

NEWSWIRE

Top 10 Press Release Mistakes to Avoid

— SMART START —

**How to Identify and Avoid 10 Common Mistakes
When Writing a Press Release**

Thank you for downloading the **Top 10 Press Release Mistakes to Avoid Smart Start.**

When writing a press release, the goal is to share something newsworthy and capture the attention of not only the media but your target audience as well. However, there are mistakes that are commonly made and in this guide, we're highlighting 10 so you can avoid them and write quality press releases for your business.

Using Press Releases to Promote Your Business

When written and distributed correctly, press releases are an affordable and effective way to promote your business and connect your brand with your target audience.

These compelling and concise news stories cover topics that include:

- The release of a special report
- A company milestone
- A new product announcement/launch
- A new round of funding
- Announcement of a new executive
- And much more

While the potential benefits of consistent press release distribution are plenty, there are press release mistakes you should avoid and in this Smart Start, we're covering 10 of them.

Top 10 Press Release Mistakes to Avoid

Not Paying Attention to the Length

When it comes to the length of a press release, there's a happy medium.

If it's too short, you'll likely miss some important details and if it's too long, you run the risk of boring the reader.

The sweet spot to cover all the important details, quotes, company information, and more is between 400 and 500 words.



Not Infusing SEO Keywords

Every press release should include a relevant SEO keyword based on the topic.

This keyword should be used in the headline, first paragraph, and at least one to two additional times in the press release.

Choosing the Wrong Press Release Distribution Channel

In a perfect world, you'd post a press release to a press release distribution channel and it would generate traffic and attract high-quality coverage almost instantly.

But, achieving these desired results, requires a combination of working with a reputable company that has a proven track record of success and persistent and proactive media outreach.

At Newswire, we craft and send direct pitches and manage the follow-up to get you the right coverage.

In fact, our Earned Media Advantage Guided Tour clients have earned mentions in respected media outlets like *Cheddar*, *Bloomberg*, *TechCrunch*, *Forbes*, and more.

Furthermore, we've helped clients in a variety of industries earn media coverage and have assisted many with building brand awareness, increasing website traffic, and generating greater returns for their media and marketing communications spend.

Missing Multimedia

To increase the chances of your press release being picked up by a news station or publication, include multimedia that's relevant to the topic.

The photos or video you choose should support the overall story and message of the press release.

Blurry images, defunct audio, or stock photos won't get shared.

However, one- to two-minute (maximum) videos, high-quality original photos, infographics that provide clarity and additional context, as well as links to relevant long-form content are examples of multimedia that will help show not tell your audience why your press release and announcement matters.

Writing Boring Headlines

The average internet user will read 80 percent of headlines.

That being said, headlines are important and are much like a first impression in the respect you only get one chance to either have the reader stop their scroll and click on your content, or scroll past because it wasn't compelling enough.

Here's a quick list of ideas to create compelling press release headlines:

- Include numbers
- Incorporate keywords
- Use the How to formula
- Ask a question

These tips and more are a good starting point to give your press release the best chance of piquing the interest of your target audience.

Not Delivering on the Promise Made in the Headline

As mentioned in the latter point, the headline of your press release is meant to pique the attention of your target audience and compel them to click and read more.

But, that's only half the battle.

Think of your headline as a promise. This promise should be kept with the content of your press release.

If there's a disconnect or your press release simply doesn't keep the promise you've made in the headline, it'll lead to a bad user experience and frustration from your audience.

Sounding Too Much Like an Advertisement

Remember, a press release is not a sales pitch.

It's a vehicle that delivers valuable information to your target audience.

With this in mind, avoid using advertising jargon and instead focus on leveraging facts-based, succinct language.



Skipping or Skimping on Quotes

Quotes have the power to solidify the authenticity of your press release and drive home the message you're trying to articulate.

Include a quote from a senior executive in your company or industry expert to show you're a reliable and knowledgeable resource journalists can turn to.

Make sure the quote includes additional, relevant information that builds on the key takeaway of the press release.

Quotes are typically the portion of the release that gets shared. With that being said, when drafting quotes, avoid industry jargon and instead, create quick, compelling sentences that get right to the point but are substantive.

Not Including Links

Including links in your press releases can drive quality traffic to your website and give your search engine rankings a boost.

In addition to the introduction and boilerplate, incorporate a link or two throughout the text of your press release to drive traffic to a relevant landing page or page on your website.

When including links in a press release, make sure the anchor text is a valuable SEO keyword.

Link relevancy can improve the likelihood of both pieces of content ranking for search queries regarding those topics.

Not Paying Attention to Press Release Performance

Before you write a press release, you need to define your business goals and objectives.

This could be building brand awareness or increasing traffic to your website.

No matter the goal, keeping an eye on analytics is crucial as the data you collect will help you gain a holistic understanding of your performance to make necessary tweaks to achieve your defined goals.

NEWSWIRE

Get help with your **press release distribution** today!

Not sure what you need from a distribution partner or where to start? Newswire's team of expert PR Strategists can conduct a **free**, comprehensive needs analysis to determine the right solution to help you meet your needs. In addition to press release distribution options, Newswire offers additional media and marketing communications support through the Earned Media Advantage Guided Tour.

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Distribute the **Right Message** to the **Right Audience** at the **Right Time**

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