



Optimization Guide **EXTRA! EXTRA!**

∞ KUNO EDITION 2011 ∞

What is an Online Press Release?

An announcement of an event, performance, new product or service, or other newsworthy item that is issued to the press via the Internet.

6 Reasons to Issue Press Releases



1) Media Exposure – Pushing out content to the media via a press release may garner an organization coverage on the television, newspapers, magazines or radio.



2) Search Engine Optimization – If a website link is included in the press release that link may get picked up by Google as a factor for ranking a website higher.



3) Referral Traffic – Individuals that read the release may click on the link and visit an organization's website.



4) Brand Exposure – The more real estate a brand occupies online the more exposure that brand has.



5) Search Engine Reputation Management – If an organization's name appears in the title of a press release that release has a very good chance of coming up on the first page of Google for the organization's name. If there are any negative search results the press release may push the negative link to the second page.



6) Social Media – It's a little known secret that tens of thousands of Twitter accounts auto-post from press release wires. If a press release has the keyword phrase in its title that twitter accounts subscribe to then it's possible to get hundreds, even thousands, of tweets with the press release in it.

5 Paid Press Release Websites

www.businesswire.com
www.marketwire.com

www.pitchengine.com
www.prweb.com

www.prnewswire.com

25 Free Press Release Websites

www.directionsmag.com
www.news.thomasnet.com
www.nanotech-now.com
www.prlog.org
www.downloadjunction.com
www.newswiretoday.com
www.pr-inside.com
www.24-7pressrelease.com
www.pr.com
www.prleap.com
www.free-press-release.com
www.clickpress.com

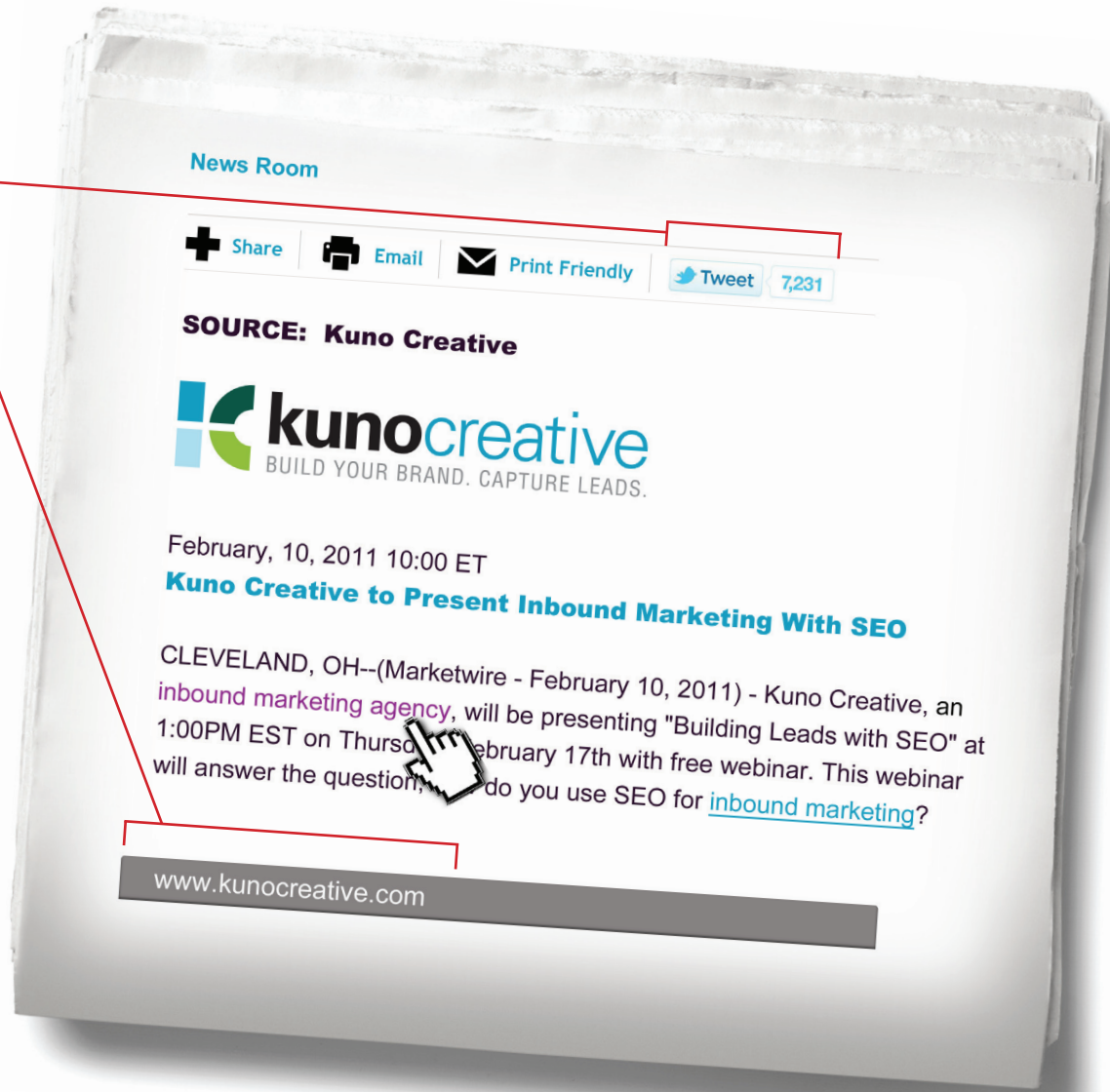
www.pressbox.co.uk
www.filecluster.com
www.digitalmediaonlineinc.com
www.onlineprnews.com
www.i-newswire.com
www.cgidir.com
www.przoom.com
www.openpr.com
www.sbwire.com
www.1888pressrelease.com
www.theopenpress.com
www.free-press-release-center.info

Some of www.kunocreative.com favorites



Press Release SEO Tips

- Visit some of the wire's releases. Pay close attention to the number of tweets the releases have. It's a good indicator of what type of reach the wire service has in social media. Social media is now a factor in SERP placement.
- When choosing a wire service, go to one of their published releases and hover over a link in the body of the release. While the cursor is hovering over the link a URL should appear in the bottom corner of the web browser. If the URL doesn't contain the name of the press release service it is a clean link. If it contains the name of the wire service the link is a redirected link and packs less SEO punch than a clean link.
- A good online wire service will provide 200+ backlinks per release. Always ask the paid wire how many to expect.
- Submit an image or logo with your release and name the file using the primary keyword for the release.
- Make sure to publish the press release on the company's website in the news section or blog 12 to 24 hours prior to submitting it to the wire.
- If the press release is 100 to 250 words in length only place one text link; 250 to 400 in length place up to two text links; 400 to 750 in length place three to four text links; 750 to 1000 in length can contain up to five text links. Don't submit press releases over 1000 words in length.
- If the wire allows for video attachment make sure the video contains the primary keyword phrase in the title.



Press Release Tips

- Never sound as if you are trying to sell the reader something
- Always sound as if you are trying to inform the reader of something
- Keep the article written in a professional tone and state facts only
- Avoid excessive use of bolding and uppercase text
- Always spell-check your release before submitting and try to get a second pair of eyes on it
- Include a call-to-action in the release. For example, if the release is announcing a webinar make sure to include a link to the registration

How to Construct a

PRESS RELEASE for Online Distribution

The title should be 70 characters or less

Example: Kuno Creative to Present Primary Keyword Phrase with SEO

City, State (Example: Cleveland, OH)

This is the introductory paragraph that should contain the primary keyword phrase in the first sentence, and it should briefly summarize the entire press release. **Make sure that the primary keyword phrase in this paragraph is a link.** The paragraph should be approximately 3 to 5 sentences. Be sure to mention what's happening or what happened, the date, time, where it happened, and the important people involved. The first paragraph will make or break the story. If it's not clear and concise, most people will not continue reading.

The middle paragraphs go into more detail and should contain the primary keyword phrase once per paragraph. This is also a good place to put a secondary keyword phrase that links to a page on the company's website that contains the phrase. For

example, explain the importance of the event and why it's taking place. This is a good place to provide detail about the participants, who stands to benefit, who stands to lose, etc. In general, remember that most important information should be placed at the beginning of the article - information at the end is less likely to be read. Be sure to answer who, what, when, where, why and how.

Another section could discuss the history of the particular event, program or news event while containing the primary keyword phrase. This is where you'll go into detail about how it got started and what services have been offered in the past. Discuss how things are changing for the better (or worse). Once again, you should keep paragraphs at about 3 to 5 sentences in length.

The very last paragraph is called the "boilerplate". It is usually no more than 2-4 sentences. *Example:* Since 2000, Kuno Creative has specialized in primary keyword phrase,

branding & PR, marketing strategy, website development, Internet marketing and inbound marketing throughout the Country and is a Certified HubSpot Partner. *They can be contacted at 1-800-303-0806 or www.kunocreative.com*

