



## **Make Your News Release Work for You Online**

There is no doubt that the Internet has changed the way we do business today. Businesses are realizing the importance of having an online presence, and are changing the way they do business in order to capitalize on the power of the Internet. Now, it is time to look at how the Internet can change how you structure your Public Relations campaign.

The easiest way to use the Internet to generate great PR is to re-purpose a tool that businesses have been using for print media for decades – the Press Release (or, more accurately, the News Release).

**Following are three tips to make your news releases generate the online attention you seek for your business.**

### **1. Use the right format**

As with news releases intended for print media, an online news release should resemble an “inverted triangle” – the most important information should be contained in the first paragraph of the document, and the least pertinent should be left until the end. The **(who, what, when, where, and why)** should be covered in the first 250 words (the Lead), in order to entice your audience to read on. Leave general information about the history and focus of your business until the end of the news release. The inverted triangle format will also help you if a news source picks up your story, but has limited space. Be sure that if they need to leave off the last paragraph due to space constraints, they still have the most important information contained at the beginning of your release.

### **2. Include the right words**

When properly written, news releases are goldmines when it comes to search engine optimization. To successfully optimize with keywords, you need to determine what search terms your audience will most likely use to find information on your topic. Generally, three to four keywords or phrases is sufficient. Once you have determined these words and phrases, you need to use them throughout the release, especially in the heading, subheading, and the first 250 words of your release. You want the keywords to flow naturally with the text and not sound awkward or contrived. Overuse of keywords (called “stuffing”) is noticed by search engines, and can actually result in low rankings in search engine listings, or not being listed at all. In addition to using these keywords, be sure to include links to your website will encourage readers to read more about your business.

### **3. Post it in the right places**

There are many online PR sources that will post your news properly formatted, effectively optimized news release online, ready to be found by your target audience. From here, your release can even be noticed by other news sources and might be published on other sites as well. But, don't stop there! Your release is now rich with the name of your business and topic-specific keywords – why not use it to generate more traffic to your website? Posting your news release on your own site will help drive more traffic to your site, which will help



you earn higher rankings in search engine listings and bring more potential customers to your company's website.

These three tips will help you get your news noticed by your target audience. WSI, the world's leading provider of Internet Solutions to small and medium sized businesses the world over, has over 1500 local offices in 87 countries are well positioned to help you increase your business' online visibility and profitability. To find out how WSI can help your business, contact (**WSI My Web Guide**) in Dubai and in the United Arab Emirates (UAE) at [www.wsimywebguide.com](http://www.wsimywebguide.com) or email: [info@wsimywebguide.com](mailto:info@wsimywebguide.com).

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