

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 process of distributing your release looks something like this:\**

*\*I'm pretty sure David and Mick will look at this and laugh, as I KNOW they have developed many more distribution relationships. Look for that update soon.*



The next page contains a graphic of a PRWeb Press Release. By clicking the buttons surrounding the release you will be directed to a 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](http://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 layout includes a navigation menu, a main content area with text and a photo, and a right-hand sidebar with options, contact information, and attached files. Callout boxes on the left and right identify various components of the page.

- Headline:** Sports Icon Kareem Abdul Jabbar Dances with Rabbis
- Summary:** Kareem Abdul Jabbar takes Jewish Telenovela to New Heights as Basketball Legend Bridges Diversity with Unity in Annual Chabad Fundraiser.
- Release Date:** Hollywood, California (PRWEB) September 27, 2005
- Body Copy:** The main text describing the event, including quotes from Kareem Abdul Jabbar and Steven Anapol.
- Links:** Links to related content, such as "Abdul Jabbar" and "Celebration 25".
- Signature:** Steven Anapol, Attorney at Law, Greenberg Traurig LLP.
- PR Firm:** Information about the PR firm, including contact details for Deborah Morales.
- Related PR:** A preview of another press release titled "Spirit of Giving Fuels 'Celebration 25!' Telenovela".
- Site Preview:** A preview of the PRWeb website.
- PR Firm Name:** PRWeb
- Your Site Link:** Home, About, Submit Press Release, PR Firms, Editors/Journalists, Search Archives
- Email Link:** Email this story to a colleague, Printer Friendly Version
- Attachment:** Kareem Abdul Jabbar Dances with Rabbis
- Title:** Kareem Abdul Jabbar Dances with Rabbis
- Description:** Basketball legend Kareem Abdul Jabbar at the 25th Annual Chabad dancing with Jewish Rabbis.
- File Name:** Kareem Abdul Jabbar Dances with Rabbis

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**, simply click on the appropriate button and you'll be taken to that section within this eBook.