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 State College. 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 the San Juan Islands and beautiful Olympic 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!**