

Top 4 Reasons You Need to Scrap "Optimized Anchor Text" from your Press Releases

Written by Australian Business

DALLAS, Oct. 11, 2013 /PRNewswire-iReach/ -- It is not new to us that Google keeps on hunting down all kinds of unnatural links which are solely used to manipulate site rankings. Thus, it is not a surprise anymore that they are now targeting press release articles which are distributed to help in ranking optimized keywords. There's really nothing new about this kind of penalty but this is something webmasters and business owners should carefully assess.

The very main reason why a lot of SEO practices got scrape away by Google has to do on how practitioners abused them. If we have to analyze the very core factor why a website gets penalized, we would always come to the bottom line – abusive tactics and very obvious manipulation of rankings.

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For webmasters and online businesses, here are some very important pointers you need to consider why you need to stop using optimized anchor texts in your press releases.

1. To Avoid Google Penalty – Google is the only search engine that seriously punishes websites that violated their guidelines. Using optimized anchor texts (which is widely used by business owners) is now being strictly scrutinized by the big G. The search engine also stresses that all press release links should always be no-follow because they are considered as paid links. A violation of this guideline can lead to the removal of your website in Google's index and a high chance of massive decrease in rankings. Being penalized by the big G is the very last thing any successfully online entrepreneur would want to happen to their website.

2. To Save Your Brand from Negative Publicity – There's nothing more unrewarding than

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getting your brand seen in the negative spectrum. In the online world wherein news travels faster than the speed of light, getting bad publicity because of an over-optimized press release is not worth it. According to Matt Cutts, the head of Google's Spam Team, links found in press releases don't hold any value when it comes to website rankings. Your business online reputation is one of the main factors that would determine your success or failure in the industry, thus it is very important to keep it away from any kinds of negative publicity.

3. To Avoid Wasting Your Time – Try to imagine the time and workforce or even money you spend in optimizing your press release and in paying for PR distribution services to syndicate them. As mentioned in [Bruce Clay's post](#), distributing a press release to 200 websites doesn't have an impact unless a journalist would pick it up and link to it in his/her article. Press releases are mainly intended to be consumed by journalists and the like, not by people who pay no particular interest on what are the latest happenings in your company, nor search engines which algorithm are already tweaked and programmed to ignore links especially from an optimized anchor text.

4. To Focus More on Building High Quality and More Engaging Content – Instead of wasting valuable time optimizing press releases (which is not necessary anymore), you can now focus on how to create better and engaging contents for your target audience. Compelling and relevant contents don't only attract traffic but also help you build your brand and authority over time.

Important Steps to Do to Avoid Penalty

According to Kristi Kellogg, the following steps should be act out to keep your press releases away from Google's radar.

- No-follow tag should be used in all your Press Release links.
- Your PR should be high in quality and should be very compelling to get a higher chance of being picked up by journalists and news agencies.
- Navigational links (i.e. click here, check this link) are more preferable to use.
- As much as possible only insert one link on your press release.

Follow the pointers above religiously, and if you have the time, keep on researching on how to safeguard your online properties from getting banned or penalized. Keep in mind that Google is

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