connect with attachments

ATTACHED FILES

Kareem Abdul Jabbar Dances with Rabbis
Basketball legend Kareem Abdul Jabbar at the 25th Annual Chabad dancing with Jewish Rabbi's.
Uploaded: Sep 28, 2005
File Name: Kareem_Dancing_Rabbis.jpg

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.*

< back · home · next >