

ONLINE VISIBILITY ENGINE



Welcome to PRWeb's Online Visibility Engine.

In this document you'll find a dozen tips and tricks to ensure that **your next press release becomes a beacon to the media, journalists, magazines, TV and radio personalities.** But just as important your **Online Press Release will also become a source of valuable traffic to your web site; a brand management tool to drive your logo, name and tagline onto hundreds of web sites that receive millions of visitors every day.**

Since 1997 PRWeb has been the leader in press release distribution for small and medium size businesses (SMB). The company was founded and continues to be lead by David McInnis and his management, team of editors, journalists, programmers, technical gurus and support staff.

Located in Ferndale, Washington, a quiet suburb near Bellingham and Western Washington University. The town maintains a moderate-growth with a population of roughly 13,000, and is just a few short miles from Canada. The stunning views of Mt. Baker, the San Juan Islands and beautiful Olympic Cascade mountain range make it a great area to work and play.

PRWeb International, Inc. continues to **add innovations at the rate of roughly 2 per month** over the year. An early adopter of **RSS**, and one of the very first to implement Yahoo, Inc's **mRSS** standard, the company works tightly with the internet standards bodies, leading Public Relations firms, emerging businesses and many Fortune 500 firms to ensure that there is a democratic platform for their message.

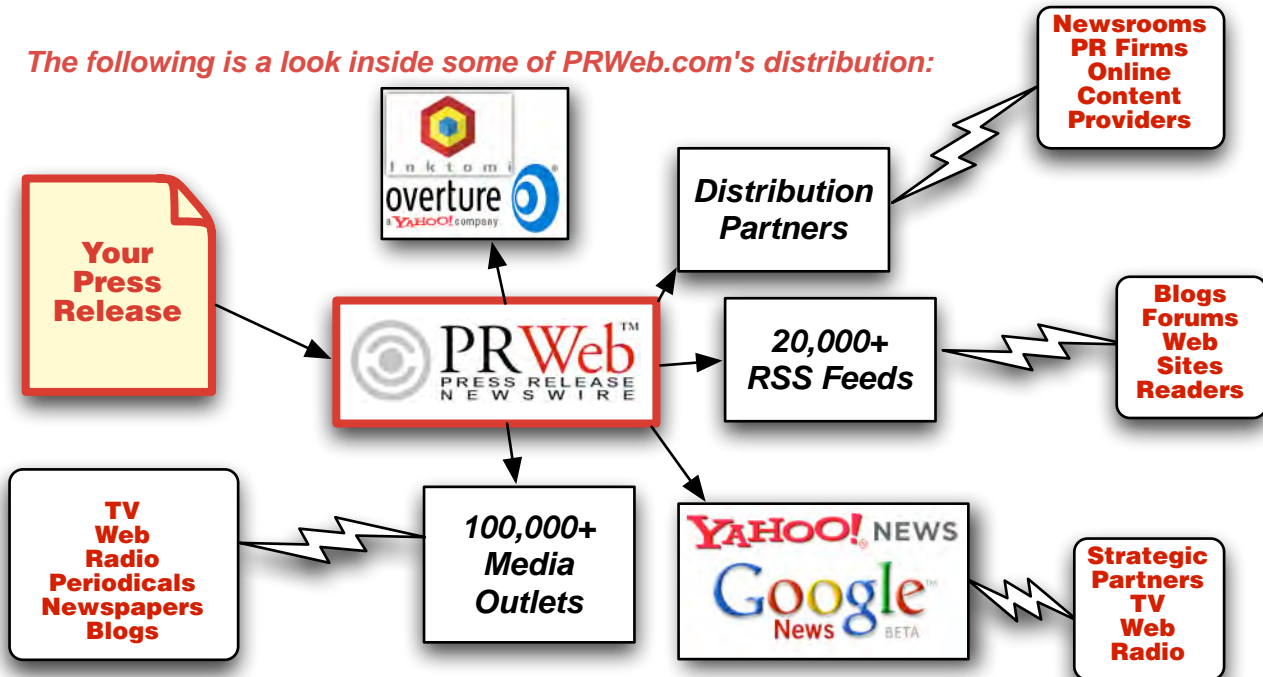
As the first free online newswire, PRWeb provides a platform for anyone, regardless of economics or level of sophistication, to compose and distribute a press release that will get results. And the company's unique "**Fair Commerce**" model of doing business assures that every contribution, no matter how small, provides significant, demonstrable benefits worth many times the price of admission.

The following document will help you compose PR that appeals to the Media, has the components that journalists and editors seek, and is search engine and RSS friendly. If you have questions, or need and want more detail, **you can find the information at www.prwebquickstart.com, and by contacting PRWeb at 360-312-0892 24 hours a day, 7 days a week.** Thanks again, and we look forward to seeing you in the press!

PRWeb.com is an Online Newswire with a proprietary Online Visibility Engine which utilizes a series of unique and some exclusive technologies to:

- 1) Proactively distribute your Press Release to over 100,000 media outlets** (this includes journalists, editors, news web sites, blogs and public relations professionals).
- 2) Help you format, optimize and professionalize your press releases** to ensure maximum media, pickup and online visibility opportunities.
- 3) Ensure that your press release meets the industry standards** for on and offline distributed media content. Releases distributed through PRWeb have been picked up by every major magazine, newspaper and periodical in the US, and many internationally.
- 4) Provide a platform that makes your press release search-engine and web friendly**, so that a search for your release will be available on all of the key search engines, blogs, forums, RSS-fed web sites, etc...).
- 5) Provide value-added features that increase your distribution, visibility and metrics at a significantly discounted cost** over competitive technologies and services.

The following is a look inside some of PRWeb.com's distribution:



The next page contains a graphic of a PRWeb Press Release. You can reference the **buttons surrounding the release** as you visit the page explaining in steps what that specific function does for you, and **how to craft your press release** to leverage those elements. **As PRWeb.com and the internet are dynamic technologies, this document is updated monthly.** Please visit www.prwebquickstart.com for the latest news and updates on how to leverage PRWeb.com as your Online Visibility Engine.

The screenshot shows a PRWeb press release titled "Sports Icon Kareem Abdul Jabbar Dances with Rabbis" dated October 9, 2005. The page is annotated with callout boxes on the left and right sides, each pointing to a specific feature of the release.

- Headline:** Points to the main title of the press release.
- Summary:** Points to the first paragraph of the text.
- Release Date:** Points to the date "October 9, 2005" in the top right corner.
- Body Copy:** Points to the main body of text describing the event.
- Links:** Points to hyperlinks within the text, such as "Abdul Jabbar" and "Steven Anapouli".
- Signature:** Points to the contact information for Steven Anapouli, including his title and phone number.
- PR Firm:** Points to the "PR Firm" section at the bottom, which lists other releases from the member.
- Related PR:** Points to the "Related PR" section, which features a link to a "www.tolife.com" article.
- Site Preview:** Points to a preview of the "www.tolife.com" website at the bottom of the page.
- PR Firm Name:** Points to the PRWeb logo in the top left.
- Your Site Link:** Points to the "Visit Our Site" link in the "CONTACT INFORMATION" section.
- Email Link:** Points to the "Email this story to a colleague" link in the "OPTIONS" section.
- Attachment:** Points to the "ATTACHED FILES" section, which includes a photo of Kareem Abdul Jabbar and Steven Anapouli.
- Title:** Points to the title of the attached file, "Kareem Abdul Jabbar Dances with Rabbis".
- Description:** Points to the description of the attached file, detailing the event.
- File Name:** Points to the file name "Dennis Kareem Abdul Jabbar.jpg" listed under the attachments.

Each of the buttons above represent a critical element of an online press release. To learn more about how to maximize **PRWeb's Online Visibility Engine**, scroll to the page heading that matches the button for more information.

TIME: About 5-10 minutes each. Rewrite "losers" for next release.



SUMMARY: Grabbing the attention of your audience is a challenge. In this guide we will help you develop the initial idea, find associations that leverage Top of Mind Awareness and then turn those elements into a headline that gets you traffic and results from the media, search engines, blogs and RSS feeds.

□ □

"Sports Icon Kareem Abdul Jabbar Dances With Rabbis"

Get Creative - Your headline will show at the top of the web page and in the headline spot of your release. Make sure it's *focused, engaging, unique*, and causes your viewer to ask *"how do they do that?"* or makes them want to know more about your release. **This is the time to sizzle!**

ToMA= Today's Events Common Phrases Industry Topics

Think ToMA - You want to tie your headline to a theme: ToMA (Top of Mind Awareness) is key: Ask yourself *"what is happening in the world today that I can leverage in my headline?"* or *"What funny, interesting or resonant thought occurs to me that might make a killer headline?"* Then **write it 3–6 ways** to see which approach makes the most sense.

Product Name Brand+Tag Line Common Search Terms on Google

Keywords - To ensure that your press release draws the right sort of traffic from the Search Engines (eg Google and Yahoo), **make sure you have an important "keyphrase" within your headline** – and don't forget to *mention your brand or product name* as well. **Leverage keywords** for SEO-SEM and to enhance organic search results!

170 Characters ~20 Words 1 Keyphrase Call to Action!

Keep it Short - You have **170 characters (about 20 words)** to craft a grabbing, eye-catching, **engaging title loaded with your keyphrase, brand and some action element**. When you're crafting your sample headlines, **think about how you can re-order the words to add impact while shortening the headline.**

Keep Message Consistant Message Top to Bottom FOCUS!

Tie to Body Content - A killer headline that doesn't tie to your actual summary and press release is **a waste of the reader's time...** and readers will remember that you played bait and switch. **Keep a consistent message from top to bottom and you'll build a loyal following.**

write a creative summary

TIME: About 15-20 minutes (*reuse content in Body Copy*)

"Kareem Abdul Jabbar takes Jewish Telethon to New Heights as Basketball Legend Bridges Diversity with Unity in Annual Chabad Fundraiser"

SUMMARY: Making your story compelling enough for a journalist to read in 2–3 sentences takes finesse and the ability to view your press release from the viewpoint of the media. Don't skimp here... this is your time to shine, and **condense your key thoughts into succinct sentences that develop readership.**

Using Your Title, search your Product Lit, Competition and Web for New Angles.

Spin the Title - You've already invested some time in crafting a "grabber" headline – now **it's time to add some interesting "spin"** to it by expanding on the more dynamic content within the body copy of your release. Don't repeat your title – **add impact with new, interesting thoughts.** Associative Brainstorming software like PRiPro works fast.

Spin the Main Message with 1–2 Secondary Angles (not new messages).

Add New Angle - Now's the time to **add up to 2 more elements that are NOT in your headline, that will tie the headline to the body copy,** and will help gain even MORE interest than the amazing headline you crafted earlier. Look for interesting angles that address unique characteristics of your offering.

Using PRiPro, Google, WordTracker, find Keyphrases for your PR. Insert.

Keywords - Now we can **expand on the keywords by using "keyphrases"**, which are combination of words that are both related to your business and market, and are popular on the search engines. **Use PRiPro™ software to find dozens of phrases** that are relevant and are unique enough to help you stand out while still getting good search results.

Support your Main Message with a Secondary Message. Adds Interest.

Secondary Focus - This is no time to take your eye off the ball... but it's important to add a second focus to your release. The summary is a great place to **talk to people, places, things or times that may be key to the release, and also encourage the reader to dive in and learn more.**

Make the Summary a Transition from Title to Body Copy. Keep the Focus, Spin it!

Tie to Body Content - The summary is a perfect "transitional" tool - **use it to elegantly blend to headline to the body copy.** Also, remember that this will be visible on your page on **PRWeb.com**, and will also be inserted into many sites that pull your content from RSS feeds & email.

TIME: Approx. 45-120 minutes depending on word count, prep.

Hollywood, California (PRWEB) September 27, 2005 – The annual Chabad Telethon became a unifying event this year as Muslim Kareem Abdul Jabbar danced with the Rabbis in a display of unity and support to raise funds for Hurricane Katrina Victims. Joining Abdul Jabbar were internationally renowned actor and Academy Award Winner Louis Gossett Jr. and corporate attorney [Steven Anapolli](#).

Abdul Jabbar brought the crowd to new heights as he encouraged contributors to open their hearts and wallets to support the Chabad's fundraiser. Best known for his famous "skyhook" and as the NBA's top all time leading scorer, Kareem is also an established New York Times bestselling author. His latest book, [Brothers in Arms](#), is uniquely pertinent to the Jewish community.

"I hope my presence here is a unifying signal to the many communities, including Muslim's and Jews everywhere, that we can make great progress if we join together for good" says [Abdul Jabbar](#).

Steven Anapolli, Abdul Jabbar's attorney and a partner



SUMMARY: Now that we're working on the actual body of your release, it's important that you have a message that is professional, somewhat newsworthy, and really connects with your audience. Think in terms of what your release will look like in print... and whether it will garner further attention by journalists.

The First Paragraph says it all, succinctly. If that's all they read, they should "get it".

Everything Up Front - Aside from the date and location (and the PRWeb tag) it's important to **very succinctly but with sufficient information condense your release into a single paragraph**. Make sure that you write it in such a way as to make your reader say "I have to see more". Then craft expanded body copy to give them more.

Interview Yourself. Ask yourself the key questions that accent your release focus.

Quotes for Impact - One of the most memorable element of any release is to **ensure one of the management team comments relative to the focus of the release**. So if your release is about your new basketball, have the President talk about why it's special, how the company arrived at that product, etc... **these sound bites get repeated**.

3 similar Keyphrases, 5 total per release, 3 different as Anchor Tags in links.

Keywords - If you thought keywords in the headline, and keyphrases in the summary were good – wait until you have **350–1000 words of content you can play with**. I suggest you not try to cram in every keyphrase... just enough to reinforce your message and ensure your release speaks to your web audience. **Avoid more than 5 of the same keyphrase per release**.

Reflect on your TITLE and SUMMARY in your BODY COPY for a clear message!

Expand on Title, Summary - Now that you have a whole page or two to expand on your message, remember to not go hog-wild and write about everything under the sun. **Keep your message focused on your primary and secondary messages... the ones in your title and summary**.

For results, focus your PR content with an ACTION item for the viewer.

Close With Action - If you want your release to give you both on AND offline results, you'll want to provide action items that the reader can act on. Provide a free download, a whitepaper or a contest, give the viewer a reason to do something besides go on to the next release. **PR designed as Landing Pages to your site get 70%-300% returns**.

TIME: About 30-60 minutes. Save links = save time later.

encouraged contributors to open their hearts and wallets to support the Chabad's fundraiser. Best known for his famous "skyhook" and as the NBA's top all time leading scorer, Kareem is also an established New York Times bestselling author. His latest book, [Brothers in Arms](#), is uniquely pertinent to the Jewish community.

"I hope my presence here is a unifying signal to the many communities, including Muslim's and Jews everywhere, that we can make great progress if we join together for good" says [Abdul Jabbar](#).

SUMMARY: *Well-crafted links are one of the most powerful element of an online media campaign.* Make sure you know the format (see below), and use them sparingly. **A good press release with links pointed at the right pages will provide you years of web activity...** so do them right, matching format to contribution level.

When composing PR, think ahead to your Contribution, then format to match \$\$

Format for Contribution - PRWeb provides three types of link options to accomodate the various contribution levels. For those who think a link is a link, you'd benefit from learning the value of titled links with keyphrase anchor tags. *These "improved" links will pull significantly more traffic over time, and look more finished as well.*

\$80+, Links are active. More \$\$ =More Distribution =More Views+Clicks

\$80-\$199 - For contributions from \$80 to \$199, you can format your links in one of two ways: standard HTML "<http://www.richcontent.com>". This is good, but somewhat clumsy. The **PRWeb Press Release Distribution Engine** will also make the more elegant www.richcontent.com links live.

\$200+ Allows Anchor Tag (keyword and titled) links. Pro Appearance+SEO

\$200+ - For more professional results, and more link activity from search engines, you might consider upgrading to the \$200+ level (that's not the only benefit, but one of many). A link at this level looks like "<http://www.richcontent.com> [RichContent Software __title__ RichContent PR Software]", where the **RichContent Software** is the active link.

Get 3 links in place, but no more than 6-8, and no exact duplicates!

Mix it Up - *I highly recommend creating 6-8 links within your release.* Search Engines frown on "link spam" (the same link repeated). But you can easily create a link for each specific area of the release, and point it to a "landing page" on your web site, or that of your client. Now you're keeping your message focused and effective.

Create Links that "Land" on specific pages of your site to gain Conversions.

Landing Links - Instead of sending traffic just to your home page, find the pages on your web site that have the most specific message for your viewer, and tie links to those specific pages. A single page with a message perfectly aligned for your link is called a **Landing Page**.

TIME: About 20 minutes + one-time Media Kit Development

About RichContent
RichContent is a product development, marketing and PR company in California and Portland, Oregon. The company is known for "product quickly and affordably, with an emphasis on high-velocity, short time-to-money programs. Responsible for launching Time Magazine of 2003, the Trikke cambering scooter, and 2005's Yahoo Big Idea Prize. Emphasizing Online PR and marketing programs for online marketers developed and launched over three dozen additional products and services. The company can be reached at 360.609.9272 or RichContent Web Site.

SUMMARY: Now that the release is all but ready to upload into PRWeb's Online Visibility Engine, let's look at ***who composed the release, and how you want to connect them to the release.*** Most of the time you want responses from the media coming to your PR firm. But if not, then make sure you have a ***Designated Hitter for the media*** to deal with.

This is at the Bottom of your Press Release. Be or Hire a Contact Person.

Who Are You? - If you're the writer, the PR firm AND the company you're writing about, then this is easy: just **create a profile** for you, a contact person's info and a little history, and a **link to your site** (don't put email addresses in, as they are available in protected format on **PRWeb's** site when viewers come to visit. **Visit other releases to see examples.**

PRWeb.com provides for Your Company Overview. Make it Sincere, Engaging.

Your Resume' - Since this is either YOUR resume'/bio/company profile, or that of your PR firm, you want to **ensure this is accurate, somewhat dynamic, and makes the viewer feel comfortable connecting with the contact person.** But this is not the place to show off. Sincerity rules here.

Serve the Media! They are Your Friends! No BS, be Approachable.

Keep It Real - ***Editors and journalists want to connect with a real person who at least respects their presence in your life,*** and who also has the unanswered questions posed by the press release. So ensure that your release is accurate, and that you're "**approachable**" and **willing to give the media most or all that they seek** from you. It'll be worth it.

Have a paper Media Kit for the press. Use when asked by qualified Journalists

Be Prepared - If you have a press release that has some timely or interesting information, **you are sure to receive some sort of interest from the media. Be prepared with detailed images/scans/photos of your product, service, people and company.** And give the media what they ask for in a timely manner. It's key – not only today, but in the future.

Ensure you have a Link pointing to your web site from your Signature Block

Link Home - This may sound redundant about now, but it's really important: **put a link in your signature to ensure that viewers can easily find you.** In addition, a link here also provides value to your web site, as **PRWeb.com is a high Page Rank site,** and you benefit from every high Page Rank site you have linking to you.

connect with attachments



TIME: About 20-45 minutes for 3-4 attachments

SUMMARY: One of the most valuable things you can add to a press release is **images, documents and Adobe Acrobat files**. Fine-tuned, these elements will not only **get you more attention**, but also help you receive better **attention from search engines**. *Here's how...*

NOTE: Acrobat, Word and Excel files can all be highly customized to improve their Online Visibility Performance. More on that in the next update.

A Good Photo can Add Over 1,000 Clicks to Your Release.

A Picture's Worth... - In an online press release, a picture is truly worth 1,000 words, maybe more if it's the right image. So **think about the most valuable image you'd like visitors to see...** and how those images will reinforce your message. *On \$200 Contribution level, an "inline image" shows on PRWEb.com, Yahoo and Google News.*

Make Images and Attachments Less Than 1 meg each, 3 megs total

Resolution - Providing something more than a tiny thumbnail image will make a **big difference** for viewers who repost or print your images. I recommend .jpg format images (*they are viewable when a visitor hits your release*), and less than 1 megabyte in size (100–250kbytes is perfect). **Limit 3 Megs total.**

Focus Images on the Core Message of Your Release – Use Good Images

Clean it Up - If your press release addresses your new widget, don't use a picture of your manufacturing plant. **Get a good photographer to shoot your widget against a high-contrast background, and get multiple views** (include 2–3 views as attachments on your release).

Attachments in Many Formats provide Media Content for Publication

Mix it Up - Along with images, *having documents (in Word, Excel, PDF, Text or any common format)* will really add value to your release. Think of them as **the steak that accompanies the sizzle (provided by your brilliantly crafted press release, right?)**

Keywords on Image, Title, Description draw Web Traffic, Enhance results

Keywords - Here's where it gets cool: you can **name your image a popular or industry-centric keyphrase**. Then **add a keyword to the image Title** when you upload it into the **PRWeb** engine. Now, write a short paragraph describing what's in the image or document. You've just added significantly more search engine content, my friend. **Keywords are Key.**

dynamic details #1

TIME: About 10-30 minutes one-time setup

Other Releases by this Member

- [A Picture's Worth 1,000 Words: eXpertLingo Helps Creatives, Writers, Inno 400,000 Image, 1,000,000 Word Creativity Program](#) 2005-09-06
- [The Millionaire Mindset - How eXpertLingo, a \\$99 Creativity Software Soluti 1,000,000 Phrases and 400,000 Keyword-Indexed Images](#) 2005-09-21
- [Solving Problems During Life's Many Storms -- How eXpertLingo Uses Cre Mind and Solve Big Problems Fast, for Less Than \\$100](#) 2005-09-27

SUMMARY: Now that your Press Release is online, there are a number of additional details you CAN do to increase its effectiveness. I've provided some simple thumbnails below, but if you **visit www.prwebquickstart.com** you'll find many more **tips and tricks on optimizing your PR Campaign for maximum Online Visibility.**

**For PR Firms,
PRWeb.com provides
a branded are to
Market Your Services**

PR Firm - This area provides a name and a link to the "profile" of the **PR firm who launched your release.** Their business size, management, types of PR, a description of their services and focus and any succinct details are provided right here. **If you're the firm, it's a great place to plug your biz.**

**Link Press Releases
Together – Add
Momentum, Increase
Clicks like PPC**

Related PR - Now this is a really cool feature – **every release you distribute under the same RSS category (see below) will be a link below your current release.** So if you want to ensure that a viewer sees not only TODAY's PR from you, but last week and last years, simply **plug them into the same RSS feed and enjoy the ride! (See above)**

**Viewers can View
YOUR SITE right
from your PR on
PRWeb.com**

Site Preview - Another amazing feature of **PRWeb** is the **site preview**, available when you click the magnifying glass on the Home page of PRWeb (for that day's releases) and below your Related PR. **Make sure that you're showing the page of the site you want prospects viewing.**

**Use PRWeb.com as
instant Distribution
of your PR to Blogs,
Sites, Journalists**

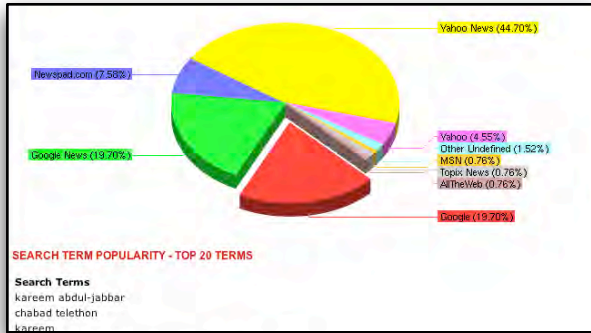
RSS - Really Simple Syndication, or **RSS**, provides a way for you to get your press release delivered to **blogs, forums, email and news readers** (as well as many news sites and browsers). Set this up with keywords (**don't spam**) and you'll provide a window from your press into the rest of the online world, worldwide. **PRWeb.com has nearly 20,000 RSS feeds.**

**Select 1–10 Unique
Distribution
"Channels" for
Focus or Broad Dist.**

Selected Distribution - Every release that has any level of contribution is **sent to the email box of the editors and journalists** covering that specific area of distribution. **You can pick up to 10 "channels" at a time**, to ensure that you not only get a major category (eg. Business), but also the important sub-categories (Business: *Marketing*, Business: *Books*)

dynamic details (cont.)

TIME: About 20-60 minutes per Week



STATISTICS: One of the coolest part of driving web PR through PRWeb.com is that I get to **watch the result in REAL-TIME, via the PRWEB Statistics page.** Every release with any contribution has this feature, and as you increase contribution, you also receive increased statistics with more granular detail. More good stuff below.

Get Your Press in the Top 3 Web Sites Worldwide by using PRWeb.com

Yahoo+Google News - The dueling kings of web traffic and the top search engines **receive your press releases as soon as they go live** (I recommend sending them by Midnight, 3–5 days prior to the release date. You'll pick up **thousands of international views and hundreds of clicks between Midnight and 7AM** the day of the release).

Search and Web Spidering for Long-term Links and Clicks

Inktomi, Overture (now a part of Yahoo! Search)- Inktomi is a search engine that provides data services to many other search engines. It crawls PRWeb's Press Releases (even ones in the queue) helping speed the search engines in finding your release. **Overture manages PPC** for press releases on **Yahoo News**. You'll see your press there within 24 hours.

PRWeb.com has 24/7/365 Support, Editors and Distribution

HELP! - You can ALWAYS get help at PRWeb – through the web site, through a fast online help system, by email, and via phone. The **24/7/365** team of editors, technologists and support folks are at the ready. And you can find breaking news on the PRWeblog, and tips tricks, site updates and new partners at **www.prwebquickstart.com**.

Want Expert Help in Writing and Submitting Your PR? Use Newscrafters

NewsCrafters Services - OK, so we've spent these last few pages helping you develop eye-catching, media-friendly and search-engine lovable releases. But if **Do It Yourself** isn't your thing, PRWeb has a complete soup-to-nuts service called **NewsCrafters**. Give them your outline, and get your release, optimized and ready to go. Call for details.

Quickly Integrate PRWeb.com's Online Visibility Platform in Your Business

PRWeb Direct - If you'd like to **add PRWeb's services to your company**, but don't have the manpower or skills (or desire) to develop great PR for your clients and visitors, then **simply sign-up for PRWeb Direct**. This service will handle all of the heavy lifting, and get you a custom co-branded site. Now you're in the PR business... fast and easy!