PRWeb™ Quickstart

21 Tips & Tricks

to

Making Your

Online Press Release

Rock!

RICHCONTENT

creativity • productivity • visibility

In August 1997 David McInnis, after paying a relative fortune to get a press release online, changed the way we interact with web and distribute web content.

PRWeb™ was born, and since then has grown steadily to become the leading platform for small and medium sized business press release distribution. Through perseverance and a deep understanding of what people and corporations need to increase their online presence, David and Company have assembled a suite of tools and a robust platform that allows ANYONE to share their message with the masses, and do it more effectively and affordably than they can accomplish through any other method. **PRWeb is now the leading Online Visibility Engine™, and serves the gamut: From Fortune 500 corporations to individual entrepreneurs.**

With that in mind, we've assembled this fast-moving **Quickstart** to help first-time and even seasoned users benefit just a little more from these services. It's a dynamic document, linking to PRWeb's pages, as well as to more content within our **PRWebQuickstart.com** web site.

We're also updating it on a weekly basis, so please come back often and see what new additions are available to you.

Finally, we're nearly complete with a high-performance **Online Visibility Guide** that is specifically for you PRWeb users who seek to extract every last click-through from your press releases, blogs, SEO work and Media connections. **Email me HERE** for more info on that. I'll make sure to ping you back as soon as it's available.

Thanks for reading, and please let us know if you have additional comments, or you find a glaring error. And if you find it useful, let us know that, too. Our team thrives on Fun, Fame & Fortune... and you're a big part of all of those elements.
Mark Alan Effinger, CEO, RichContent.com

Let's Get Started! -->

Welcome to the **PRWeb Home Page**. This is where it all begins...

The **SUBMIT PRESS** tab is in the upper left.

You can also use the **MEMBER LOGIN** text link on the right of the blue band.

Submit Press Release

MEMBER LOGIN (SUBMIT YOUR PRESS RELEASE)
Register Here to Send Your Press Release

Share some very basic information with PRWeb, remembering your **Username and Password**, so you can gain access to your account!

Now let's get your message in the press...

Now that you're 'IN', Your Options are:
1) **Submit a Release** **as a New member** (the DIY or Do It Yourself approach)...

2) **Use PRWeb Direct**, and have your release submitted and optimized for you, or...

3) **Go to our Anatomy of a Release to learn more** about how to format and optimize your PR for maximum impact

NOTE: All RED text are also links. Simply Click to go to that page! You can also use the navigation below.

Login to your **PRWeb account** HERE,
or
select **PRWeb Direc**t, and allow the
professionals at PRWeb to craft, optimize
abd submit your press release for you. It's
an affordable service that comes a
number of benefits. You can read about
them in detail **HERE**.
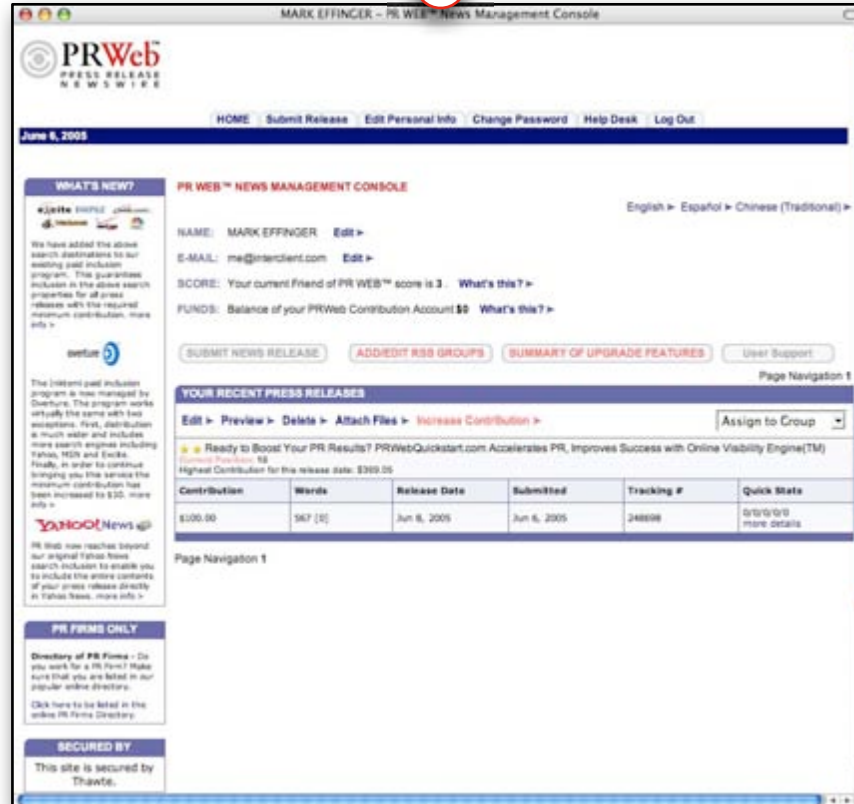
Here's the **PR Management console**. In
PRWebQuickstart, Section 3 we'll get into detail on how
to use this to manage your press in detail, (**HINT**: I have
mine open 3-5 times a day to gauge my results in real-time,
and see how well our message is pulling).

Let's submit our Press Release -->

OK, so we've created a press release using either the **PRWebQuickstart template**, or a simple Word or word processor page. The screen shot to your right shows the various fields you'll be pasting your release into.

Keep in mind a few key points:

1) Keep your headline under 170 characters. (You can change that to 200 characters once you've upgraded your release).

2) Make the summary succinct, but get the key message across. **This is what shows up on the desktops of media professionals**, editors and blogs, so make it compelling.
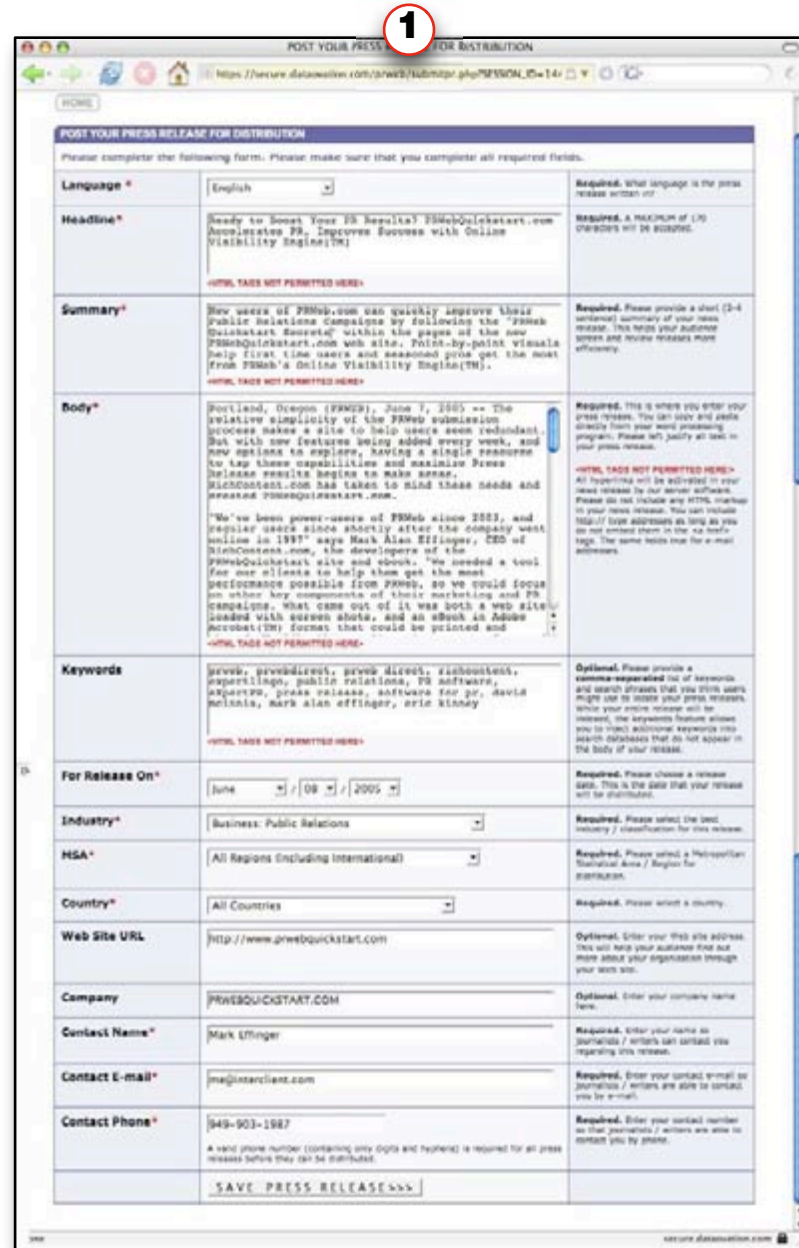
3) Follow the guidelines provided by PRWeb regarding your intro and body content (e.g. no HTML in the body, adult content is forbidden, keep it between 350 and 1000 words, etc..)

4) I suggest creating and submitting your press release up to 7 days ahead of the actual date you want it to appear. (I'll explain in Section 3 of PRWebQuickstart). **If you upgrade or use PRWeb Direct, you can submit today and see it in the press tomorrow.** If not, you have a 2-day delay before it can be seen online.

5) Pick the industry closest to your target market.

6) MSA & Country: Unless you're pinpointing your press release, choose **All Regions** and **All Countries** to get the greatest response.

7) Use the actual target Web Page (not necessarily the Home Page) of your web site as the URL.

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Let's SAVE and UPGRADE -->

One of the very cool things about PRWeb is it's a FREE service. You can submit press releases and get them online within a few days, and never pay a red cent.

But if you value your message, and understand how much leverage you can add with just a few tweaks, you'll want to consider adding some upgrade money to the pot... I assure you, in my professional experience, it will make the difference between amazing results and media-medocrity...

Here are my quick guidelines (you can learn more by requesting my 7 Secrets to Maximizing PRWeb's Online Visibility Engine. We'll be offering the guide by month end).

1) If you are completely broke, use the $10 Contribution level to get access to the Distribution network. At least you'll get seen somewhere (you'll also speed up your delivery by 24 hours or so).

2) I recommend a minimum $40 contribution. Why? because you get to add images AND see those images alongside your press release. That's a big deal, and with the massively increased distribution (search engines), a good starting point.

3) We experience a 2.5-4x increase by moving to the $80-$120 level (in fact, at $120, you can hire PRWeb Direct to optimize and submit your PR for you, which is an outstanding value). At this level you get massive search engine and Yahoo+Google News distribution, meaning you'll be picked-up by hundreds of blogs and other PR distribution mechanisms. We regularly receive 75-100,000 title views and 500-1,000+ pickups.

4) There are a number of benefits as you scale up from here. From "inline images" on Yahoo and Google News, to Search Engine Optimized releases, to Top 3 position on PRWeb (giving you premium placement on every PR listing page for that day).

Use Credit Card, PayPal, your PRWeb Cash Account or even mail a check.

Let's Preview and Add Attachments -->

PRWeb
PRESS RELEASE
NEWSWIRE

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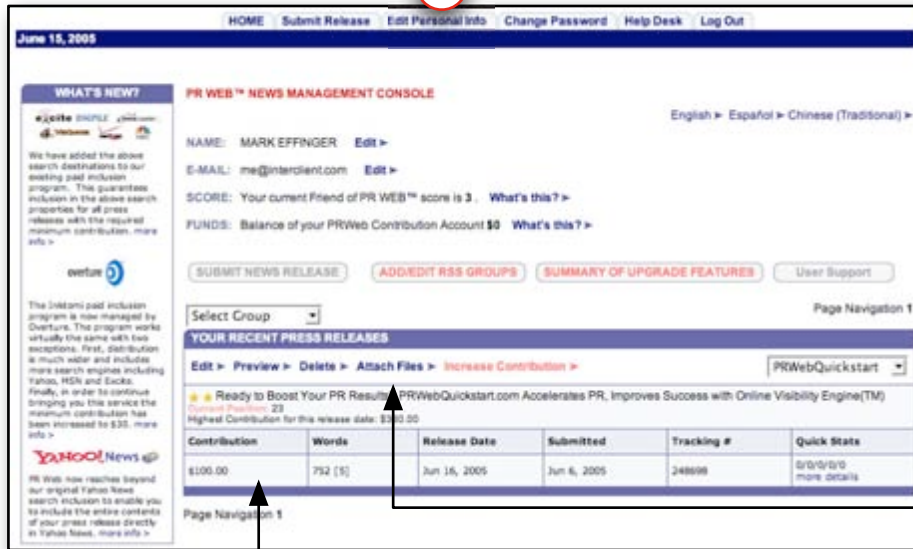
If you've upgraded to the $30 level, PRWeb can afford to give you the bandwidth to attach files. (But remember, at $30 no one can see your image until they click the link... for another minor $10 increment, everyone who views your PR will ALSO see your images. That's a good deal any way you look at it).

Simply click the Attach Files link above, and you can add Tiff, PNG, JPG and GIF images (we recommend .JPG images because they can be universally viewed in any web browser).

In our "**7 Secrets to Maximizing PRWeb's Online Visibility Engine**" ebook, we will cover the details of what to name your image, and how to ensure that the search engines index and display your images when searched.

Let's Change the Date, and Add Distribution -->
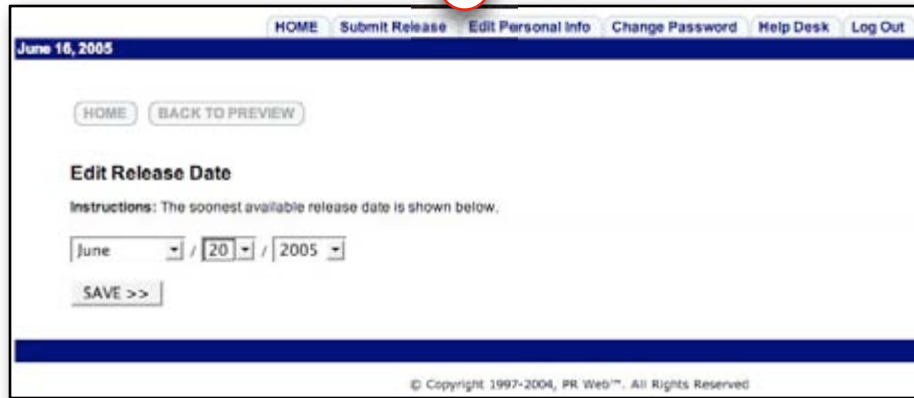
Once you've completed your Press Release, you can then begin the tweaking that takes it from *effective* to *amazing*.

One of the very first things you'll want to do **following your Contribution is to change the date of the release to match the nearest date you'd like to see it hit the media.** (Now, I know I mentioned getting your press in a week ahead of the actual date you want to release it... but that's not always possible. We are more often than not running right up to the 11th hour, and need our PR to release the very next day... which may be only 2-3 hours away).

So, in our case, we change the date to be the very next day. KEEP THIS IN MIND. **If you need your press our tomorrow, and you've submitted the PR late in the evening, make sure you return to your press release immediately after you've Contributed, and move the date back to the following day.**

If you've chosen to use PRWebDirect, then **you can receive same-day distribution.** But one caveat you want to consider is that a lot of **international traffic is realized from Midnight to 6AM.** if you release your PR anytime AFTER 6AM, then you've missed a significant amount of international press... which also means international blogs and forums where you might have appeared otherwise. Just something to keep in mind.

Want to get 4-9-times the distribution with the flip of a switch? Simple.

Just go into your account, click the **Edit Release link and then the Edit Industry Targets/Categories.** By **carefully adding the additional areas where your product or service might be wanted, you will see a measurable rise in pickups of your Press Release.**

Let's preview our Release and see what we've got -->

PRESS RELEASE
NEWSWIRE

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Some things to look for:

1) Does the **Headline** really work? Does it catch your attention and make you want to investigate?

2) Does the **Synopsis** extend the headline, read clearly and contain the gist of the PR?

3) Did I **format** the place, date, PRWEB disclosure and first paragraph correctly?

4) Does the **body copy** flow? Is there another quote that might be more valuable?

5) Is it **accurate**? Am I communicating the right points, in the right order?

6) Do my links work, and do they link to pages that extend the press release message?
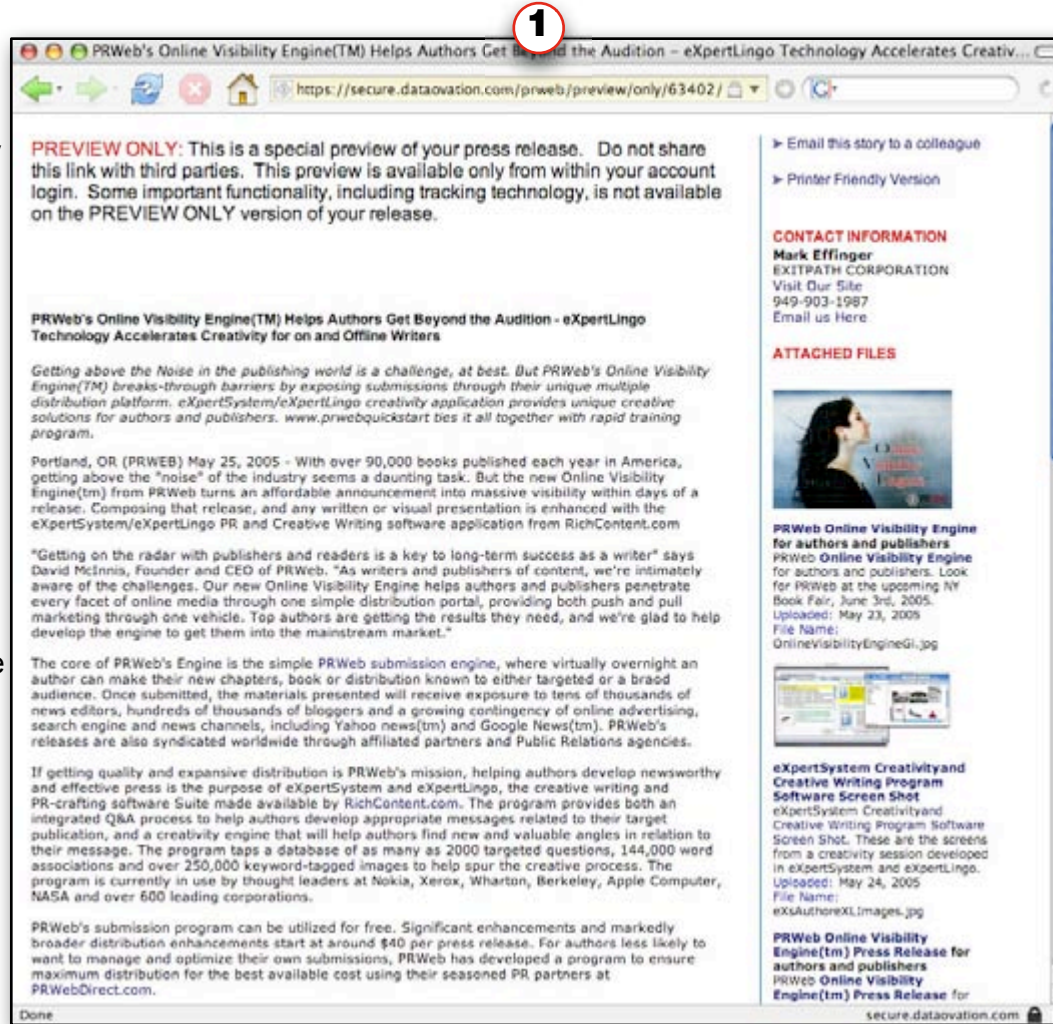
7) Are my images clear, and will they work well in both thumbnail and expanded views?

8) Do I have both **images AND PDF's attached** to my press? If not, where can I get them?

9) Are these the **right images to tell the story** behind my PR?

10) Is there anything I can do to **improve my copy** that describes these images?

PREVIEW ONLY: This is a special preview of your press release. Do not share this link with third parties. This preview is available only from within your account login. Some important functionality, including tracking technology, is not available on the PREVIEW ONLY version of your release.

By clicking the **Preview link** in the **PRWeb Administration Console**, you can get a good look at your handiwork (or that of your **PRWebDirect** Consultant). If we've submitted our PR ahead of time, we'll often **take a screen shot or print a PDF of this page and review it**, ensuring that it really works well. Then we make any changes and put it to rest, **moving on to the NEXT Press Release.**

Need More Help? -->

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< back • next >

PRWeb PRESS RELEASE NEWSWIRE™

PRWeb.com has done a phenomenal job of providing help links within the heart of their Online Visibility Engine™.

Simply **click the User Support link** (in gray, immediately above your PR Statistics in your Administration Console, where you go to submit a press release).

You'll find a ton of links, and even some formatting and SEO information that you might benefit from better understanding.

Miraculously for a dot-com, **you can also CALL the company and actually get a real, live and experienced person on the phone.**

There is also a PRWeb BLOG that addresses Up-to-the-minute information regarding the industry as a whole, and how PRWeb is addressing the future of PR and Online Visibility.

Just go to **http://blog.prweb.com**
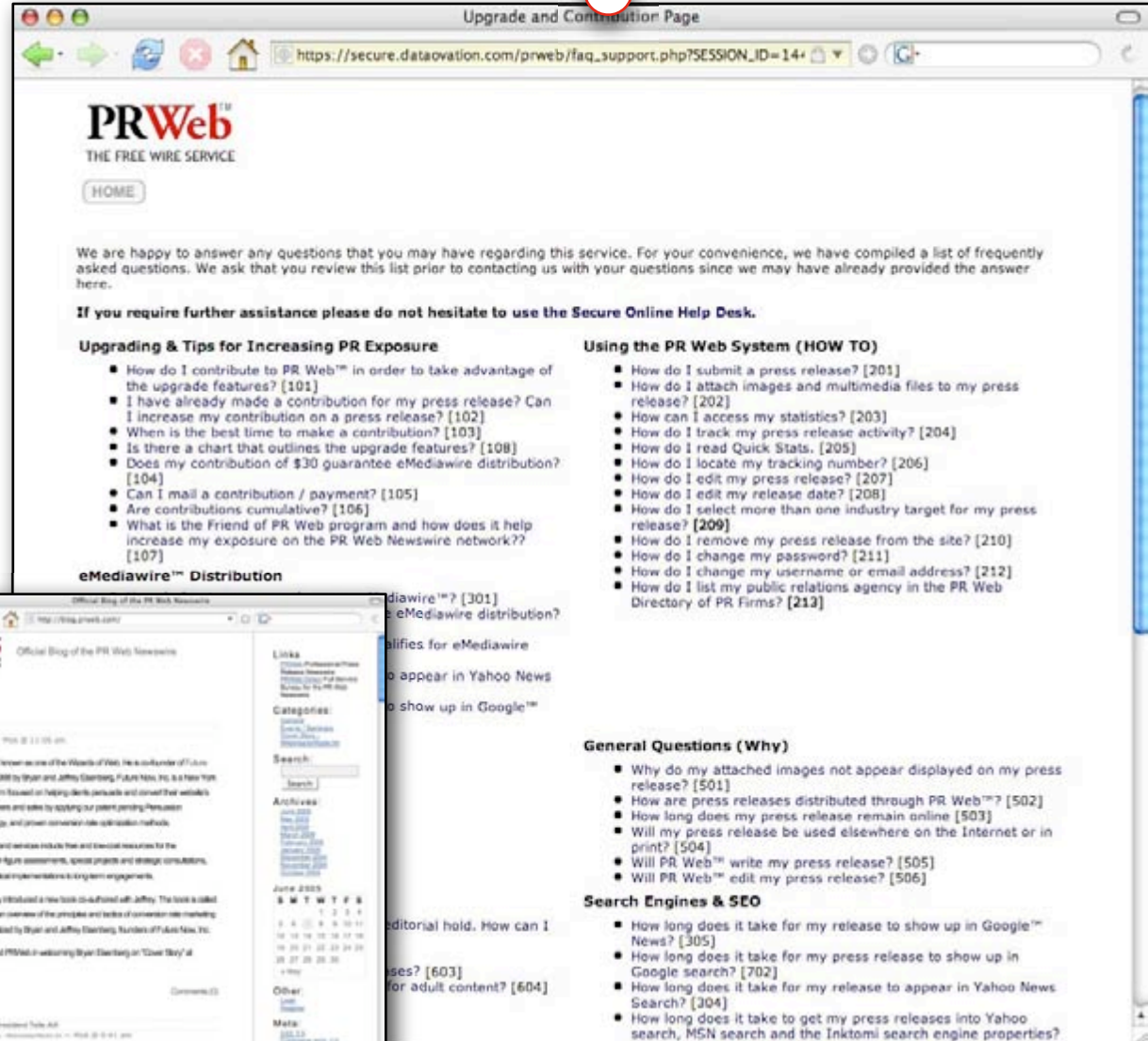
Can You Handle This FOR ME? -->

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<   **back • next** >

Developing and submitting your own PR might look like more of a chore than you'd like to do... but it's really not... you can do the major part of this within 15 -30 minutes IF you're somewhat prepared and have your press release already composed.

But **it IS possible that spending your time crafting and submitting PR might not be the best leverage for you.**

If that's the case, we have a sweet deal that gets rid of the work, and allows you to concentrate on the big picture.

It's called **PRWebDirect,** and **it's a Service Bureau developed by PRWeb to ensure that no one gets left behind.**

Simply **upload your PR and your attachments, pay the fee, and within a few hours to a day, you'll have your press ready to go, optimized for the web and search engines, formatted for the media.** Just **FOLLOW THIS LINK** to take advantage of this exciting service offering.
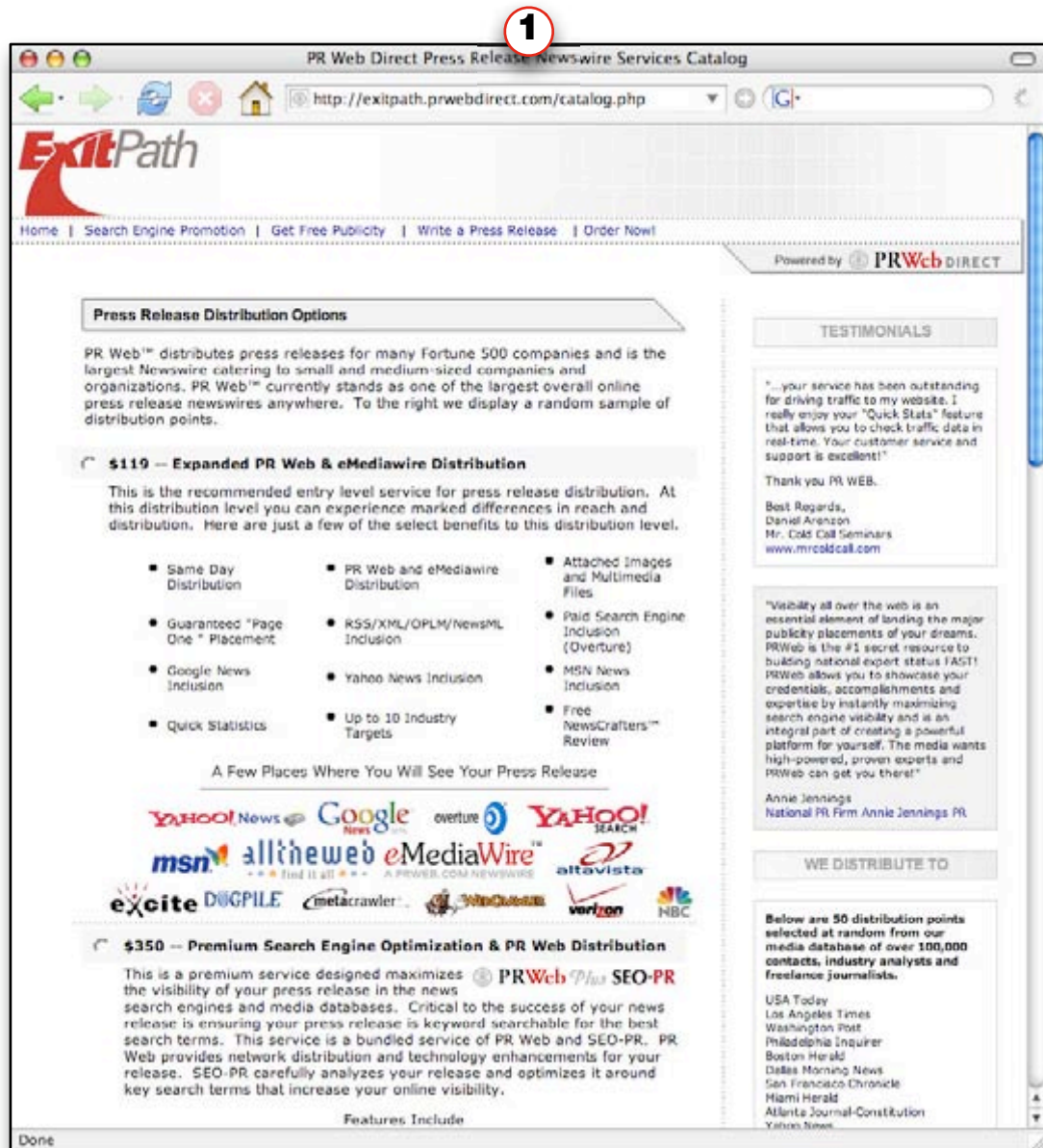
What's Next? -->

PRWeb's eXpertPR-Pro is **a powerful bundle of award-winning RichContent software, expansion modules and templates specifically designed to help you develop winning Press Releases, Advertisements, Stories, Product Names and much more...** In addition, we've also included our proven Press Releases, a strategic outline of key elements for a successful PR program, and a quick thumbnail page of a technology press selection, as a working example you can use.

This program includes:

 • Years of expertise in the world's most popular brainstorming, creativity, promotion and writing software. **It's like having the finest PR experts in the world on your team, helping you compose, fix and position your message just like a... PRO!**

 • **A prime selection of key eXpertTopic Modules to help you wrap a strategy around and expose both strengths and weaknesses of your product or service.** PR, Marketing, Product Naming, and more...

 • **A 144,000 word/phrase and colloquialism database and 250,000+ image source creates over 3,000,000 associations for crafting the perfect headline,** sentence and body copy of your press, advertisements and other media.

 Learn about **eXpertPR-Pro,** PRWeb's Online Visibility Engine and information on how you can master your PR within an afternoon.

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eXpertPR•Pro™
Professional Brainstorming & Creativity Software

Includes eXpertLingo™
Word, Phrase & Image Browser

The Fastest, Most Powerful System Available for:
• Developing New, Fresh, Inspired Ideas
• Brainstorming Alone or in Groups - On Desktops & on the Web
• Getting Instant Expertise for Coaching or Consulting
• Quickly Developing Expertise in New Areas
• Solving Big Problems Quickly
• Writing, Speaking, Strategic Planning and Over 15 Additional Specialty Modules

powered by
www.richcontent.com

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Anything Else? -->

RichContent (the co-authors of this PRWebQuickstart) has been busy using PRWeb to help get client's names in lights since 1986.

From Laser Light Shows to the Trikke cambering Human Powered Vehicles to LovePads and eAgency wireless technologies, **we've crafted and executed over a thousand press releases and programs.**

In the process, **we've learned a thing or two about maximizing PRWeb's Online Visibility Engine™**, and getting it to deliver our client's message in a big way.

We offer a series of incremental improvements to your PR as quick-turn services. Affordable (*starting at only $19.95*), you can purchase them ala carte, or as a complete bundle. Your choice.

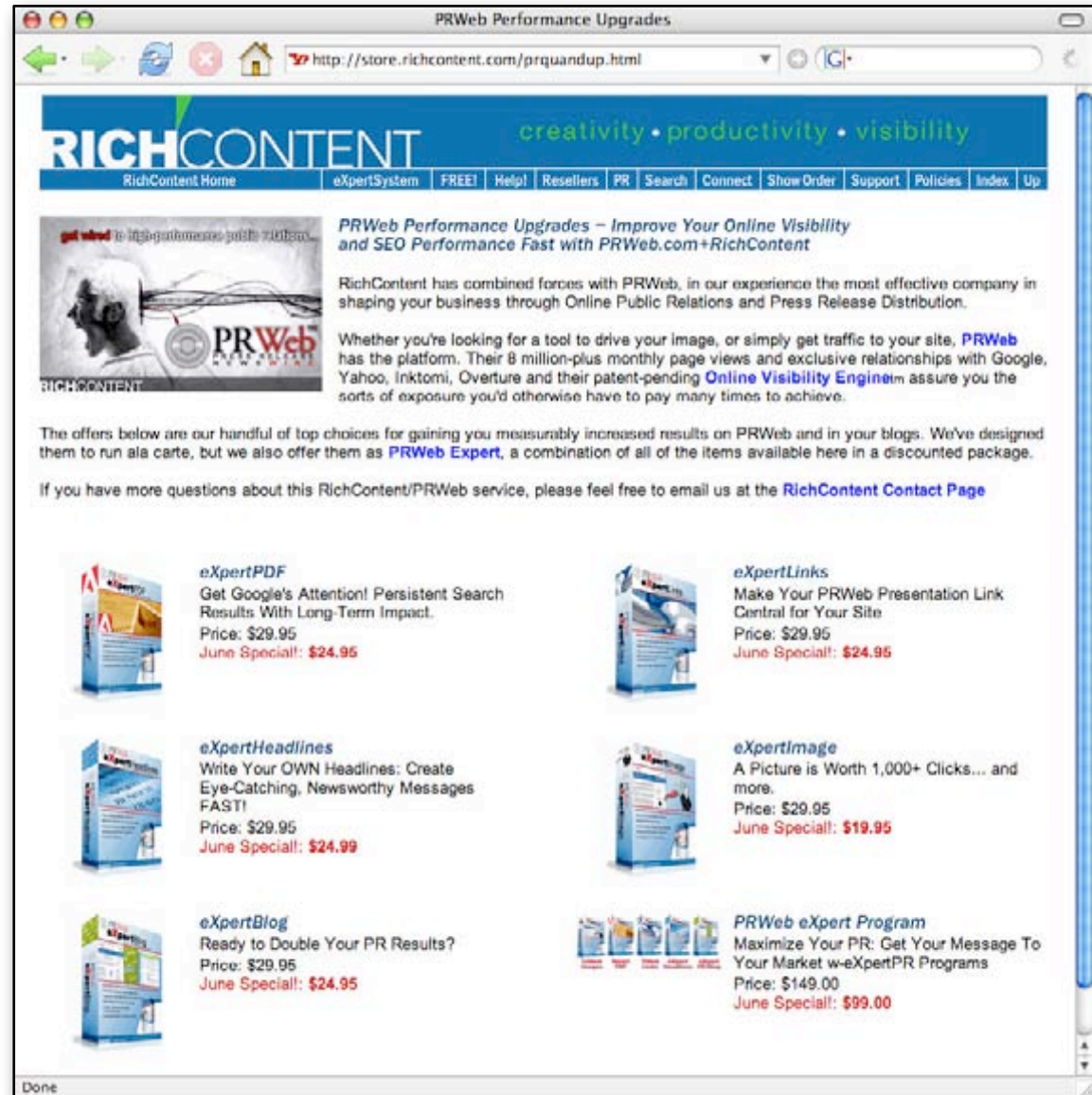**You can visit our web site at RichContent PR, and read about some of our history, and all about our services.**

PRWeb Performance Upgrades

http://store.richcontent.com/prquandup.html

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RichContent Home | eXpertSystem | FREE! | Help! | Resellers | PR | Search | Connect | Show Order | Support | Policies | Index | Up

PRWeb Performance Upgrades − Improve Your Online Visibility and SEO Performance Fast with PRWeb.com+RichContent

RichContent has combined forces with PRWeb, in our experience the most effective company in shaping your business through Online Public Relations and Press Release Distribution.

Whether you're looking for a tool to drive your image, or simply get traffic to your site, PRWeb has the platform. Their 8 million-plus monthly page views and exclusive relationships with Google, Yahoo, Inktomi, Overture and their patent-pending Online Visibility Engine™ assure you the sorts of exposure you'd otherwise have to pay many times to achieve.

The offers below are our handful of top choices for gaining you measurably increased results on PRWeb and in your blogs. We've designed them to run ala carte, but we also offer them as PRWeb Expert, a combination of all of the items available here in a discounted package.

If you have more questions about this RichContent/PRWeb service, please feel free to email us at the RichContent Contact Page

eXpertPDF
Get Google's Attention! Persistent Search Results With Long-Term Impact.
Price: $29.95
June Special! $24.95

eXpertLinks
Make Your PRWeb Presentation Link Central for Your Site
Price: $29.95
June Special!: $24.95

eXpertHeadlines
Write Your OWN Headlines: Create Eye-Catching, Newsworthy Messages FAST!
Price: $29.95
June Special!: $24.99

eXpertImage
A Picture is Worth 1,000+ Clicks... and more.
Price: $29.95
June Special!: $19.95

eXpertBlog
Ready to Double Your PR Results?
Price: $29.95
June Special!: $24.95

PRWeb eXpert Program
Maximize Your PR: Get Your Message To Your Market w-eXpertPR Programs
Price: $149.00
June Special!: $99.00

Done

More coming soon! -->

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