

How to write an SEO-friendly press release.

As the marketing world becomes more and more viral, it's important that all of your online marketing pieces are search engine optimized – and that means your press releases, too. In a previous article, I wrote about the press release as being the foundation of any public relations campaign. This holds true in the traditional world of PR, but when you take into account that PR and the world of media in general is becoming less and less traditional, it's important to find ways to write your press releases in a way that satisfies the stalwarts of journalism and the search engine crawlers and spiders at the same time.

The format, look and feel of your press releases should not change. As you craft the press release, think about what you can include in it that will complement your other SEO strategies and activities. What are your company's top keywords and phrases? Can you include those in this release or will they sound "planted"? Which pages of your website do you want to drive your reader to from the release? Does the press release support existing information on your website? Will you need to create a new page or section in order to support the press release's message? What other keywords or phrases will be important to the topic of this particular release?

Before you get started, answering these questions will help you to pull together the items you'll need to optimize your press release. Once you have answers, take them and apply them to some of this tips and techniques for writing an SEO-driven press release:

- Gather together your list of keywords and phrases and determine which ones will be best for this particular release. Once you have a handful of keywords, incorporate them into your release. Keep in mind that these words and phrases should not overwhelm the task at hand, which is using the press release to announce your news. There should be an easy balance and flow of these words and phrases. They should complement the release's information, not make it sound "muddy."

- Include keywords in three distinct areas. With your select keywords, place them in your headline, in the body of your release, and as hyperlinks to a particular spot on your website that holds similar information. Of your list, use the 3 x 3 method: up to three keywords used repeatedly three times in the release.
- Marry PR optimization with your website. As you begin to link keywords from your press release back to landing pages on your website, make sure that the PR keywords match those on the landing pages you're directing the reader to. This helps in the optimization process by easily showing crawlers and spiders the connection between the two.
- Keep your press release short, 1-2 pages double-spaced, max. As you begin to incorporate your keywords and phrases into the release it may be tempting to make your release a bit longer. Consider that a red flag that you're trying to overuse keywords and not deliver the message of the release. There should be a nice balance between content and keywords; neither one should be top-heavy over the other.
- Include your keywords and phrases in your boilerplate. This is one area that is often overlooked. Your boilerplate should not only have keywords, but a direct link back to your website as well, making sure to include the http:// portion of the address for search engines to find.
- Post your press release to your website. It may sound obvious, but many people fire off a release to their media lists and push it out over the wire, but fail to post it to their own website! Your press releases can be an important part of your website's SEO as well so be sure to include it.

There are some websites that will distribute your optimized press releases for free (check out www.prlog.com), which can also help with overall optimization. Regardless of your distribution

method, the more SEO-friendly your press releases are, the more viral they will become. And that will help to spread your story!

Tags: press releases, PR, SEO-friendly press releases, optimization

Description: Just writing a simple press release isn't enough today in our viral society. To ensure the best response, optimize your releases using company keywords and phrases.