

Press Releases For The Internet Marketer

PRMarketer.com help demystify the QUESTION... Can
Press Releases Work For Online Internet Marketers?

INTRODUCTION

Welcome to PRMarketer.com's free **"Press Release for Internet Marketers"** packet. We launched PRMarketer.com last year and the Warrior Forum has been very vital in our growing as a company to provide the best service we can to our clients. We felt, it was time to give back and spread the word on how the press release niche can help Internet marketers like yourself! When we hear the word press release, most of us cringe at the fact of paying a \$300 premium or the time consuming chore of writing a press release that is guaranteed approval from pr distributors. Well, it's time to take that thought and replace with a new one. Press releases aren't as intimidating as once thought and it's time to make them work for us.

WHAT IS A PRESS RELEASE



A press release is a statement that is broadcasted to news outlets and the media. They are used to announce a variety of news worthy items such as a merger, award winning, or to announce a new product line of a company. With the boom of the Internet, much has changed in the format of a press release. Press releases used to only include text in a boring format that was your typical no frills document. Press releases now,

specifically digital press releases, can include video, pictures, social media buttons, and more.

Press releases have now reached a broader audience that has proven to be useful for the Internet Marketer.

WHAT IS A PRESS RELEASE TO THE INTERNET MARKETER

Internet marketers are starting to realize the potential of digital press releases. Not only do press releases create visibility to one's company or product but there is a growing use for press releases for SEO purposes. Press releases used to be written one way, the standard way. No pictures, videos, or cognizant importance of SEO in press releases.



An Optimized Press Release has changed the landscape and has allowed the Internet Marketer to enter the press release scene with a purpose, to add versatility to their SEO campaigns.

HOW TO WRITE A PRESS RELEASE

Some of you may have never written a press release. Heck, some may have not even read or seen a press release. And why should you have? Back then, press releases were reserved only for big league corporations to make announcements for other big corporations to pay mind to.

STANDARD WAY Headline, body



Press releases written for the purpose of such were written without any SEO. The headline would be a title announcing a discussion, a meeting, or acquisition without any thought to keyword optimization. The body would consist of “Who” and “What” sections, not paying any attention to what the anchor text/URLs would be.

The day of the old standard press releases are gone, and the advent of the optimized press release is on the horizon.

It is still important to learn how to write a standard press release in order to learn how to write an Optimized press release.

A Press Release consists of 5 components:

- **Title (Headline)**
- **Summary**
- **Body**
- **About the Company**
- **Press Contact**

Is A Backlink, Ever Just A Backlink?

*We, as internet marketers, know the importance of a quality backlink. Getting a backlink isn't just what it's all about, it's about getting quality backlinks as well. **Did you know that press releases can get you backlinks from high authority websites, one's that can greatly increase your company's credibility.***

Backlinks from high authority websites such as boston.com, about.com, and NYDailyNews.com. There are backlinks that are coming from trustworthy sites that could be linking to your company or product.

I could spend a whole section dedicated to How To Write a Standard Press Release but you there is enough information out there on how to write a standard press release. Plus, we are more interested on How to Optimize a Press Release.

Here are some general things to remember when writing a press release in the correct standard format:

-  **Press releases are always written from a journalist' style. Never use "I" or "We" unless it is in a quote.**
-  **The first paragraph is the most important, with everything getting less important as your wind down.**
-  **You should include at least one quote in the body.**
-  **Deal with actual facts; do not over hype a product or company.**
-  **Press releases are generally 300-500 words; try not to go over the word count.**

OPTIMIZED WAY FOR THE INTERNET MARKETER

Headline, body, media



Optimized press releases are still written in a press release format but the difference being it is infused with some SEO in mind. With an optimized press release, Internet Marketers can benefit from using press releases. Think about the increased traffic, the increased popularity, the new visibility to potential customers, and the higher rankings in major search engines including Google.

Remember when we listed the 5 components of a press release? Let's revisit that:

- Title (Headline) *Can Be Optimized**
- Summary *Can Be Optimized**
- Body *Can Be Optimized**
- About the Company**
- Press Contact**

There are ways to optimize your headline, summary, and body for SEO.



Your headline should include the keyword phrase in the title keeping in mind the proper positing of the keyword phrase in the title.



The summary should include 1-2 secondary keywords.



The body of your press releases should include 3-4 keyword phrases in the body as well contain anchor text URL's.

In addition, with an optimized press release a skilled press release writer should be able to write a press release in such a way that helps build hype to a product or company without going overboard as this would ultimately result in rejection by the PR distributor.

Here are some general things to remember when writing an OPTIMIZED press release in the correct standard format:

- **Remember that press releases are different from articles.** If you think article directories don't like fluff, press release distributors especially don't like fluff. Stick to the facts.

- **Include your primary keyword phrase in the title**, keeping in mind proper positioning in the title of the press release.

- **Today's digital press releases allow for multiple anchor text/URL's** (depending on the PR distributor). It is important to include the link in the first paragraph so readers with short attention spans see it.

- Also, do not forget to **take advantage of video and images for your digital press release.**

- It is still important to keep writing through a journalist's perspective and to go a step further with that, do not include the word "You" in your press release. Using the word "You" may come off as advertising. You

Choosing The RIGHT Keyword

When it comes to keyword research for a press release, it really depends on the particular niche or industry. However, there are some key fundamentals to keep in minds when selecting the right keyword.

We don't recommend targeting VERY competitive keywords, as it would be difficult to rank well in the Google News listing. However, using long-tail keywords phrases of 2-4 words would help enable the press release to rank well in the news listings.

As for numbers, I would use the same RULES for keyword research. There needs to be a decent amount of search volume for it, because something without any search volume would definitely be a bad idea, since there are less searches made on the Google News Section versus Google Search.



want to promote your company or product in your optimized PR but remember to do so in a subjective way.

You may have never thought of using press releases, but with an optimized press release, press releases can greatly improve your SEO campaigns. Press releases are no longer for just big corporations.

PR FREQUENCY

Big corporations use press releases only for announcements such as special conventions or for winning awards. They submit their press releases only when an announcement is to be made.



For the Internet Marketer, their purpose is different. It isn't so much to announce a special event or mark the occasion of winning an award (although it can be), it is to get their company name and brand out there as well as to grab rankings in the search engines.



This being the case, the Press Release frequency of submission will be different for Internet Marketers. **Internet Marketers should distribute regularly.** Although there are a few different schools of thoughts on what “distribute regularly” means, we personally believe between 1-3 press releases a month for a particular site/keyword phrase is sufficient. Any more and your PRs may be flagged in the search engines and any less you may not be using your optimized press release to its full potential in regards to SEO. Don't get me wrong, submitting a PR can still help you gain potential customers as well as help you in SEO, I only speak of reaching 100% potential in your PR efforts.



PR Frequency is something to keep in mind when submitting optimized press releases for your SEO campaigns.

PR DISTRIBUTORS

Free vs. Paid

Obviously there is more than just writing the PR. There is the distribution factor. Who do you submit the press release to? Do you use free or paid PR distributors? Is there a difference?

When it comes to Press Release distributors, one thing is for certain you do not have a shortage of them. There are pros to using free distributors and pros to using paid distributors. If you have done any research you may see some Press Release distributors cost up to \$200 for distribution of a Press Release. These

companies target the big corporations and is not necessary to use for your SEO needs.

Thankfully, there are also reasonable PR distributors that cost from \$50-\$100 which provide good exposure and is worth the potential results-to-cost ratio. I would recommend either using these more affordable Press Release distributors or using free Press Release distributors.



One thing to keep in mind when submitting a free press release as opposed to a paid press release, you must consider the kind of links allowed in the PR. Sometimes free press release submissions only allow [http://](#) links and no anchor text URL's.

Another thing to consider is the timetable for your press release to be approved; that is if it gets approved at all. Sometimes, free Press Release distributors are more stringent on what gets approved than if you were paying for a Press Release distribution service.

I recommend doing your own research on which Press Release distributors are best to submit for your budget. Some pointers I would recommend to consider are:

- **Price**
- **Links inside of body**
- **Approval time frame**
- **Where your PR get syndicated to (if at all)**
- **Google News placement**
- **Report or proof of submission**
- **Media inclusion (can you add video or images)**

Value Added Backlinks

There are Press Release distributors out there that syndicate out the Press Releases to high authority sites.

Be sure to find out where your Press Release distributor syndicates the press releases out to. If you select the right type Press Release distributor you can get the most value out of your press release.

*Some of these syndications can turn in to backlinks from high authority websites that **normally would cost you \$30-\$100 per backlink** if you were to directly do business with them. There is definitely an added value in backlinks when it comes to press release submission.*

BENEFITS OF A PR FOR AN INTERNET MARKETER

So with that said, in the end what we really care about to ask is, why should I care about this in the first place? What's in it for me? Are there really benefits to a press release for a small business Internet marketer like me?



With an optimized press release, most definitely.

With an optimized press release you should consistently see the following results:

#1 Google News Ranking Placement



High Quality Backlinks from PR distributors and their channels



Increased Visibility



Link Diversity



Gained Credibility

SPECIAL BONUS

We hope you enjoyed the report and now you have a good start point to the world of press releases. Press releases are truly a great strategy to implement right away. Whether you are a newbie or an expert, you should seriously think about how to integrate press releases in your promotions and marketing.

Incidentally, PRMarketer.com offers a fantastic service that is practically hands-free.

We provide:

- **Professionally SEO-Optimized written press releases**
- **Distribution to High Authority Sites**
- **SEO Optimized Hyperlinks in PR**
- **Inclusion of Media Rich PR Submissions**
- **A Full Detailed PDF Report**

JUST FOR ULTIMATE TRAFFIC TACTICS FRIENDS:

As a token of our appreciation please accept our special offer of 50% off our Silver Plan which includes full service press release writing and distribution.

Our most popular plan, the Silver Plan (regularly priced at \$199) is now specially offered to you for ONLY \$99.50.

To Redeem Your Coupon, Please visit our Pricing Page and Use Coupon: "ultimatefriends"

(don't use quotes when entering code) to take avail of this special limited time offer!

We appreciate each and every person we met this weekend and looking forward to forging new working relationships with you.

You can also give us a call at our Toll-Free Number:
1-888-734-3557

We'll be happy to answer any questions you may have.

To Your Success!

The PRMarketer.com Team