



USE YOUR NEWS TO DRIVE SEO



What are you doing to get your company noticed?

Marketing? Search Engine Optimization? Public Relations?

Maybe you are using some or, even, all of the above – but you still aren't getting the results you want.

In our current economic state with tight budgets, scarce resources and companies clamoring for customers – how can a company or organization get noticed?

Online News

Learning how to harness the power of online news search is now more than an extra benefit to your business, it is a requirement. Your company needs to be where it will get attention and the importance of achieving premium placement in news search activities is now evident:

- 🕒 80 million people get their news online every day
- 🕒 100 million use a search engine every day
- 🕒 64% of journalists use Google or Yahoo! to follow the news

By efficiently combining marketing, search engine optimization and public relations strategies to promote news about your company -- you can reach millions of people searching for information online daily.

100 million use a search engine every day

GO

Making the Most of News Today

In order to maximize the benefits of online news, you need reconsider what is newsworthy.

Start Thinking About News in a Different Way

Information about your company should not only come out quarterly along with your financials – there are millions of reasons to continually get the word out, giving your company the pat on the back and attention it deserves, including:

- Product launch
- New hire or staffing change
- Award announcement
- Anniversary
- New client or partnership
- Additional office or territory
- Participation in a charitable/community event
- Receipt of additional funding
- Investor news
- Profitability
- Client success story



And how can you get this attention? *A news release service.*

The Power of a News Release

Back in the days before the Web, journalists received a printed press release (via a proprietary, closed network) and then decided whether or not it was newsworthy. If a journalist believed it was newsworthy, consumers and business executives read about it in their newspapers, trade publications or may have even saw it on the evening news. If it was perceived as not newsworthy, that news went nowhere...

Fast forward to today when print readership is down, television news viewership is down, there is one bright spot - online news readership is sky high and growing. Numerous publications, organizations and media outlets, as well as journalists and bloggers, are now connected online to receive and search for information, real time. News releases have been energized by the Web – where individuals are just waiting to pick up, and spread, your news 24/7. We can show you how to maximize a news release to provide more exposure to your company than you could possibly imagine.

Optimize the Visibility of Your News to Consumers and Journalists

Tweak the News Release

A news release is the best way to summarize your news, in a concise, easy-to-understand format; however, you need to adjust this effort for the new online audience:

- Write for all of your target audiences which now include not only media outlets and journalists but current and potential customers as well
- Use the language of your audience
- Avoid technical jargon and insider lingo
- Streamline complicated product descriptions and concepts into benefit driven messages
- Use keywords in your headline and throughout the press release, in order to maximize search engine optimization (more about this below)
- Include a call-to-action – you will have the attention of your target audience, so provide them with something to do once you have it.



Optimize Content

Optimized news releases rank higher in search results and have a longer life span on the Web. When relevant keywords are incorporated in the correct frequency and placement through the text, Web users can immediately retrieve your news and information based on what they are interested in, at that moment.

Here are some tried and true ways to enhance the optimization of your news release:

1 Maximize Keywords

Keywords are the terms or phrases submitted by a user of a search engine. For example, a search of the phrase “accounting news” via Google or Yahoo will provide a list of search engine results that relate to the specified topic “accounting news”. So, if you want your news release to be found, using keywords and phrases in combination is a good way to increase the probability that your information will appear in the search engine results.

2 Use Anchor Text and Embedded Keywords

Embedded hyperlinks in your release is another way to increase your ranking and drive traffic to your website. For example, linking your product’s name in the release back to your Web page, will not only provide additional information but also increase traffic to your site – encouraging a purchase.

3 Enhance Domain Name and URL

Search engines look at keywords used in a hyperlink to a website when they are ranking that website. If a hyperlink has a keyword included and it points to your website, then when a person does a Google search for those keywords they are more likely to find you among their results.

4 Add Multimedia Content

Adding a news image or video to your release will add interest and ensure your news is indexed in image search engines – creating more visibility for your message.

5 Use a News Release Service

Trusting a professional service, such as PRWeb, can provide the expertise you need to energize your news release efforts. They will help you to improve the content of each release and provide effective distribution to numerous audiences that are difficult, if not impossible, to access independently.



Evaluate your results

Once you have written, optimized and distributed your release, it is time to begin assessing your results. PRWeb offers analytics that tell you about the reach of your news release, how many times it was read, and even the keywords and search engines that drove traffic to your news release. This information becomes vital as you begin planning your next news release.

Why PRWeb

During the past decade, PRWeb has been at the forefront of innovation, redefining the traditional press release and changing forever how organizations of all sizes distribute their news. Among PRWeb's innovations are:

- ⊗ Introducing search engine optimization (SEO) for news releases to increase the visibility of news in search engines like Google and Yahoo!
- ⊗ Adding social bookmarking tools like trackbacks and bookmark links to take advantage of the explosion in social networking
- ⊗ Recognizing the potential of Really Simple Syndication (RSS) to increase the distribution potential of news and built the industry's largest RSS network
- ⊗ Allowing customers to include podcasts along with their news to increase the impact of their news release
- ⊗ Introducing "Feature Video" allowing customers to leverage the video content from popular sites like YouTube to bring their news to life



Today, PRWeb continues to lead the industry in providing customers with the ability to get their news in front of the people that matter the most. PRWeb can bring attention to your company through online news releases in three ways:

Your News Gets Premier Distribution: PRWeb news gets picked up in leading online news sites like Yahoo! News, Google News, Ask.com and Topix. Additionally, your news release is distributed through a host of other online news sites including more than 250,000 RSS subscribers, 30,000 journalists and 30,000 websites as well as our own PRWeb.com and eMediaWire.com, which deliver over 50 million page views each month.

Your News Gets Picked Up By Search Engines: PRWeb press releases are optimized for premium placement in organic search results. Our Search Engine Optimization (SEO) Wizard allows customers to focus on high-frequency keywords that will ensure their news will achieve peak visibility.

Your News Drives Increased Traffic: Inbound links are one of the most important factors in determining the position of your website in search engines and driving traffic to your site. The embedded hyperlinks within your PRWeb news release contribute to the overall visibility of your website and drive increased traffic to your site.

PRWeb customers enjoy many additional benefits that make us the best solution for your online marketing, public relations and optimization needs:

- Unparalleled social media integration (with sharit, blogit, etc.) has helped us to be the #1 news service in the blogosphere
- Huge online syndication network has the furthest reach on the Internet with more than 250,000 RSS subscribers and 30,000 publishers
- Integration of multimedia components that result in enhanced distribution in image search, video ranking and podcast sites
- Ability to optimize news releases for search engines with proven techniques, including anchor text, ALT tags, etc.

And now, a few success stories to illustrate how PRWeb can help your company:

RESORTQUEST®

ResortQuest is one of the nation's leading vacation rental management and resort real estate companies. They asked PRWeb to remedy their significant lack of visibility in search engines, where so many of their prospective guests were looking for vacations. In less than 6 months, ResortQuest went from being barely visible in search engines rankings to having destinations consistently listing in top 10 search engine results pages. This amazing success is attributed to the use of newsworthy press releases submitted through PRWeb.



This small business has three locations of family entertainment centers which offer Go Karts, Miniature Golf and Kids Country. Like many small businesses, they had not done a lot of traditional public relations outreach and did not know how to build online visibility. PRWeb enabled The Track to implement a keyword strategy and utilize the press release service - announcing their 25th Year in Business - to create buzz and build awareness. The Track is now seeing a 200% increase in website traffic and placement in top tier news publications including Yahoo! News and Google.



The specialty pet retailer with more than 870 stores in 49 states and the District of Columbia wanted to increase Web traffic as well as heighten awareness of, and community participation in, its philanthropic endeavors. PRWeb worked with them to reinvigorate their optimization through PETCONews.com and enhance messaging through its blog, press release stream and other online activities. As a result, PetcoNews.com has been highly indexed on the major search engines, including Google and Yahoo!, and site visits have increased over 100%.

Choose PRWeb

PRWeb continues to set the standard for the distribution of news online. From the smallest business to the Fortune 500, PRWeb has helped more than 40,000 organizations maximize the online visibility of their news.

There are four levels of news release services that contain progressively increasing degrees of distribution, display features, SEO and social media functionality and reporting capabilities to meet the goals of your company. All include:

- ③ Distribution on top sites like Yahoo! News and Google
- ③ Permanent hosting on PRWeb.com
- ③ Multimedia image and document attachment
- ③ Ability to track results on reads and impressions in real-time

For a fraction of the cost of traditional press releases, you can send your news release through PRWeb to tell your story online, increase your search engine ranking and drive traffic to your website.

About PRWeb

PRWeb is recognized as a leading online news and press release distribution service worldwide. Since 1997, PRWeb has been changing the way businesses, marketing departments and public relations firms think about press releases. PRWeb was the first company to develop a distribution strategy around direct-to-consumer communication and to build and offer a search engine optimized platform for press release distribution. PRWeb, located in Ferndale, WA, is a wholly owned subsidiary of Vocus, Inc., a leading provider of on-demand public relations management software. For more information please visit www.prweb.com.