

Press Releases: Anyone Else Want A #1 Ranking?

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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.

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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.

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>

Top Secret Tool Builds Traffic

By Larry Johnson

Is it possible that today's internet marketers are missing one of the best, most powerful marketing methods available to them today.

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Something that is lying right under their noses and still they have overlooked it.

Something that is free, yes I said it, "free", and they have missed the opportunity to seize it and use it to its fullest.

There are many methods of promotion available on the internet and off line too. For several years I have tried just about everything, but there is one that I have not utilized fully. Along with others, I had underestimated the value and power of a press release.

Many entrepreneurs are not using the best promotion tool available, according to one expert in the field. Angie Dixon, the Press Release Diva, advises that press releases are the best marketing tool most people aren't using.

A well-written press release, distributed by the several high-quality free press release distribution services on the Net, can bring a wave of traffic, says Dixon.

"I recently ran a press release through a free service. The release was picked up by Google Alerts. I got a subscriber every 87 minutes for 24 hours. I couldn't buy that kind of result," Dixon says.

Yet most entrepreneurs aren't using press releases at all, or aren't using them correctly. This is all about to change.

Dixon gives two reasons for this. Many people, she explains, aren't aware that press releases can be such a powerful marketing tool. Others know about press releases but do not know how to write an effective release.

Angie Dixon, the Press Release Diva, offers an interactive online course in press release writing. You will discover all of the necessary skills and tools to develop, distribute and track your press releases.

The additional traffic you will receive from the press releases will be welcome and best of all it is free.

Angie Dixon is the Press Release Diva. Learn more about Angie Dixon's online interactive course, visit:

<http://ultimatetools.net/t.cgi?PRcourse>

The first session begins January 16. Course openings are

limited. Enroll now. This article may be freely reprinted as long as this resource box remains intact.



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