

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, Innovate 400,000 Image, 1,000,000 Word Creativity Program](#) 2005-09-06
- [The Millionaire Mindset - How eXpertLingo, a \\$99 Creativity Software Solution, 1,000,000 Phrases and 400,000 Keyword-Indexed Images](#) 2005-09-21
- [Solving Problems During Life's Many Storms -- How eXpertLingo Uses Creative 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 ANYONE to get your press release delivered to their **blogs, forums, email and news readers** (as well as many news sites and browsers). Set this up with keywords 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*)

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