have offerings that will continue to be of interest for months or years in the future. I like this strategy because, like Tom Sawyer's legendary painting project, it enables you to let other people do the hard work, here of getting good search engine rankings. The site hosting your press release for free then benefits from the traffic your release draws and so do you.

Search Engine Optimization and Free Press Release Distribution

Here's how to profit from this strategy, in six steps.

1. Decide on a keyword phrase that ties in to the product or service you are promoting and that people actually search for. You can research this conveniently at Wordtracker.com.

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2. Place this phrase into your press release headline and repeat it around three times within the body of your press release. Make sure you also include two properly formed links to your own Web site (i.e., write "<http://www.mydomain.com>" rather than "mydomain.com") within the text of the release.
3. Unless the proper name of your product or service is already well-known, emphasize its generic description rather than its name. For instance, write "proposal writing software" rather than "PropWritePro."
4. Likewise, substitute keyword phrases for pronouns like "it" or "its" to increase their overall frequency in the release.
5. Post your completed press release at sites that allow free posting, such as prweb.com,

pressbox.co.uk and dozens of others that turn up in searches on phrases like "free press release submission" or "free press release distribution." Through diligent and repeated searching, I found more than 20 general sites like that and more than 100 sites welcoming releases on a particular topic.

6. Wait a few weeks and check your standing in search engines for the phrases in your release. Positionagent.com works well for this. Then repeat the whole process for another message, another keyword phrase or another product or service.

Additional Notes on Press Release Optimization

Although these steps may appear simple, they are not intuitive or natural for anyone with experience in writing traditional press releases. Let's suppose you were launching a rental boat service in Truro, Massachusetts, which is on Cape Cod. Tourists would be much more likely to use "Cape Cod" as a search term than "Truro," so the former is what should be repeated. And particularly if you happen to know Cape Cod, if you were not consciously writing for search engines, you would probably use "Cape Cod" only once and then revert to "the Cape," which wouldn't help enough when people are typing in "Cape Cod boat rental."

A bonus benefit of this strategy is that by placing your releases around the Web, you may also boost the rankings of your own site at search engines that count inbound links as a sign of popularity.

Assuming you've chosen your keyword phrases wisely, enjoy the increased visibility and traffic that the free press release posting sites have worked hard to obtain for you!

Boston-based publicity and marketing consultant Marcia Yudkin is the author of a new special report, *PR For the Internet Age*, as well as of *Six Steps to Free Publicity* (Plume/Penguin), *Internet Marketing for Less than \$500/Year* (Maximum Press) and eight other books; <http://www.yudkin.com/printernet.htm>.

Press Releases: Anyone Else Want A #1 Ranking?

By Jessica Dolce

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As you may know, press releases are a great way to get the word out about your business. If done properly, your website can get free publicity and exposure by the media which can lead to a lot of traffic and sales.

But one thing many marketers don't realize is that press releases are great for the search engines too. When the major search engines "spider" these wire services, it's quite possible that your press release can get a top ranking for some major keywords.

When writing a press release you should try to "optimize" it for the search engines. Basically, the same rules that apply for web pages should also apply to your press release.

You should include your most important keyword(s) in the title of the press release. The body of the press release, should also include your most important keyword(s) sprinkled generously throughout, especially in the first paragraph.

In other words, the same rule for "keyword density" in your web page should also be applied to your press release. As you may know, "keyword density" simply means the number of times your keyword(s) is used in a given page.

But don't over-do it with the keywords. Search engines frown upon this sort of thing which is called "keyword stuffing."

You want a fine balance so that your press release makes sense not only to the potential reader, and media, but also makes sense to the search engines too.

Now that you have some of the basics covered on optimizing your press release for the search engines, it's now time to write your press release.

You don't have to be a writer to put out a good press release. Just write in your own natural style, the way you feel most comfortable and keep it short and simple. Your press release has to be newsworthy so make sure is NOT a blatant advertisement for what you are selling.

Your press release should also be properly formatted. To get a good idea on how to properly format your press release you can visit this link:

<http://www.pressflash.com/anatomy.html>

Once you are done writing your press release it's time to submit it to the news wire services online.

Optimizing a Press Release for Search Engines

Many press release or wire services online charge you a fee. But there are also a few of them that you can submit to online at no cost.

Here are a few of the sites you can submit your press release to at no charge:

<http://www.prweb.com>

<http://www.free-press-release.com/submit> <http://www.dime-co.com/submitpress.html>

<http://www.dbusiness.com/pressrelease.htm> <http://www.webazar.com/AddNews.asp>

There you have it. This article isn't a complete guide by any means to writing press releases so you may want to go to your favorite search engine and do some research.

But hopefully, this article got you thinking "outside the box" by writing and optimizing your press release for the search engines.

Well, what are you waiting for? Start including press releases in your marketing strategy today!

Who knows, you may even get a #1 ranking!

Jessica Dolce has been successfully marketing her mlm business online by thinking "outside the box" and helps others to achieve their dreams of financial independence. To learn more about her mlm business you can visit this link: <http://www.smokincigarettes.com>



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