Ready to Boost Your PR Results? PRWebQuickstart.com Accelerates PR, Improves Success with Online Visibility Engine(TM)

New to PRWeb.com? Now you can quickly improve your Public Relations Campaigns by following the "PRWeb Quickstart Secrets" within the pages of the new PRWebQuickstart.com web site. Point-by-point visuals help first time users and seasoned pros get the most from PRWeb's Online Visibility Engine(TM).

Portland, OR (PRWEB) June 14, 2005 -- The relative simplicity of the PRWeb submission process makes a site to help users seem redundant. But with new features being added every week, and new options to explore, having a single resource to tap these capabilities and maximize Press Release results begins to make sense. RichContent.com has taken these needs to mind and created PRWebQuickstart.com.

 "We've been power-users of PRWeb since 2003, and regular users since shortly after the company went online in 1997" says Mark Alan Effinger, CEO of RichContent.com, the developers of the PRWebQuickstart site and ebook. "We needed a tool for our clients to help them get the most performance possible from PRWeb, so we could focus on other key components of their marketing and PR campaigns. What came out of it was both a web site loaded with screen shots, and an eBook in Adobe Acrobat(TM) format that could be printed and shared. We like the results we've seen so far, and are continuing to improve the program regularly as our clients are prepared to scale their efforts".

 The PRWebQuickstart.com web site is easy to navigate, with 4 discrete "chapters" addressing everything from signing up as a new user to submitting and upgrading a press release and maintaining a PR Campaign. Image galleries with distinctive callouts help keep the process from getting too complex. The series of accompanying PRWebQuickstart PDF's provide a printable guide to walk through and markup as needed.

 The site officially launches June 20to, 2005, just prior to Webmaster World in New Orleans. The site will also provide direct connections to PRWeb's tools and services to help optimize Press Releases via PRWebDirect. Finally, PRWeb's eXpertPR Software and templates helps users craft Press Releases like a pro.

 "We've been diving into the intricacies of PRWeb's Online Visibility Engine(TM) since 2003, and really began to optimize our results over the last 2 years" says Eric Kinney, head of Engineering for RichContent.com. "If a user can leverage the possible distribution options available with PRWeb, they can get great, measurable results within days of launching a release. If they build a sequential campaign, the results layer and multiply, giving an unmatched value in achieving online visibility".

 PRWeb is the Ferndale, Washington creator of the Online Visibility Engine integrated into the PRWeb.com interface. Pioneering a program dubbed "Fair Commerce"(TM), the company provides world-leading Press Release distribution for a fraction of the cost of other methods... beginning at free. Founded in 1997 by David McInnis, the company has grown consistently since 2001 to become one of the top 2,000 web sites worldwide as indexed by Alexa. The company can be found at www.prweb.com. PRWeb's service bureau for refining and listing client PR is found at www.prwebdirect.com.

 RichContent.com is a Vancouver, Washington based firm specializing in software to automate and capture the creative process, including eXpertLingo(TM) and eXpertSystem(TM) programs for crafting and adding performance to press releases. The company's tools and services then put those ideas to work through effective promotion and PR. Originally founded in 1986, the founders have spun-off over a dozen technology and

product firms, and directed assisted more than 100 clients build and accelerate their businesses. They can be contacted at www.prwebquickstart.com.

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