

## **PRESS RELEASE YOUR SITE TO SUCCESS**

### **WHAT IS A PRESS RELEASE?**

Contrary to belief you do not need to have a major life changing news story to write a press release. Many seem to believe that only major corporations are allowed to write a press release, since they always have something big to announce. There is plenty of room for small businesses, sole proprietors, and even the average everyday web surfer to submit a press release and get noticed.

A press release is defined as a public relations announcement issued to the news media and targeted publications for the purpose of informing the public of company developments. It's also described as a publicity tool. BINGO, the latter is exactly what you'll be using your press release for, a PUBLICITY TOOL! In years past, press releases were announced primarily in print, television news stations and radio stations. Ever since the emergence of the internet, it's now become much easier for users like you and me to submit a press release and get TRAFFIC to our site within hours! Using the outlined methods that will now follow, you can take the concept of writing a 300 word press release and turn it into a money making machine for your business!

### **TOP SEARCH ENGINES & TRAFFIC PATTERNS**

Before we dive into developing and submitting your press release, there is some information you should know in regards to the search engines and their traffic patterns. Currently there are three major outlets that you are guaranteed to see a SWARM of traffic if your news story ever appeared on their website. Below I've listed to you the top three outlets, along with their traffic patterns. This data is courtesy of Alexa statistics before they made the change to how their data is outputted. The following are ranked according to traffic. Again, this information was taken in 2004, so the order of ranking may have changed.

1. Yahoo. If your press release is seen on the news section of Yahoo, you are guaranteed to see a swarm of traffic. The yahoo news section is located at news.yahoo.com. Below you'll see statistics for Yahoo:

**Reach per million users:**

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
<b>299,500</b>	<b>299,950</b>	<b>279,750</b>	<b>▲ 3%</b>

**Page Views for yahoo.com:** [\(what's this\)](#)**Page Views per user:**

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
<b>12.1</b>	<b>11.9</b>	<b>13.4</b>	<b>▼ 31%</b>

2. MSN. In many cases if your press release is showing on Yahoo, then there is a good chance that it will filter down and appear on MSN as well as in their news section. Below you'll see the statistics for MSN:

**Reach per million users:**

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
<b>266,000</b>	<b>276,200</b>	<b>246,850</b>	<b>▲ 20%</b>

**Page Views for msn.com:** [\(what's this\)](#)**Page Views per user:**

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
<b>4.4</b>	<b>4.7</b>	<b>5.2</b>	<b>▼ 39%</b>

3. Google. This is the most popular search engine on the net currently. It's not even a contest, when you compare Google's popularity to others such as Lycos, Altavista or Teoma. Getting news listing on Google's news site is a sure way to get an instant boost of traffic. Google news is located at news.google.com. Below you'll see the statistics for Google.

## Reach for google.com : [\(what's this\)](#)

### Reach per million users:

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
158,000	170,500	149,750	↓ 1%

## Page Views for google.com: [\(what's this\)](#)

### Page Views per user:

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
3.7	3.9	4.4	↓ 27%

## SELECTION OF KEYWORDS FOR YOUR PRESS RELEASE

Before you can even begin the writing of your press release, I would recommend you start writing down the keywords that apply to the product or service that you will be announcing. It's easy for you to sit down, and write out a bunch of keywords that you "think" people would use to search for a product/service related to the one you are announcing, but I rather go with proven statistics.

### For this reason, I highly recommend you do the following:

1) Review the keyword selection process.

As a guideline, let's use the example that your press release is going to be announcing that you are now launching your own recipe website with a database full of thousands of recipes. Obviously your target market here is to find the most popular but \*targeted\* keywords that deal with recipes.

Using the [Overture search selection tool](#) you can do your keyword research. You'll notice that the most popular keyword is the word "recipe" with a total of over 200,000 searches each month. Obviously if your site shows within the top ten with that keyword then you're one happy camper. Nevertheless, let's not get ahead of ourselves. The words you want to focus on should be more targeted. For instance, I mentioned earlier in the example that part of your website would be dealing with "secret recipes". Since the majority of sites that are ranking high on the search engine for the word "recipe" are more established than your "new" site, it would be best to target a keyword with less competition, \*but\* still responsive and targeted.

For this example I would recommend using the keyword "Top Secret Recipe". This keyword receives well over 10,000 searches a month. In your press release you would now focus on the keyword "Top Secret Recipe". This will allow you to get highly targeted traffic, as well as still give you the possibility of a future ranking for the keyword "recipe" as it's still a part of your keyword.

Follow the example above for carefully selecting your keywords. It is important that you use the tools I mentioned to get an idea of how many searches are being done per month for a particular keyword. It's also crucial that you do not focus on "One word keywords". Even though they would bring in more traffic, the fact is that in many cases the traffic is less targeted. The possibility of ranking high is very slim when using one word keywords. It is better to rank high under multiple targeted keywords that when combined can make your visitor counter go sky high!!

## **WRITING A TITLE FOR YOUR PRESS RELEASE**

This is one of the most important aspects of your press release. A good title is useful for the following two reasons:

- 1) Ensuring the search engine indexes the title of the press release with your keyword included.
- 2) Catch the attention of the user immediately.

Let's go over point number one in more detail. When you are writing the title of your press release, it is very important that the title contains the main keyword you selected earlier. As in the example about the recipe site, your headline title could be as follows:

### ***Top Secret Recipes of Famous Chefs Revealed.***

This title ensures that your keyword is the first thing the search engine spider reads concerning the content of the release. By ensuring that the keyword is in your title, you've now increased your chances of being found in the top ten results in the news section of the search engines. Obviously that's not all it takes as you'll soon see as we go further in the process.

Point number two which discussed the aspect of grabbing the user's attention has already been taken care of as well, based on how the title above is written. If you read the title closely, it gives the user the idea that they are about to learn a "secret" or receive information that very few have. This is usually exciting for anyone, as we all like to know "secret" information. The idea of throwing in the word "Famous Chefs" is a technique of bringing credibility to the announcement as well. Unless you are a famous chef, people would want to know where these "secret recipes" are being derived. We will take this concept a step further when we go over the "body" aspect

of writing your press release.

On a side note, when writing your press release there is a small section directly below the title that I like to call the "Press Release Summary". This is about 2-4 lines of text describing what your press release is all about. This section gives you the opportunity to key in on what I call your "Secondary Keywords". Your title contained your "Primary Keyword". In the space for the summary, you should include your "Secondary Keywords". Take note, you do not list your keywords one after the next. That is called spamming and is grounds for immediate rejection. Following along the example we've used throughout this report, here's a summary that can be written for the recipe site.

**Summary:** Closely guarded restaurant recipes are now available. The food recipes, and drink recipes of famous chefs unveiled in an easy to follow book that was just released!

Let's analyze this summary in a bit more detail. In this summary I've included three more keywords to aid in your search engine ranking when indexed. Can you pin-point those three keywords? The keywords are restaurant recipes, food recipes, and drink recipes. These three new keyword sets have now been added to the list of keywords we are focusing on, and are called our "Secondary Keywords" as I mentioned prior. Hopefully you've seen how I seamlessly integrated those keywords into the summary without making it look like keyword spamming. Simply follow this guideline for writing your title and summary and you'll do great!

## **WRITING THE BODY OF YOUR PRESS RELEASE**

It's been said before, when writing a press release you must identify the W questions, which are (who, where, what, when and why). Each of these questions should be answered in your press release for it to be fully effective.

Note: Do not ever use the words (I, we, our) in your press release. A press release should always be written in the third person or from a neutral point of view, clearly listing the facts. Remember that you are writing a "news" story, therefore you cannot write it as if \*you\* are trying to sell the user something. A press release is not an advertisement, and it should not be written as one.

Your article should be approximately 300-500 words in length. I've written press releases that have been 250 words in length and they have been accepted, but as a general rule your release should be at least 300 words.

The body of your template, you need to consider as your "selling point". Yes, I know before I stated it's not an advertisement, but if you are crafty at creating a press release, you can create a "selling point" without being

blatant about it. In your body you should focus on the following:

- 1) What makes this service or product special?
- 2) What separates this service or product from the rest?
- 3) Website Link (this is to ensure that those looking for immediate info can divert to your main site)
- 4) Conclusion that calls the user to action (to visit your site)

Here is the body text example for the recipe site we've been mentioning:

The fascination with restaurant quality recipes has taken a surge in popularity recently with the emergence of "information leakage". Many famous chefs who have worked at five star quality restaurants have now unveiled many of the top secret restaurant recipes to the general public. The mouth watering dishes that many treasure are now at their finger tips, thanks to the chefs who have been so kind to release such information. This information is now available at: <http://www.recipelibrary.info>

Within the past few months quite a few closely guarded recipes have now become available to the average consumer. The incredible part of all this, is that each recipe is usually formatted in great detail, with an easy to follow step by step chart that allows anyone to whip up famous delicacies right from their kitchen.

The top secret restaurant recipes of famous restaurants such as Hard Rock Cafe, The Cheesecake Factory, Red Lobster, and even fast food outlets such as McDonald's and KFC are now widely available. Are the owners of these restaurants happy about this leakage of information? Probably not, but at this time the recipes are sweeping the internet at a feverish pace.

The website [www.recipelibrary.info](http://www.recipelibrary.info) offers many free recipes in a variety of categories. It also highlights "America's Most Wanted Recipes" which deals primarily with the secret recipes of famous chefs. A strategic partnership with "America's Most Wanted Recipes" allows anyone to get access to hundreds of the most sought after recipes in the world. You can visit the website below for complete information.

Contact website for more information: <http://www.recipelibrary.info>

The above press release gives the user enough information about what they can find on the site. It also gives them the opportunity to visit your site multiple times within the press release, by having the link prominently

displayed. Finally, it also expands upon the point of the "Secret Recipe" announcement which is our main selling point for this press release.

## **LINKING FORMULA**

It is important that links are placed to your website within the actual body of the press release. When the search engine spiders the news release, it will index the links on the page as well. Therefore your website can get spidered and indexed quickly due to the link being included in the release.

I would recommend ensuring that your link appears at least 3 times on the press release. Please do *\*not\** over do it by placing too many links. I would say three cleverly placed links within the release would be satisfactory. Some users have taken this a step further and actually included a link within the summary. I do think this is a good idea as it gives the person the opportunity to click off to your site immediately, which is the goal.

It can also speed up the process if your site has side links that you want attention drawn to. For instance all three links do not have to be pointing to the home page. You can have one or two of the links as actual sub-pages from within the site as well. This way you can get those pages spidered quickly.

## **MISTAKES TO AVOID WHEN WRITING PRESS RELEASES**

- 1) **Grammatical Errors:** We all make mistakes, but it is highly important that you proof-read your article several times prior to submission. A badly written press release can receive lots of views, but very few taking the time to visit your site because of the grammar errors.
- 2) **Content:** A good press release always has some form of content. Ensure that when you write your release that you excite the user and deliver exactly as promised in regards to the content. Do not have a title that misrepresents what you are offering in the body of the press release.
- 3) **Advertising:** As mentioned prior, always stay away from seeming like a commercial. A press release is a news related item. Do not try to pitch sales within the press release; always present the information as news related.
- 4) **Exaggerated Comments:** Stay away from hyping your news release with comments that seem far from the truth. Your press release must sound believable or it will be ignored. Do not fill your press release with hype and exaggerated statements that cannot be backed up.
- 5) **Email:** Never include an email address that you treasure and consider personal. Every press release is made public; therefore if you post your email address within the press release you are subjecting yourself to the ever

unfortunate spam offers.

6) **Website:** Some users actually forget to include a link to their website in their press release. Always include your website link, as more than likely it's what you are trying to promote :)

### **SAMPLE PRESS RELEASE**

Here is the *\*full\** layout of the press release, headline, summary & body.

#### **Top Secret Recipes Of Famous Chefs Revealed.**

*Closely guarded restaurant recipes are now available. The food recipes, and drink recipes of famous chefs unveiled in an easy to follow book that was just released!*

Within the past few months quite a few closely guarded recipes have now become available to the average consumer. The incredible part of all this, is that each recipe is usually formatted in great detail, with an easy to follow step by step chart that allows anyone to whip up famous delicacies right from their kitchen.

The top secret restaurant recipes of famous restaurants such as Hard Rock Cafe, The Cheesecake Factory, Red Lobster, and even fast food outlets such as McDonald's and KFC are now widely available. Are the owners of these restaurants happy about this leakage of information? Probably not, but at this time the recipes are sweeping the internet at a feverish pace.

The website [www.recipelibrary.info](http://www.recipelibrary.info) offers many free recipes in a variety of categories. It also highlights "America's Most Wanted Recipes" which deals primarily with the secret recipes of famous chefs. A strategic partnership with "America's Most Wanted Recipes" allows anyone to get access to hundreds of the most sought after recipes in the world. You can visit the website below for complete information.

Contact website for more information: <http://www.recipelibrary.info>

### **SKYROCKET YOUR PRESS RELEASE TO #1**

This method is *\*not\** for everyone, but only for those who can afford to spend a bit of money for extra exposure. Prweb.com ranks releases based on donations. If you are confident in your release, and have a product or service that you *\*know\** can be a success, it maybe worth the investment to boost your press release into the top ten of releases submitted for that particular day.

This can be done by making a donation to Prweb. I've seen days where the



highest contribution is approximately \$150-\$250. That's a lot of money to invest for some people, for others it is not. On most occasions a donation of that size will guarantee you a top 3 position on their site and many other sites in regards to the Press Releases that are released for that day. This will give you an insurgent of traffic. If your press release donation is listed as being one of the top 3 for that particular day, your release is then listed as a FEATURED PRESS RELEASE! These releases are given high exposure, and the page views are in the hundreds of thousands. You will soon notice from my example that I will provide on the upcoming pages, that my release was seen by over 100,000 people and it also allowed my website to be indexed by the search engines quickly since PRweb.com is spidered regularly.

Your press release is also injected directly into the Inktomi database which powers the Yahoo Search Engine, so in a matter of 24-48 hours your press release is not only showing in the news section, but also the main search index. If you have crafted your release as outlined earlier, you should see a surge of traffic for the next few months.

NOTE: Please do not consider this as a recommendation for making a donation. I am simply informing you of all the options you have available. It is recommended that you submit free releases first to test the system, and then upgrade if you see fit.

### **TIMELINE FOR PRESS RELEASE SUBMISSION**

When submitting your press release, you can decide the day you want it released for publishing. Usually it is set two days from the day you submit. The actual time of day your Press Release is released depends on what time of day you submitted it to PrWeb.com. The average time for releases is approximately 12 am and it will be made available on Prweb.com and possibly Emediawire.com if your release received a score of 4. Once it is released on these two sites, it is then fed to media outlet websites all over the country.

These outlets then decide if they are going to publish your article on their website. If you have paid the \$10 donation, you'll be able to see how many outlets have picked up your release for publishing, along with how many people have read it. If your article makes it on the Emediawire.com website, then you are assured of placement on Yahoo News, MSN News, & Google news. Each of these sites indexes your press release and makes it available within their news search index the very same day it was submitted. Once your article has made it to their news index, you can be assured that the main search index will follow shortly afterwards. Within a few days of publishing, you'll notice your press release being accessible within the main search index of Google, Yahoo & MSN.

This is the key to your success, as it is important that your article is posted within the main search results, so that you can receive highly qualified

search engine traffic. By association, the links posted within the press release can expect a boost in PR ranking, and will be spidered by the search engines. Research has also shown that they do appear in the index quicker than any other method currently available on the internet.

## **GET YOUR PRESS RELEASE ON GOOGLE, YAHOO, MSN & MORE**

As I mentioned the service I used is located at PrWeb.com. This site allows you to submit your press release FREE! There is no charge to make the announcement.

Registration is FREE:

<https://console.prweb.com/prweb/register.php?languagecde=en>

**NOTE:** They do have an upgrade feature that would allow your press release to get more exposure. An upgraded release starts at \$30 for Google & Yahoo Inclusion. In actuality the first donation price is \$10, but that is to have the ability to track the number of reads and the number of media outlets that have indexed your release. I have always paid the \$10 to at least have the monitoring capabilities. It's a small price to pay to get real time stats of how many people are reading your press release. This is always OPTIONAL; you do not have to make a donation to get your release live or indexed.

Once you have filled out the simple forms, it will ask you at the very bottom if you want to Save the Press Release. As soon as you do this, it will give you a tracking number. This means that your press release has been submitted successfully. Immediately below that it will then give you the option to continue to make a donation. Always keep in mind, that once you have been issued a tracking number that you do *\*not\** have to continue to make a payment.

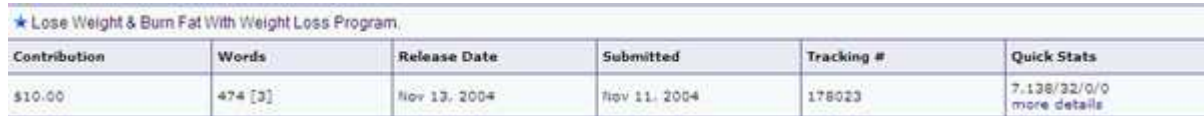
**NOTE:** Prweb.com does give preference to those who have submitted a donation, so you'll need to keep that in mind. If you want your release to appear higher on their page and be easier seen and picked up by Google, Yahoo & MSN, then you should make a donation. The reason I say this is based on my statistical analysis. Prweb.com rates each press released submitted. To be *\*GUARANTEED\** inclusion in Google News and Yahoo News, your press release *\*must\** have a score of 4. I have been noticing that many of my *\*FREE\** submissions have been getting a score of 3 and not 4. For this reason it may take more time for Google/Yahoo to spider your site or include it in their news resource. It should be noted that even though your Press Release receives a score of 3, and it doesn't appear in Google News, it still has a strong possibility of appearing on Google's main search index within a few days. Obviously for the extra security of guaranteed inclusion, it would be best to make the donation.

I've included some screenshots below to show you the difference between an upgraded release and a release that was not upgraded. This should give you

a basic idea of the traffic patterns for an upgraded release.

### Screenshot of Not Upgraded Release

(Over period of two days, the \$10 I submitted was to be able to view stats)



Contribution	Words	Release Date	Submitted	Tracking #	Quick Stats
\$10.00	474 [3]	Nov 13, 2004	Nov 11, 2004	178023	7,138/32/0/0 <a href="#">more details</a>

The above screen shot shows that I have had 7,138 people read my Press Release, along with 32 websites picking up the article and adding it to their news resource section.

### Screenshot of Upgraded Release (within the top ten for the day submitted, paid \$290)



Contribution	Word Count / Ed Score	Release Date	Submitted	Tracking #	Quick Stats
\$290.00	344 [Score: 4]	Jan 24, 2006	Jan 19, 2006	325518	108,921/1,376/0/0/142 <a href="#">View Stats</a>

The above screen shots shows that I have received 108,921 people who read my Press Release, along with 1,376 websites who picked up the article and added it to their news resource section. The major difference between this listing and the one above is the contribution made. The \$10 contribution, entitled me to view stats only. While the donation of \$290 guaranteed me a spot on Google & Yahoo news distribution, along with being in the top ten of all Press Releases for that day.

**NOTE:** Prweb.com is *\*not\** the only press release site that you can use to submit your article. There are others out there, but they do charge upwards of \$250 for submitting one release. That is *\*very\** expensive, and for that reason I choose not to list them here, as we are looking for affordable advertising mediums. It is highly recommended that you use Prweb.com because of the affordability, and the excellent relationship that they have with Yahoo, MSN, and Google.

I have listed below another reputable press release site:

### Site Location:

PR News Wire

<http://www.prnewswire.com/>

## **OVERVIEW OF FORMULA FOR SUCCESS**

- 1) Ensure you write your press released based on the guidelines outlined.
- 2) Ensure you have proper linkage within the article.
- 3) Proof-read your article many times before submitting.
- 4) Submit your article to Prweb.com using the free account you registered. If you have not yet registered please do so using the link below.  
<https://console.prweb.com/prweb/register.php?languagecde=en>
- 5) Monitor the reads and pickups for your article with news resources.
- 6) Monitor for search engine pickup of your article (main search index).
- 7) Once indexed in main search engine, monitor for keyword sets.
- 8) Repeat this process for every press release written (submit new press releases weekly).
- 9) In regards to submitting releases weekly, you'll need to ensure the article is unique and touches on a different topic for each press release.