

SEO Press Release Services:

5 Reasons Your Company Should Use Them



Similar to most forms of communication, the press release has evolved with the times. Using [press release services for SEO](#) is a classic example of this. It can be a great benefit for small businesses, as a high search engine page rank can most definitely lead to more customers.

In days past, a pr would be mailed or blasted out via wire services. They would go to various journalists and media outlets who would then decide if the release merited further attention and distribution. Typically, the shelf life of a pr was very short.

But thanks to the internet, pr's can now be distributed quickly to a mass audience. Better yet, they can remain online for a very long time. The pr has evolved very nicely because consumers, journalists, bloggers, analysts, and even competitors are constantly seeking new information!

The press release has become more than just a media relations tool. With being able to include various images, video clips, [infographics](#), and links to other web pages, pr's really are somewhat of a mini web page. Consider also the option to share them on social networks. This gives them another life they never previously had.

Because of these expanded uses of pr's in today's online world, they have become a great way

to optimize a site with the search engines. Let's examine five reasons why businesses should use press releases services for SEO purposes:

1) Unsolicited pr's don't have a good chance of going much further than the initial mailing. Journalists and bloggers are more likely today to use search engines to research and get the stories and information they're looking for.

It's really a timing issue. But distributing an optimized pr increases the odds that it will be seen.

Optimized pr's distributed and hosted by any number of press release services can gain a big audience. In addition to professional writers searching for and finding them, consumers do too.

2) Companies can include links in their pr's that lead back to their website. Many [pr distribution services](#) allow you to also add anchor text links. These can lead back to various pages on their site, not just the main page. These can have a huge effect on the site's search engine ranking.

3) As the company gains more visibility with the pr in search engines, they increase their chances of being seen. With that comes greater potential of being written about by bloggers and other media which gains even more exposure for the company and website.

4) Additional links back to your site are being created when others write about your business. That's because they generally will include at least the website's URL. This is just another way to boost your search engine ranking.

5) An optimized pr addressing issues of a company can show up in the same search engine results as the negative news regarding the company. This becomes an effective way to overcome, or at least neutralize, poor press.

These are just 5 great reasons why any company can benefit from press release services for SEO purposes. Examine your business, find newsworthy items, and begin optimizing your business online. The final outcome makes the effort well worth it!

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Press Release:

The Advantage of Press Release Services

One of the most traditional ways to promote your business is through writing and [submitting a press release](#). When considering doing this for your business a news release service is one of the best way to go. These services will write the article for you and then distribute them to the various media.

In today's internet world press releases are one of the most effective marketing tools that you can use. This is due to the fact that there are literally millions of people each and every day that search the net and because of this your site has a great chance of being seen. However when you consider writing a press release takes both time and skill. This is where the press release service can of a great benefit for you.



These services will help you take the guesswork of what you should include or leave out of your press release to grab the attention of your readers. They will also help you create powerful keywords to make your press releases SEO-friendly and therefore become recognized through the many search engines such as Google that are available on the net.

They also have the skills and ability to make your press release appealing to the public and make them want to read and learn more. This can increase the traffic to your site which will generate into more profits for you.

As you can see there are a variety of different advantages of using a press release service. They can be costly but well worth the investment with the results that you will achieve.

There are also free sites where you can submit your news and get distributed across the internet, however, these sites are usually not as effective as getting your news into the Google News. There are a couple of PR submission services out there but they generally cost a lot to do submission.

PR release is for everyone. Even if you just run a small blog or your own Facebook page, you can still do PR campaigns to get people flooding to your website and give you free traffic. Press releases has the benefit of free media coverage as well, when journalists pick up your news and

write a buzz about it.

Facebook won't grow as fast without the free media coverage. Twitter won't grow as fast without News Release help. If you know how to get your news into Google News, you can launch any website, any business into the moon with mere costs.

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The Benefits of Using Press Release Services to Increase Visits to Your Site

The success of any business endeavor depends mainly on how it is marketed. You could also say that gaining publicity for your company is essential if you want your company to thrive and grow; this is the truth whether you have a large or small business. And this day and age one of the most effective means of marketing can be done online. Not only is it simple and easy, it's also fast and cheap



Advertising your business online is a lot different than what you would do in the real world, also the publicity you will gain from doing it this way is also different than the traditional method of advertising. In the online community you are given a lot more opportunities to advertise your product or company, not only that, it's also more budget-friendly when you do it online. And in using the

internet, one of the most effective tools is the [online press release services](#).

The aim of a press release is to make information regarding whatever it is you're promoting, whether it's a product or a company, accessible to a wide audience. It not only needs to be detailed, it must also be interesting in order to grab the attention of the masses. Submitting an article to a distribution service will result in quality internet traffic for your website which in time will turn into more sales because of the publicity your company is getting.

To get the most out of an ad release you should have it written by a person or company who knows what they are doing and then they should have it fully submitted to the best and highest ranking sites online.

There are a lot of benefits in using a distribution service for your ads, provided that the service you use carries out your campaign in a professional manner. Here are a few of them:

1. You can be sure that the content of the written ad is of the highest quality. Though writing an article is not at all difficult, there are however good and not-so-good ways of writing them. A certain format should always be followed when writing one and it should also provide accurate and detailed information. It should also not contain mistakes of any kind, typographical or grammatical. In order to achieve this it is imperative that you get the services of a professional writer. Most professional press release services have a team of writers that are at your beck and call.

2. And finally, it is easier to get more coverage with a professional service. One generally doesn't have a very long lifespan, which is why it is better to have a service submit your press releases to the most number of the best media outlets out there. This means that internet traffic going to your website increases thus improving your website's rankings on search engines.

In conclusion, a good press release can be useful in generating publicity for your company or product, if it is handled properly that is. This is why [professional press release services](#) are highly recommended.

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5 Vital Questions to Ask When Choosing a Press Release Service



Press releases are a different animal to regular articles. The idea is that they actually convey some form of news. Of course, you and I know that they're really designed to be an advert for your company or service but in order to [get your press release published](#), you need to play by the rules. Which is where a press release service comes in handy. So what should you look for when choosing such a service?

1. Will they write the release for you?

A release is a different skill set and a lot of regular - and normally excellent - authors fail at this hurdle. So it helps if your distributor can write the complete release for you or at the very least turn your first draft into a newsworthy piece.

2. Will they advise on the content of the release?

Newsworthiness is a very nebulous idea. And what is considered newsworthy in one area may be completely ignorable in another. It's hard to think of a situation where a science journal would be interested in a news piece about Britney Spears, no matter how much they think that including it would boost their circulation. So you need to be aware of your target audience, which is where your advisors can help.

3. How active will they be with your press release?

Let's face it, a lot of our news nowadays comes from the web rather than traditional newspapers. So your release needs to appear in Google News as well as more traditional outlets. It's worth checking where your release is going to be distributed and doing some background research to see how likely it is that you'll be featured in Google's hallowed pages. You don't want your release to sit there, gathering virtual cobwebs.

4. Will they help you come up with news?

This sounds a bit like point 2 but it isn't. After you've created a few press releases, the chances are that you'll face a kind of writer's block on ideas. The release has to be worthy of being called news and the average business owner runs out of ideas fast - some can't even think of the first item let alone subsequent ones. [A good press release service](#) will help you come up with news. Which leads us on to the next question...

5. Will they help you to create news?

It sounds cynical but "created" news is all over the place. Pick up any newspaper and you'll be able to spot these specially created pieces all over the place. Surveys are a favourite and easy to do with the various survey companies online. Fascinating statistics are another type of fabricated story - how many cans of beer were sold by a store in the hours before a major sporting event, how the weather has created unusual demand for a special food, that kind of thing. The kind of story that you'd ignore but with the right kind of spin can turn into a piece that gets published all over the place. And don't forget lists like this one - they get re-used everywhere although they need a news angle of course.

Check out our press release service and get help with your search engine optimisation.

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