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**Press Releases Can Increase Search Engine Positioning**

**By Karon Thackston**

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When you write a press release, what is your ultimate goal? No doubt, getting the information to as many publications and on as many Web sites as possible. The focus lies in moving outward... taking the press release to as many \*other\* sources as possible. We buy lists of journalists, pay public relations companies to distribute the release to thousands of targeted leads, use online press release distribution services, and create our own in-house list of reporters to touch base with. This is the "standard" route that press release distribution takes.

However, we generally don't think about how these releases can work for us in other ways. For instance, have you considered the fact that adding your press releases to your own site can increase your visibility and boost your lead generation efforts?

How? Because press releases can open new avenues for search engine spiders and site visitors to find you.

**Writing A Search-Engine-Friendly Release**

Press releases have some unique characteristics that can contribute to an increase in search engine positioning for your site. They are similar in many ways to pages that use search engine copywriting techniques. For instance, they:

Have a narrow focus.

Include copy that deals with one specific topic.

Incorporate the use of keyphrases.

Use keyword-rich headlines.

## Press Releases Can Increase Search Engine Positioning

Press releases, by nature, incorporate each of the elements used with good search engine copywriting. That makes them the perfect addition to your site.

With very little effort, each of your press releases can be turned into optimized pages that draw in additional, qualified traffic. When you write your next press release, consider adding these two simple steps:

Choose keywords that can be easily included in your release.

Incorporate keywords into your headline where possible.

### Incorporating Press Releases Into Your Site

Next, you'll want to develop a page structure that caters to the search engine spiders. Because spiders follow links, you'll have to open a door from your home page to the section of your site that houses the releases.

First, add a link to your navigation bar that points to a "press release directory." On the directory page, list each individual release with a one- or two-sentence summary and a link to the entire content of the release.

Then create a separate page for each release you write. Using the keywords you've researched for the content, write a title and description tag for each page. Then upload everything to your host's server. Once the pages are spidered, you'll find numerous new roads leading from the engines to your site.

With just a little more effort than you would normally give, your press releases can pull "double duty." Through a push-pull effect, your releases can be pushed toward media outlets for additional exposure, and they can also pull visitors back to your site through the use of search engines. The result? Even after the initial media explosion over your releases takes place, they'll be working to drive traffic to your site and increase your search engine positioning.

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. Be sure to check out Karon's latest e-report "How To Increase

Keyword Saturation (Without Destroying the Flow of Your Copy)" at

**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.

## Press Releases Can Increase Search Engine Positioning

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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