

NEWSWIRE

# Keywords and Tags

— SMART START —

How to Choose the Right SEO Keywords  
for Your Press Release

## Thank you for downloading the **Keywords and Tags Smart Start**.

This guide will help you understand the difference between keywords and tags and how they play a role in the success of a press release to reach the right people with the right message.

### What are Keywords?

Keywords define what your content is about. These words and/or phrases mirror what users are searching for on search engines.

When choosing search engine optimization (SEO) keywords, you want them to be relevant and align with what people are searching for to better your chances of being found on the search engine results page (SERP).

**Tip:** Our expert team will help identify the right keywords to help you reach the top of the SERP and gain recognition from high-quality media sites that can provide you with a steady stream of quality traffic.

### How to Choose the Right SEO Keywords for a Press Release

Including strategic SEO keywords in your press releases will help better your chances of reaching your target audience.

**To do this, there are a few steps you can take to choose the right SEO keywords:**

#### Pay Attention to the Market

Keep an eye on trending topics and popular areas of consumer interest to identify the best keywords to leverage in order to maximize traffic and brand awareness.

#### Mirror Your Marketing Strategy

A major element of a cohesive marketing strategy is making sure all touch points are aligned to achieve a specific goal.



When choosing a keyword for your press release, look at your existing keyword list to familiarize yourself with what you're currently targeting in your overall marketing strategy. If the keywords are relevant to the information in your press release, use them.

### Use Data

Lean on analytics to inform your decision of what keywords to use in your upcoming press releases. To start, take a look at your most popular pages on your website. What content lives on those pages and what keywords are you using? This information will help you choose the right keywords that support your marketing goals and reach your target audience.

## What are Tags?

A tag is a label or keyword that can be used to categorize a press release. These tags keep content organized by topic.

Tags are used to describe what the press release is about and makes it easier to be found when a user is searching.

A press release publisher usually chooses the associated tags for a press release.

## How to Choose a Tag for Your Press Release

Just as SEO keywords will help users find your press release and content on the internet, so will press release tags.



A press release can have multiple tags as they're used to describe what the press release is about.

This information helps visitors search for and find press releases.

Choosing a press release tag is like choosing keywords.

You want them to be relevant and align with the topic and subject matter of the release at hand. Once you've settled on multiple tags (which can be single words or phrases), separate them by commas.

**Tip:** Don't treat your press releases tags as an afterthought. Though it might feel like a small component of your overall campaign, it's important and our Earned Media Advantage Guided Tour team will help pick the right tags and develop a holistic, detailed strategy at a fraction of the cost of agencies or internal staff.



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