

Online Publicity Benefits

- Publicity is an inexpensive way to promote your website and build credibility.
- Press releases can really increase your sales, give your website more exposure, help your website get traffic for years down the road, and enhance the image of your business.
- The Internet is where people are going for their information, so leverage it.

Press Releases and Website Traffic

- Press releases can help build backlinks to your business which helps with SEO.
- They also get your website exposure on high traffic websites that already have a captive audience.
- Press release sites are read by bloggers and other people looking for story ideas.
- Press releases themselves can rank in the search engines for good niche keywords.

What Is A Press Release?

- A press release is an announcement of an event, performance, or other newsworthy item that issued publicly.
- A short write up talking about your company, website, and or services.
 - New Website Design
 - New Product Review
 - New Blog Post
 - An Opinion You Have
- A press release just needs to have an angle.

How Do You Write A Press Release?

- Develop your angle first.
 - The angle is the topic of your story.
- Create a newsworthy title for your press release that includes your keywords.
- Write an introductory paragraph that lays out your press release point.
- Write 2 to 4 paragraphs for the body of the release. Put quotes in there.
- Include your closing paragraph.

Writing A Good Press Release Title

- Try starting with your targeted keywords.
- Include your angle in the title.
- Examples of good press release titles:

Tulsa, Oklahoma Chiropractors Adjusting The City

Golf Training Aids Website Reviews Top Products

Weight Loss Tips Website Fights Back Against Obesity

Best Bird Watching Binoculars Revealed Online

Dogtra Training Collars On Sale Today

Wii Fit In Stock Online At WiiFitAvailability.com

Press Release Introduction Paragraph Example

Tulsa, Oklahoma chiropractors are hard at work adjusting the city of Tulsa and a new website has been launched to highlight a Tulsa, Oklahoma chiropractor. The website, www.tulsaoklahomachiropractors.com, shares information and resources related to finding a good chiropractor for your next back or neck adjustment.

Submitting Your Press Release

- www.PRWeb.com
- www.Free-Press-Release.com
- www.prlog.org
- www.pagerelase.com
- www.i-newswire.com
- www.1888pressrelease.com
- www.pressreleasespider.com

Submitting Your Press Release

- Run a Google search for the following phrases to find more PR sites online.
 - free press release distribution
 - Submit press release
 - press release submission
 - free press release website
 - submit press release free

Wordpress SEO

- Download the following Basic SEO Plug-Ins for Wordpress and install them:
 - All-In-One SEO
 - Google Sitemap Generator
 - Sociable
- Setup Your Permalinks
- Setup Your Ping List
- Setup Your All-In-One SEO