

How To Write A Press Release



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How to write a Press Release

Introduction

Everyone has heard of press releases. But not many people consider them for online exposure, traffic and to improve search ranking –Many people think that a press release can only be written and submitted by a PR professional. In fact any one can write a release for their business or website and publish to get attention.

That's not to say that this replaces the role of the PR consultant at all .Where the professional really adds values to get your business in personal contact with the media..

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How To Write a Press Release for Online Distribution

The traditional way to get noticed in the press and online is to write and publish a press release and hope that it gets picked up and mentioned in a high volume newspaper or radio station. The other benefit which is equally important in today's online world, is If you get it posted correctly it will be syndicated to many websites who will backlink to your site and lift you up the rankings in the search engines.

Google acknowledges the link as it is coming from an official news source. Google will list them in its own news service guaranteeing traffic as well.

What to Write About?

A press release has to be about something newsworthy. You have to be able to announce something, communicate a result, new win or something relevant to today's reader.

Topics for Press Releases

Here are some topics for you to write releases about .They don't need to be dramatic but for the best results, plan one a month.

- Your Products and Services .
- New products or services..
- New or updated website
- · Changes in pricing or special offers /discounts
- · New releases of your products .
- Different or new applications for your service or product
- Your Customers .
- New contracts ,
- wins and customers.
- · Your customer success stories.
- · Industry awards your customers may have achieved.
- · Testimonials or recommendations received from customers.
- News and current topics.
- · Write around and link with current news events.
- · Pick on any statistics or surveys a round your business area.
- · Plan a networking event for your customers and Communicate around that.
- · Predict where you think your market is going.
- · Link to something controversial or oppose a common belief
- Your Staff · New staff joining
- · Industry awards or even your own awards won by employees.
- · New training programs.
- · Retirements.
- Marketing
- · Any exhibitions or trade shows you have been to.
- · Perform a survey
- · Publish a whitepaper
- · Industry study
- · Any public appearance or speaking engagements you or Your staff have been involved with.
- · Run a competition for an I pad or similar
- Your Business or Office.
- · Office move or expansion.
- · An interview or meeting with a celebrity.
- · Certification or awards of your business.
- · Awards won by your organization.
- · Industry associations you may have joined.

Community Activities

- Community sponsorship or activities
- Charities you may support
- Fundraising days you may be supporting
- Any of your staff performing something charitable

The Structure of Press Release

A press release is formed of the following sections:

- 1) Headline
- 2) Sub headline or summary
- 3) Body
- 4) Company Information
- 5) Contact information

1) Headline

This is the attention grabber and must get readers attention, but more importantly, to be search engine optimized SEO), it needs to have the primary keywords that you are trying to rank for in the Title itself. It should be written in title case that is each word should have a capitalized first letter.

You can rewrite any headline to make it more interesting and optimized

2) Subhead line or summary

This should explain the headline but needs to be eye catching and interesting enough to ensure your reader will continue to read the first paragraph of the body. This should be no more than 4 Sentences and expand on your title and summarize the main message of your release.

3) Body

The first paragraph of the body should have the date a location specified as this: City, Province /Country, date followed by one paragraph about why it is interesting to your readers .It should also include your keywords that you are targeting.

The main contents should follow and it should be based around the following principle...

- Who are you?
- What is the news?
- Where is it?
- Why is this relevant and interesting?
- How will your solution provide the benefit?

Keep your paragraphs clear, simple and easy to understand. The Whole length of the body should be between 300-600 words.

Credibility factors in the body can be added by including a quote.

Call to Action

Include a sentence that tells the reader to do something. Don't leave it open ended. You need to tell your reader what to do.

4) Your company information

This gives credibility. It's important to say what you do, how long you have been doing it and if possible how many customers you have or include any other measure of credibility you can think of.

This paragraph should only be 5 or 6 sentences long and should include a link to your website.

5) Contact Information

Company Name

Contact Name

Address

Phone number

Email

Web address

Advanced Strategies

How to super charge your releases and deliver power to your marketing efforts.

Multi-media

1) Brand logos

Getting your brand image embedded in the release makes it eye catching and ensures that you'll get noticed above others .It also adds to the credibility factor

2) Product images

Showing your products adds substance to the news .It helps the reader identify with what you are explaining and portrays a solid professional look to your news.

3) Videos

Embedding videos is another way of showing your product or a way of getting your message across .

THE MODERN PRESS RELEASE:

SEO Aspects of Your Release.

There are 3 main benefits to a press release.

- 1) Media interest and attention to your site,
- 2) The traffic this produces
- 3) The benefits in search rankings.

Search rankings come from the

- a) the way your page is optimized for your target keyword
- b) the number and quality of links there are to the sites.

Headline Keyword.

Always ensure your keyword is at the start of your headline. Google and other search engines will index based on this—and this is where the traffic will come from.

Embed links into the text.

A good press release distributor will allow you to embed up to 3 links into your text. The links should have anchor text so that the search engines understand what the link is about.

Link Counts

This is one of the most over looked factor since search engine optimization .When Google scans a page for links—it will find a link to a destination page and examine that link for anchor text and all the other signals in its algorithm. When it finds the next link, if it goes to the same page, it will be ignored.

When you are optimizing for a press release you should expect to have at least 3 anchor text link opportunities in your submission.

The key is to consistently publish releases once per month, to improve your traffic, and search engine visibility

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Resources

Traffic

Free and Cheap Traffic

Unleash Downpours Of Targeted Visitors To your Website(s)?

<http://www.nanacast.com/vp/97781/143212/>

FREE Quality Traffic

Discover How To Get Massive Quantities Of FREE High-Quality Traffic So Targeted It's GUARANTEED To Convert Into Sales!

<http://www.nanacast.com/vp/97993/143212/>

Marketing

Advanced Marketing Strategies

Discover Wickedly Effective Methods To Double... Triple... Or QUADRUPLE The Profit You Make From Just ONE Customer!

<http://www.nanacast.com/vp/97809/143212/>

Article writing

Copywriting Mastery

The One Skill You Need To Make Money On-Line Is Knowing What Words To Use!

<http://www.nanacast.com/vp/96732/143212/>

Unlock the creator in you

What does it mean to create and innovate? Creativity is what changes and shapes the world. It's what sets the successful, awe-inspiring person apart from the rest, to the envy of those who wish to be the same way.

<http://nanacast.com/vp/115862/143212/>

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Just Write It! "How to Win and Influence People"

Why 99.9% of Gurus are Just Plain Wrong When They Think The Most Important Asset They Have is Their Email List

<http://www.nanacast.com/vp/96339/143212/>

Pricing For Big Profits

Discover The Pricing Secrets Even The Marketing "Gurus" Don't Tell You.

<http://www.nanacast.com/vp/97273/143212/>

Ultimate Copywriting Handbook

How To Write Irresistible, Persuasive and Engaging Sales Copy So You Can Get More Leads and Make More Sales For Your Products & Services

<http://www.nanacast.com/vp/96923/143212/>

Home Business

Freelance Profit Method

Unleash the writer in you... If You Made it Through Your Middle School English Class, You Can Earn a Good Income from Home as a Freelance Writer, Starting Today!

<http://www.nanacast.com/vp/96836/143212/>

Time Management For Internet Marketers

Here's A Far Better Solution For Any Internet Marketer Who Wants to Triple Their Productivity!

<http://www.nanacast.com/vp/96324/143212/>

Your Daily Success Plan

Awesome report, helping people plan to succeed. Highly recommended,

<http://www.nanacast.com/vp/105689/143212/>

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Unlock the Coach in You!

Anyone can be a coach, including you... Here's How To Become A High-Earning, Successful Business Coach With Dozens Of Happy Clients

<http://www.nanacast.com/vp/116206/143212/>

Achieve Your Goals

Pick up this great goal setting course complete with Work sheets .

<http://www.nanacast.com/vp/116666/143212/>

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<http://www.awber.com/?351673>