



NEWSWIRE

SEO

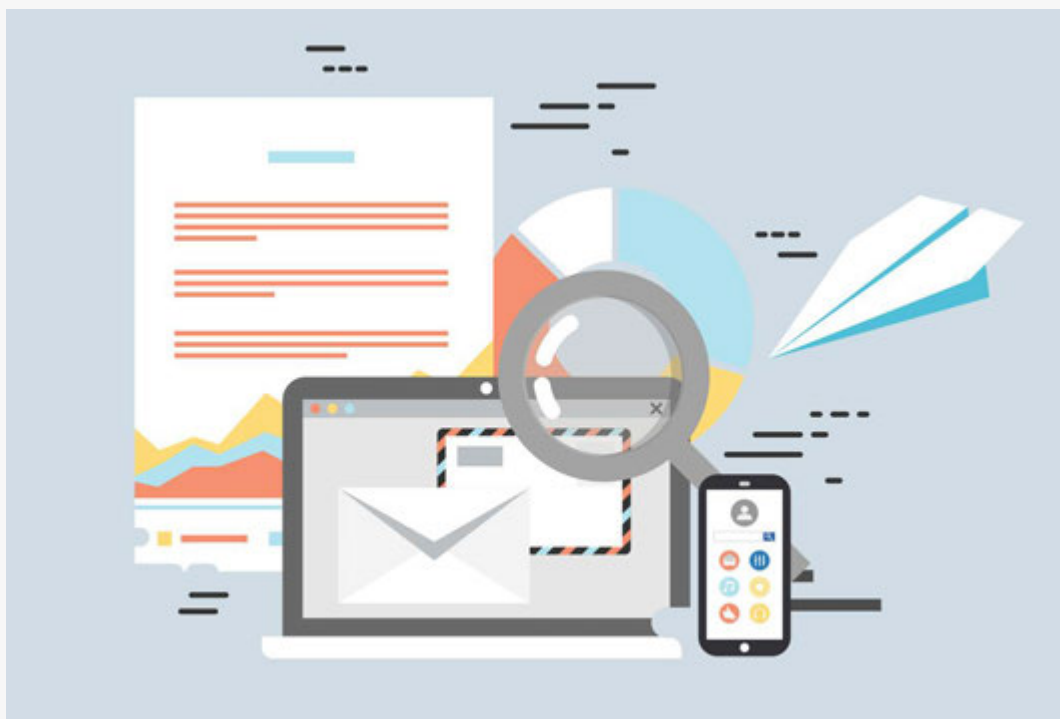
SEARCH ENGINE OPTIMIZATION

— SMART START —

**How to Write an
SEO-Friendly Press Release**

Thank you for downloading this **SEO SMART START**

This guide will help you understand the basics of search engine optimization (SEO), why it's important, how it works, and three tips to write SEO-friendly press releases.



What is SEO?

Search Engine Optimization, SEO for short, is the process of improving a website to boost visibility and attract quality traffic from relevant organic search engine queries.

Why is SEO important?

One of the biggest benefits of SEO is the opportunity to build brand awareness and increase visibility which makes it easier for consumers to find your content when they search for something your company offers on the internet.

Visibility and ranking go hand-in-hand and the higher you rank on the search engine result page (SERP), the better your chances are of having a consumer see and click through to read your content.

Did you know?

It's reported that a quarter of web users never click beyond the first SERP.

Without SEO, unless a user is searching for branded search terms (different variations of your brand name and product), consumers likely won't know your company exists.

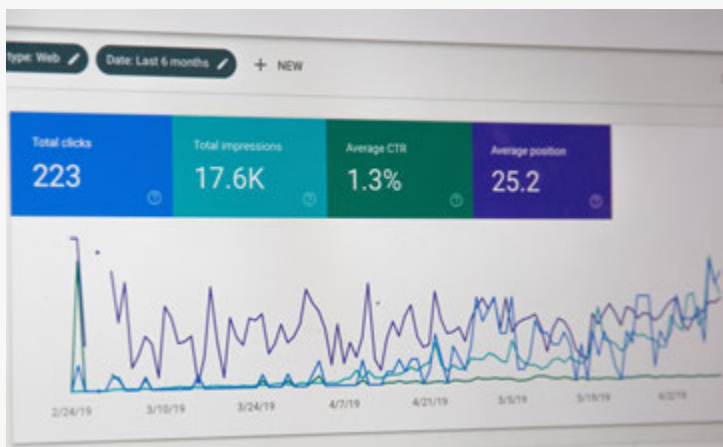
SEO is what will help you show up for relevant user searches, increase website traffic, generate more leads, and more.



How Does SEO Work?

Search engines use what are known as “spiders.” These spiders aren't the creepy Halloween kind, they're robots that crawl the internet to collect information about the contents of the pages on your website including:

- Backlinks
- Internal links
- Page speed
- Title Tags



Search engines use these factors and more to determine if your content is a good fit for a user's search query.

3 Tips for Writing an SEO-Friendly Press Release

Press releases are a valuable SEO tool as they contain important information that when published on reputable websites is good for your brand and visibility online. The potential to create high-quality backlinks is one of the many benefits of including consistent press release distribution into your overall marketing and communication strategy.

But, in order to get to this point, you need to deploy SEO strategies to help you make the most of your press releases.

Below are three tips to get started:

Focus on Keywords

Infusing a relevant SEO keyword based on the topic into the headline, first paragraph, and at least one to two additional times in your press release will better the chances of your target audience finding you and your announcement.

Include Multimedia

Press releases have come a long way from being text-only. Now, companies can include pictures and videos into their press releases. Whenever possible, be sure to include an element of multimedia as it can increase traffic from social media channels.



TIP: Choosing the right keyword can be difficult. Our team at Newswire will conduct the necessary research to uncover the keywords you should use to increase your brand's visibility.

Write Something Newsworthy

When writing a press release, always keep the end user in mind. Doing so will help you pinpoint ideas based on what your target audience will find interesting.

Examples include:

- Thought leadership content
- Product launches
- Company growth/announcements
- And more

No matter the topic you choose, when you write something that provides value to the end user, the odds of them interacting with or sharing your press release are much higher.

And, the more your content is shared, the more search engines will take notice and point to your content as a viable resource for particular search queries.

Engagement leads to better reach which in turn can increase traffic and ultimately conversions.



Tip: Add a “Press Room” or “Newsroom” to your website that organizes your press releases and includes your media contact information. This page on your website will help current and future site visitors gain a deeper understanding of where your company has been and where it’s going.

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Get help with your **search engine optimization (SEO)**

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 earned media options, **NewsWire** offers additional distribution and marketing communications support through the **Earned Media Advantage Guided Tour**.

Let's Get Started
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Distribute the **Right Message** to the **Right Audience** at the **Right Time**

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