

PRWeb™ Quickstart

21 Tips & Tricks

to

Making Your

Online Press Release

Rock!



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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! -->

WE DISTRIBUTE TO

Below are 50 distribution points selected at random from our media database of over 100,000 contacts, industry analysts and freelance journalists.

USA Today
 New York Times
 The Daily News
 Washington Post
 Chicago Tribune
 Detroit News
 Boston Globe
 Dallas Morning News
 The Denver Post
 Google News
 Yahoo News
 AllTheWeb News
 Daypop
 Feedster
 Topix.net
 NewsNow
 CBS News
 NBC News
 Smartmoney.com
 MSNBC
 Bank Note Reporter
 PC Teach It
 Informativo Matinal
 Reggae Night - DBS Radio
 Dialogue
 ASHT Times
 East Gippsland News
 Disney Adventures
 Club Connexion
 TGRT (Turkiye Gazetes Radyo T
 Ophthalmology Times Internati
 WWW.FIGHTWORLD.US
 Filmmaker Magazine
 Midday Minnesota - WCCO-AM
 Report on Preschool Programs
 The Express-Times
 WWW.RPGDOT.COM
 Cranbourne News
 Albany and Great Southern Wee
 Mercury, The
 MobileVillage
 Local Government IT in Use
 Plane and Pilot
 Good Medicine Magazine
 Modern Applications News
 La Voz Latina
 Computing Age
 Reportero Industrial
 WRITE ON POINT!

1 **2** **3**

Signup - Become a Free PRWeb Member

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

2

Submit Press Release

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

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

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

Press Release Service from PRWeb Original Free Press Release Distribution

PR Web (English) AmbosMedios (Spanish)
PR Web (French) WunZhang (Chinese)
PR Web (Canadian) PR Web (Canada French)

Home About Submit Press Release PR Firms Contact Us Editors/Journalists Search Archives Global News & Press Release Distribution

June 7, 2005

CUSTOM PRESS RELEASE FEED FOR JOURNALISTS
Customize your own daily PRWEB news feed.

FREE PRESS RELEASE SYNDICATION
Add these headlines to your web site.

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

RECENT NEWS HEADLINES

Major Medical Breakthrough: Arthritis Pill without Side Effects
Available At 25AGAIN.com PDF Download

Natural anti-aging supplement proven safe and effective by over 2,000 clinical studies including Harvard and Stanford. - 2005-06-07

NPA™ Launches National Poker Association for the 50 Million Players Nationwide PDF Download

If the upcoming World Series of Poker World Championship Event winner is an NPA member, he or she will receive an NPA World champion ring. - 2005-06-07

RxShop Inc. Online Pharmacy Provides Discounted Prescription Drugs PDF Download

RxShop offers the highest quality generic drugs at an 80% discount online. - 2005-06-07

New York City Divorce Lawyer Lisa Beth Olden, a NYC Divorce Lawyer, Announces the Expansion of Her Services PDF Download

NYC divorce lawyer is now a New York City Entertainment Lawyer for Artists seeking Development Deals - 2005-06-07 Friend of PR Web: 21

Power Yoga Getaway with Hollywood Celebrity Trainer PDF Download

Three-day trip to Los Angeles with one-on-one yoga classes with Mark Blanchard - 2005-06-07

World Renowned Physician and Healer, Dr. Zhi Gang Sha, to Welcome Dr. Masaru Emoto, from "What the Bleep Do We Know?" on Voiceamerica's Health and Wellness Channel PDF Download

Dr. Zhi Gang Sha, will welcome very special guest, Dr. Masaru Emoto to his weekly internet radio show, "Power Healing with Dr. Sha," (VoiceAmerica™ Health & Wellness Channel, <http://www.health.voiceamerica.com>) on Friday, June 10, at 5:00 PM PST (8PM EST). Dr. Emoto is the acclaimed author and master who has been featured in the

4

- 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

PRWEB.COM NEW ACCOUNT REGISTRATION

Registration is FREE and REQUIRED in order to submit your press release for distribution and/or listings to PRWeb. Please complete the entire form. Fields marked with * are required.

First Name *

Last Name *

Company

E-mail Address *

Username *

Password *

Terms of Service I have read and agree to the PRWEB.COM Terms of Service which govern how I may use the service. I also agree that I understand and accept the PRWEB.COM Privacy Policy.

Survey

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...

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

< back • next >

1 **2** **3**

PRWeb - Management Console



Login to your **PRWeb account** [HERE](#), or select **PRWeb Direct**, and allow the professionals at PRWeb to craft, optimize and 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.

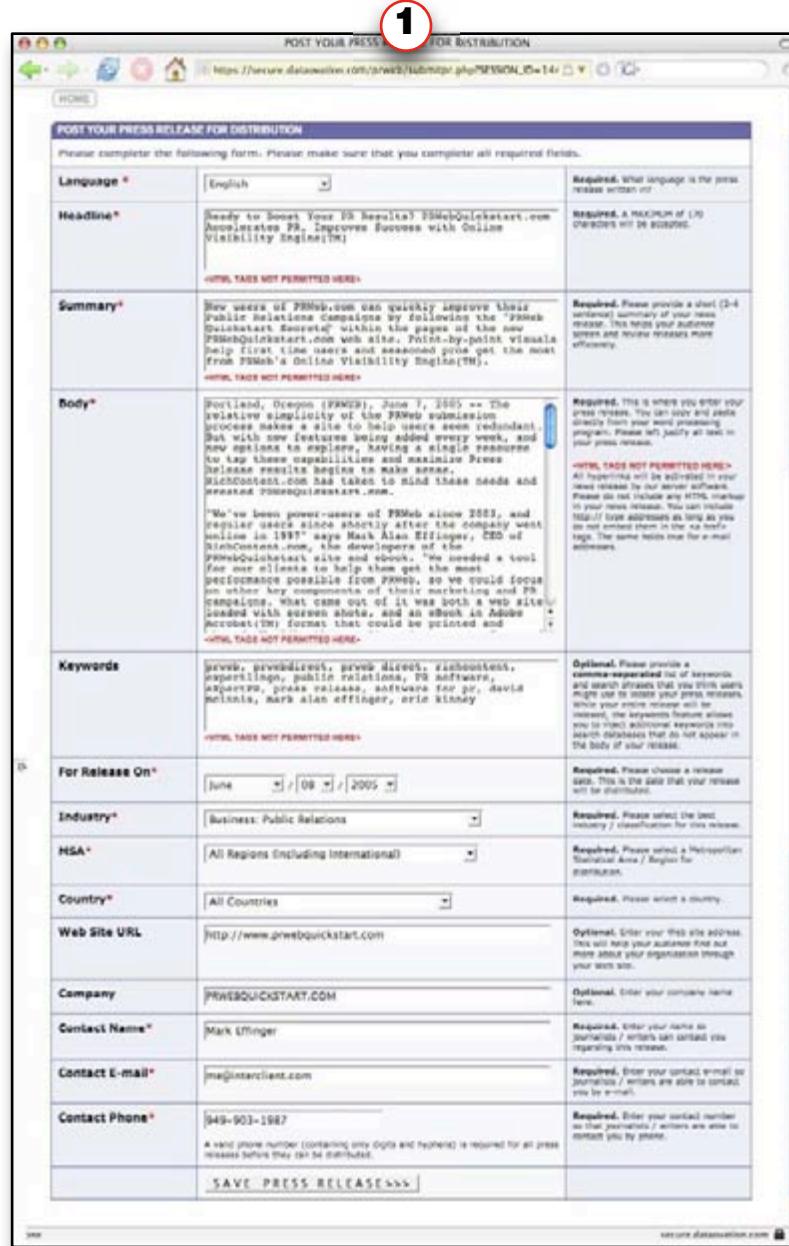
3) Follow the guidelines provided by PRWeb regarding your intro and body content (e.g. no HTML in the body, adult content is forbidden, keep it between 350 and 1000 words, etc..)

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.



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.

1



PRESS RELEASE SAVED - PR TRACKING NUMBER: 248698
 Your press release has been saved. Please record your Tracking Number. Your tracking number for this press release is **248698**.

Step 2: Choose Distribution Enhancements
[Step 2 of 3. If you need to take advantage of our distribution enhancements.]

Choose a contribution level and distribution enhancements. Then click the "Continue" button below.

CHOOSE A CONTRIBUTION LEVEL & DISTRIBUTION ENHANCEMENTS

Your free distribution includes: PR Web™ Distribution, Keyword Engine Optimization, RSS/Email, Press Limited availability for releases without a distribution enhancement.

\$10 Level

You receive all benefits above plus: A (Free) Star, Statistical (Quick Stats), Improved Placement, Next Day Distribution, Additional Industry Targets, Archives Research at PR Web™, "Release News" inclusion.

\$20 Level

You receive all benefits above plus: More Stars, Statistical (Quick Stats), Improved Placement, Next Day Distribution, Additional Industry Targets, Archives Research at PR Web™, "Release News" inclusion.

\$30 Level

You receive all benefits above plus: More Stars, Statistical (Quick Stats), Improved Placement, Next Day Distribution, Archives Research at PR Web™, "Release News" inclusion, and more.

\$40 Level

You receive all benefits above plus: Gold Star and Thumbnail Views of your image attachments on your press release. At the \$30 level you can include up to 4 images. At the \$40 level we will provide a link to these images. When you contribute at the \$40 level, you here we offer one extra benefit of displaying your image every time someone reads your press release.

\$80 Level

\$120 Level

File Attachments (Images, documents, and multimedia files). Offering a minimum \$30 contribution to PR Web™ covers the additional costs associated with hosting and delivering these files. Offering a minimum \$40 contribution to PR Web™ covers the additional costs associated with hosting and delivering these files. PR Web™ lets you attach up to 5000 files.

More about enhancements™ distribution & Google News inclusion: Enhancements™ distribution is not governed at this level. Enhancements™ distribution is dependent on both the contribution level and the additional cost of your press release. Additional levels of 4 or better are enhancements™ qualified for this distribution. Google News inclusion is limited to releases which qualify for enhanced distribution.

\$40 Level

You receive all benefits above plus: Gold Star and Thumbnail Views of your image attachments on your press release. At the \$30 level you can include up to 4 images. At the \$40 level we will provide a link to these images. When you contribute at the \$40 level, you here we offer one extra benefit of displaying your image every time someone reads your press release.

\$80 Level

\$120 Level

Please Choose a Payment Method

You will be given the opportunity to create a PayPal account if you do not have one.

Your PRWeb Contribution Account.
Your Contribution Account balance is currently: \$0.00

UNITED STATES POSTAL SERVICE
PR Web and alternate Contribution Methods

Continue >

Your financial support of this Web site is greatly appreciated.
 We rely on your financial support to maintain this service. In addition, your financial support helps us expand the services that are available to you. Please consider the following.

This is a FREE Service.
 This is a free service. All financial contributions are voluntary; more info here...

Priority Handling & Other Premiums
 Make a contribution in ANY AMOUNT and we receive priority processing on your press release. more info on this and other premiums available here...

Let's Preview and Add Attachments -->



- 1
- 2
- 3

PRWeb - Add Attachments

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.

2

Upload Files

WHAT'S NEW?	
 eXcite	 Overture
<p>We have added the above search destinations to our existing paid inclusion program. This guarantees inclusion in all three search engines for all press releases with the required minimum contribution. more info ></p>	
<p> Overture</p> <p>The (extern) paid inclusion program is now managed by Overture. The program works virtually the same with two exceptions. First, distribution is more wide-spread because of new engines, including Yahoo, MSN and Evolve. Finally, in order to continue bringing you this service the minimum contribution has been increased to \$20. more info ></p>	
<p> YAHOO! News</p> <p>PRWeb now reaches beyond our original Yahoo News search inclusion to enable you to include the entire contents of your press release directly in Yahoo News. more info ></p>	

ATTACH FILES

Files associated with this press release:

Filename: PRWebQuickstartHome.jpg
[View] [Delete]
Uploaded: Tue Jun 7, 2005
File Type: Image
Caption: "PRWeb Quickstart.com Web Site Home Page"
Description: Visit this site to gain detailed knowledge of the PRWeb submission process, get the free ebook, and download our PR submission upgrade services.

Filename: ctemplate92PRWebpress.jpg
[View] [Delete]
Uploaded: Mon Jun 13, 2005
File Type: Image
Caption: "expertSystem's PRWebXpertPR-Pro software for crafting Public Relations"
Description: expertSystem's PRWebXpertPR-Pro software for crafting Public Relations. The program helps to define, craft and improve any public relations campaign.

Filename: PRWebQuickstart.comPressRelease.pdf
[View] [Delete]
Uploaded: Mon Jun 13, 2005
File Type: Document
Caption: "PRWebQuickstart Press Release"
Description: PRWebQuickstart Press Release. Covers the aspects of this press release in an optimized format.

Currently there is not a limit to the number of files that you can attach to any particular press release.

Items marked with a * required.

- 1. Select the file that you wish to upload.**
The maximum total for all files uploaded for a given release is 3MB.
File names can only contain alphanumeric characters -> Aa through Zz and 0 through 9.
- 2. Select a File Type.**
- 3. Caption / Title**
- 4. Enter a file description.**
(This should be one or two sentences describing the file and/or its contents.)
- 5. Click the "Upload File" button.**

Let's Change the Date, and Add Distribution -->

1 2 3

PRWeb - Change Date, Add Categories

1

June 16, 2005

HOME Submit Release Edit Personal Info Change Password Help Desk Log Out

HOME BACK TO PREVIEW

Edit Release Date

Instructions: The soonest available release date is shown below.

June / 20 / 2005

[SAVE >>](#)

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2

June 16, 2005

HOME BACK TO PREVIEW

Edit Release Industry Targets / Categories

IMPORTANT NOTE: By updating your news release, you are able to choose up to ten industry / category targets. Your selections will be reviewed by an editor prior to release. Our editors reserve the right to edit or re-target your industry / category selections.

Please make your selections from the list below:

- America - Post 9/11
- Architecture
- Art & Entertainment
- Art & Entertainment Books
- Art & Entertainment Country Music
- Art & Entertainment Magazines
- Art & Entertainment Movies
- Art & Entertainment Museums
- Art & Entertainment Music
- Art & Entertainment News & Talk Shows
- Art & Entertainment Performing Arts
- Art & Entertainment Television
- Art & Entertainment Web sites / Internet
- Automotive
- Automotive - Alternative
- Automotive - Classic Autos

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 out 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.

3

June 16, 2005

HOME CAUTION (Change in Editorial Policy October 18, 2004)

By editing your press release you are placing it back into the editorial review queue to be re-approved by an editor. This can cause your release to go "offline" until it is re-approved. This should not affect any release that has NOT yet been distributed. Please call customer service at 360-312-0892 if you need to expedite re-approval on a press release that has already been distributed.

Edit Release Date > May 24, 2005

Edit Headline > PRWeb's Online Visibility Engine(TM) Helps Authors Get Beyond the Audition - eXpertLingo Technology Accelerates Creativity for on and Offline Writers

Edit Industry Targets/Categories >

- Business
- Business - Network Marketing
- Business - Public Relations
- Business - Real Estate
- Computer
- Education - Home Schooling
- Industry - Radio
- Opinion / Editorial
- Sports
- Technology - Internet

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

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?

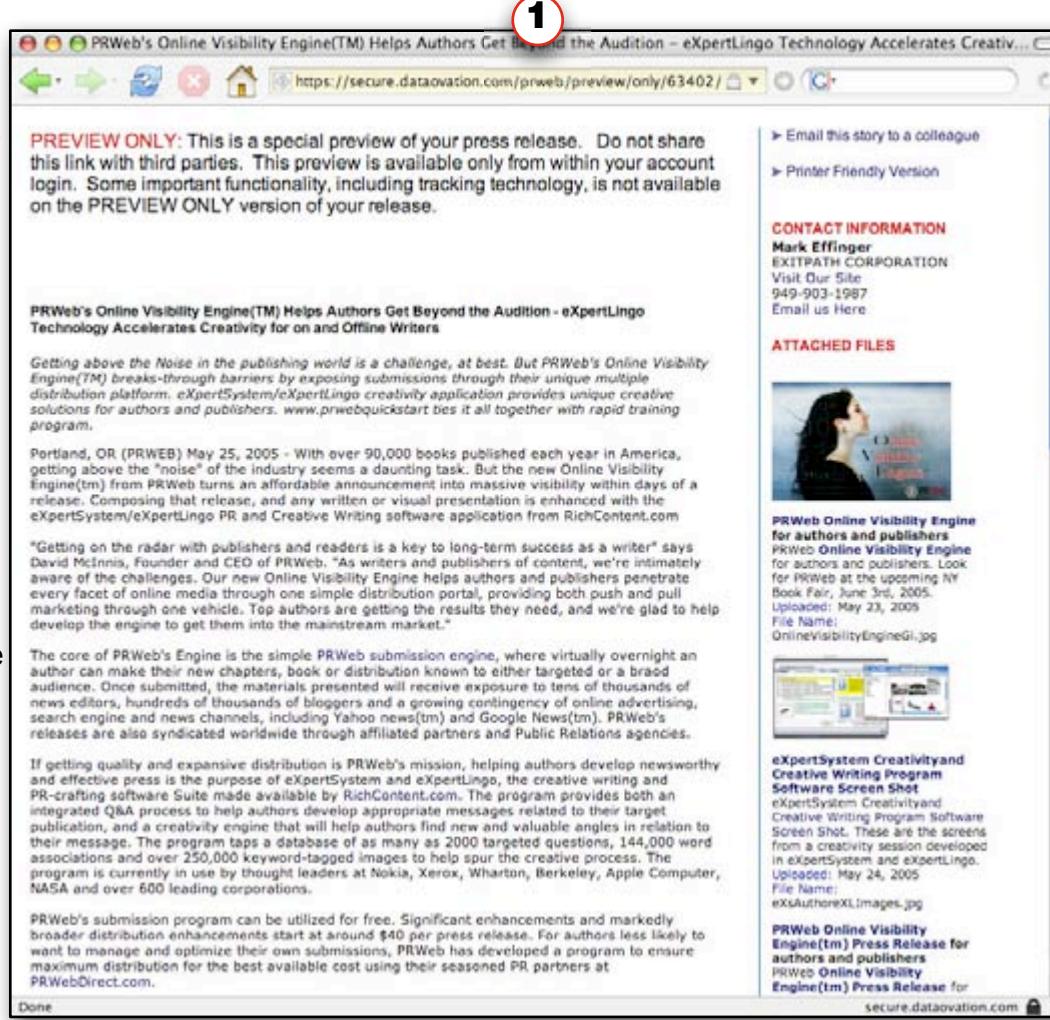
3) Did I **format** the place, date, PRWEB disclosure and first paragraph correctly?

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?

1



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? -->

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?

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>



1

Upgrade and Continuation Page

https://secure.dataovation.com/prweb/faq_support.php?SESSION_ID=144

We are happy to answer any questions that you may have regarding this service. For your convenience, we have compiled a list of frequently asked questions. We ask that you review this list prior to contacting us with your questions since we may have already provided the answer here.

If you require further assistance please do not hesitate to use the Secure Online Help Desk.

Upgrading & Tips for Increasing PR Exposure

- How do I contribute to PR Web™ in order to take advantage of the upgrade features? [101]
- I have already made a contribution for my press release? Can I increase my contribution on a press release? [102]
- When is the best time to make a contribution? [103]
- Is there a chart that outlines the upgrade features? [108]
- Does my contribution of \$30 guarantee eMediawire distribution? [104]
- Can I mail a contribution / payment? [105]
- Are contributions cumulative? [106]
- What is the Friend of PR Web program and how does it help increase my exposure on the PR Web Newswire network? [107]

eMediawire™ Distribution

mediawire™? [301]
 eMediawire distribution?

alifies for eMediawire
 o appear in Yahoo News
 o show up in Google™

General Questions (Why)

- Why do my attached images not appear displayed on my press release? [501]
- How are press releases distributed through PR Web™? [502]
- How long does my press release remain online? [503]
- Will my press release be used elsewhere on the Internet or in print? [504]
- Will PR Web™ write my press release? [505]
- Will PR Web™ edit my press release? [506]

Search Engines & SEO

- How long does it take for my release to show up in Google™ News? [305]
- How long does it take for my press release to show up in Google search? [702]
- How long does it take for my release to appear in Yahoo News Search? [304]
- How long does it take to get my press releases into Yahoo search, MSN search and the Inktomi search engine properties?

Can You Handle This FOR ME? -->

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.

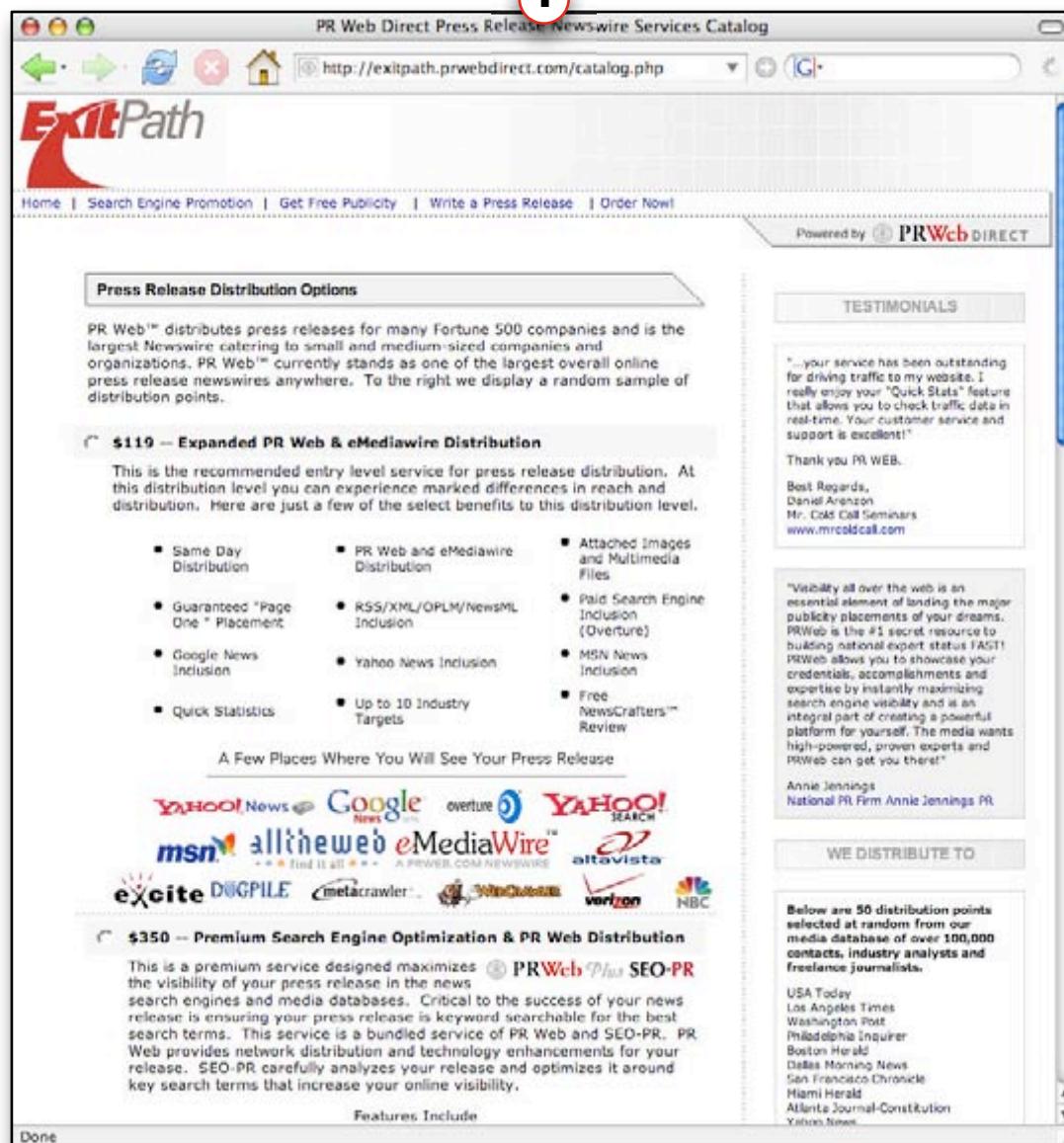
But it IS possible that spending your time crafting and submitting PR might not be the best leverage for you.

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.

1



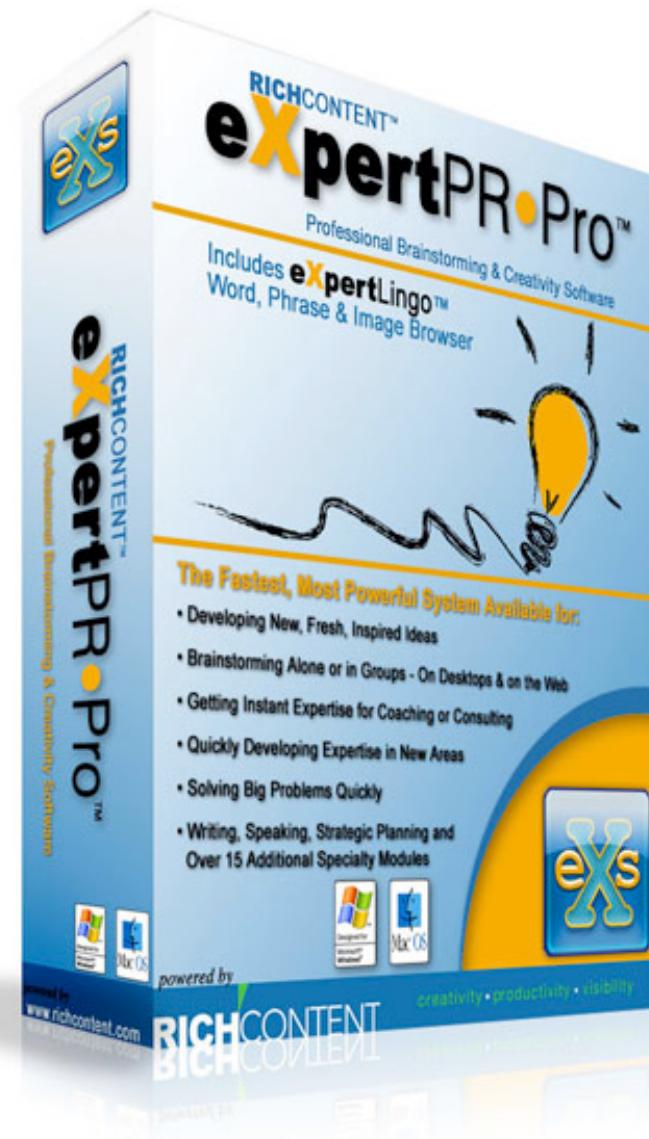
The screenshot displays the PR Web Direct Press Release NewsWire Services Catalog. At the top, there's a navigation bar with links for Home, Search Engine Promotion, Get Free Publicity, Write a Press Release, and Order Now! Below this is a banner for "ExitPath". The main content area is titled "Press Release Distribution Options". It highlights that PR Web distributes press releases for many Fortune 500 companies and is the largest Newswire catering to small and medium-sized companies and organizations. It lists two service levels: \$119 - Expanded PR Web & eMediawire Distribution and \$350 - Premium Search Engine Optimization & PR Web Distribution. Both sections list various distribution benefits, such as Same Day Distribution, PR Web and eMediawire Distribution, Attached Images and Multimedia Files, RSS/XML/OPLM/NewsML Inclusion, Paid Search Engine Inclusion (Overture), MSN News Inclusion, Yahoo News Inclusion, Up to 10 Industry Targets, and Free NewsCrafters™ Review. The \$350 section also mentions SEO-PR, which analyzes and optimizes press releases for search engines. On the right side, there are sections for "TESTIMONIALS" (with a quote from Daniel Aronson) and "WE DISTRIBUTE TO" (listing various media outlets like USA Today, Los Angeles Times, Washington Post, etc.).

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.



Anything Else? -->

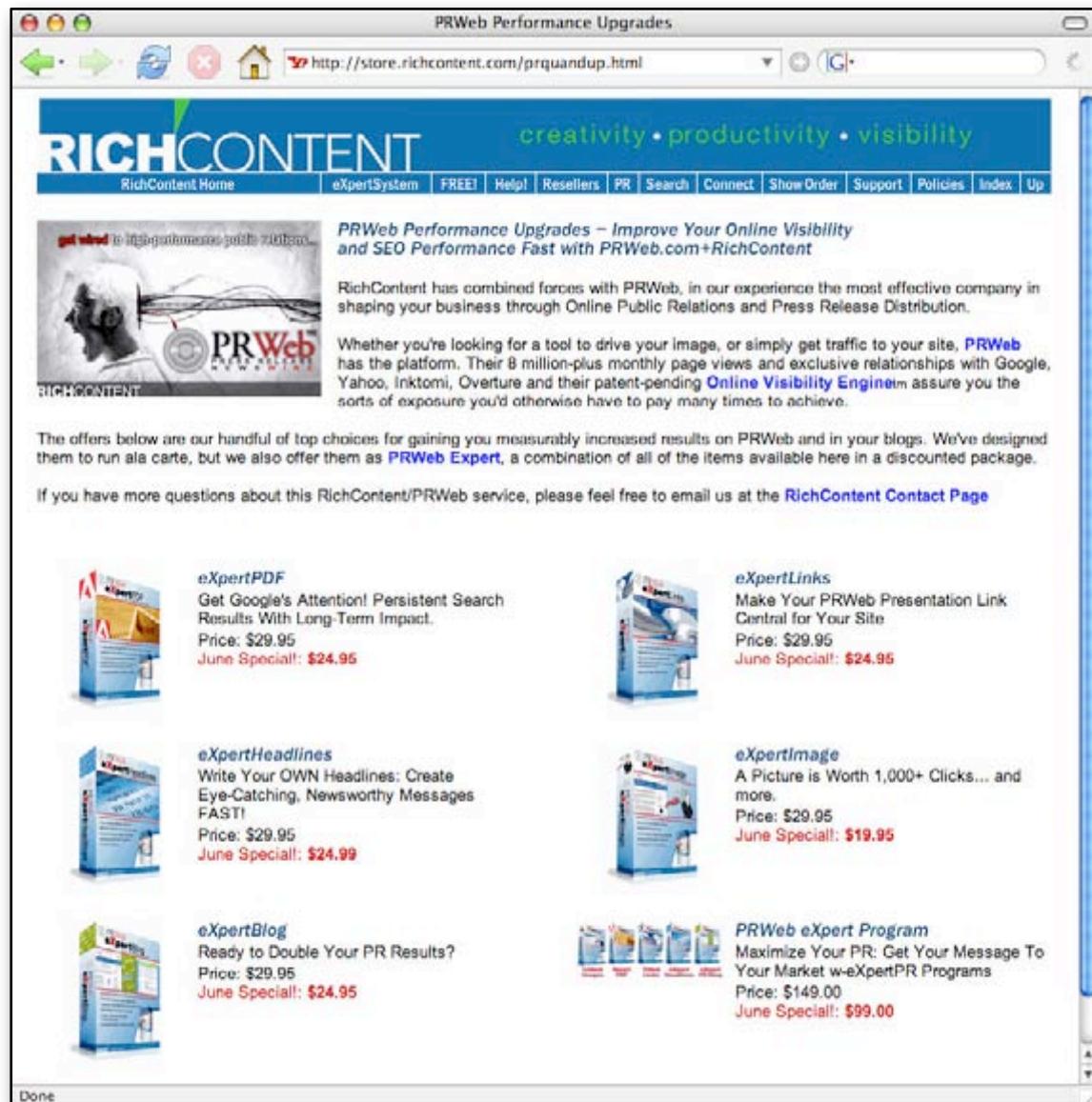
RichContent (the co-authors of this PRWebQuickstart) has been busy using PRWeb to help get client's names in lights since 1986.

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.



The screenshot shows a web browser displaying the "PRWeb Performance Upgrades" page from the RichContent website. The page features a blue header with the RichContent logo and navigation links like "RichContent Home", "eXpertSystem", "FREE!", "Help!", "Resellers", "PR", "Search", "Connect", "Show Order", "Support", "Policies", "Index", and "Up". Below the header, there's a banner with the text "creativity • productivity • visibility" and a sub-headline "PRWeb Performance Upgrades – Improve Your Online Visibility and SEO Performance Fast with PRWeb.com+RichContent". A large image of a person holding a PRWeb device is shown next to the text. The main content area describes how RichContent has combined forces with PRWeb to offer improved online visibility through their platform and partnerships with search engines like Google, Yahoo, and Inktomi. It highlights the "Online Visibility Engine™" as a key feature. Below this, a section titled "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." lists several products:

- 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.
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