

Press Releases Should be Part of Your SEO Strategy

Written by Business News

We all sit around and try to figure out Google's algorithm (don't we?), but there are more productive ways to optimize your SEO on search engines. You've no doubt already written several blog posts and fixed up your website to include the appropriate buzzwords to get users' attention. But what else can you do? Well, for one, you can write press releases.

Press Releases?



Yes, press releases. Though we don't advocate unnecessary press releases here, they can be a great way to heighten your SEO whenever you DO put one out. Just hire a talented writer to fluently and eloquently integrate your keywords into the document and watch the magic happen.

Press releases work essentially the same way as blogs. When it's loaded up to the newspaper's website, Google's SEO "spiders" find it when users search using your keywords. This leads them to click on your press release which eventually gets them to your website.

Example Please?

Your company, Magic Squishy Huggable Toys, is producing a brand new line of soccer-headed plushy toys for the World Cup in 2015. You decide to give some of the new toys out to local needy kids for a promotion (and because you're nice, naturally). Now, time to write a brilliant press release announcing the upcoming line and promotion!

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Knowing that most press releases get tossed away after a single glance, the writing must be solid. Don't just throw the words in haphazardly! If the editor suspects anything you're toast. The #1 rule is to make the press release well-written.

After careful inclusion of recommended keywords (soccer, world cup, futbol, maybe even Landon Donovan somehow), you need to figure out where to send it. Most newspapers have online versions nowadays, so even if you submit it to the Boondocks Journal it's bound to appear online.

Also make sure to send it along to a newswire. They can distribute your press release to many markets and find the target audiences you may have missed. Now make sure a copy of the release is on your website!

Does this Really Work?

Considering the expanse of the Internet, it's easy to get lost in the mix. Utilizing your press releases to the fullest helps cut this possibility down. Make sure the keywords you're using make sense and will actually make web users click to read the press release. This also helps out the newspaper or media outlet that picked up your story: the more clicks you give them the more they'll promote it for you.

As for how well it could work, here's a scenario: the president of FIFA decides to search the Internet to how response to the World Cup has been. He also wants to see a killer replay of the Landon Donovan goal from the amazing U.S. win to get into the Round of 16. Because you included "world cup," "futbol," and "Landon Donovan" in your press release, he comes across a neat little article about a company donating their new soccer plushy dolls to needy kids. He links it to the FIFA website and you're rich.

I'm just saying.

Have press releases helped you boost your company's online presence?

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This article is written by Mickie Kennedy, founder of eReleases (<http://www.ereleases.com>), the online leader in affordable press release distribution. Download your free copy of **8 Shocking Secrets Press Release Distribution Firms Don't Want You to Know** here:

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