



# Search Engine Optimization

Boost online visibility and add market  
intelligence to your communications

marketwire

# Marketwire SEO

Be seen online. Drive traffic to your website. Gather market intelligence.

## SEO IN ACTION

Breathe Again™ Seawater Nasal Spray, a product of PNG Gerolymatos SA, issued a press release through Marketwire in May 2009. The keywords “seawater nasal spray” outranked five competitors on page-one search results. Retailer sites (including Walmart) – and the company’s official product website – do not show up until the second search engine results page.



When you distribute your optimized press releases through Marketwire, you do much more than increase your online news visibility. You also pave the way for long-term lead generation, building links that increase traffic to your website and solidifying your online presence. Plus, you gain valuable market intelligence that you can use to fine-tune your future online communications. Put the power of Marketwire’s search engine optimization to work for you and watch your brand visibility soar.

## Marketwire SEO: Five Steps for Winning Online News Distribution

- 1 Write your release for people but remember to keep search engines in mind (refer to the strategies on the back of this brochure). As you submit your release for distribution, run it through Marketwire’s Keyword Analyzer to see its expected performance on search engines, and heed suggestions for higher ranking.
- 2 Get optimized. Marketwire codes your release to make it search engine-friendly. Along with your embedded keywords and hyperlinks, your release is now ready for prime time.
- 3 Achieve visibility and long-term lead generation. Marketwire distributes your release and hosts it indefinitely so searchers can easily find it, share it and link to your website.
- 4 Measure your release’s effectiveness via Marketwire’s News Dashboard SEO report – it gives you market intelligence you can use to improve future online communications.
- 5 Boost your website traffic with a customized landing page supporting the content in your release. Optimized releases are great adjuncts to your overall marketing efforts.

The lifecycle of an optimized press release, from submission to distribution, posting, online reach and reporting.



- 1 Submit your press release and run it through Marketwire’s Keyword Analyzer.



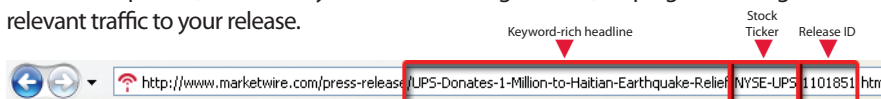
- 2 Marketwire further optimizes your release, distributes and posts it on its website.

# Marketwire's SEO Product Lineup

## SEO Basic

Included free with every release, SEO Basic pumps up your news' online visibility:

- Marketwire builds in coding conventions for your release's title tag, meta tags and header tag for maximum visibility on search engine results pages and on thousands of websites such as Yahoo! News, Google News, Bing, AOL and MSNBC.
- Each release has a unique URL – it contains your release's headline and, for publicly traded companies, the ticker symbol and exchange as well, helping search engines deliver relevant traffic to your release.



- Marketwire hosts optimized releases indefinitely on its website for continued search engine exposure – it's a source for breaking news and is crawled by search engines throughout the day.

## SEO Enhanced

Go the extra mile with SEO Enhanced. For a minimal charge you can:

- Select your own keywords – you know your company and industry best!
- Embed live hyperlinks in your release to drive traffic to your website and generate leads.
- Run your release through Marketwire's Keyword Analyzer to boost performance.
- Receive a News Dashboard SEO report that ranks the keywords and search terms that drove people to your release.

## Search Engine Statistics

- The North American search engine market will grow 14% from 2009 to the end of 2010.
- 9 out of 10 journalists use search engines to do their jobs.
- 95% of journalists use search engines to research past stories.
- 82% of journalists use search engines to find story ideas.
- 3 out of 5 shoppers always or often use search engines when shopping online.
- Top search engine rankings can generate up to 900% more traffic to a website, boosting exposure up to 80%.

Sources: SEMPO, TopRank, Compete, MarketingSherpa



3 Your release appears on search engine results pages and 1000s of news sites.



4 News Dashboard shows keywords and search engines used to find your release.



5 Freely available website analytics tools reveal traffic spikes on Web pages linked from your release.

## SEO Best Practices

- » Use keyword research tools to decipher which keywords and key phrases are most popular.
- » Find one keyword phrase that is most relevant to your news release and your target audience; put it in your headline and first 150 characters of the body. Use it as the anchor text of the first hyperlink, and use secondary key phrases for subsequent hyperlinks.
- » Ideally, constrain your headline to 65 characters or less. Generally, this is the limit to how many characters show on search engine results pages.
- » Maintain an optimal keyword density of 2% to 3% (8-12 times) in a 400-word release, and keep your key phrases short.
- » Include images and videos with your release and use your target keyword phrase in their filenames.
- » Avoid using Flash for your primary website/landing page content.
- » Point your external links to highly relevant, keyword-rich landing pages rather than to your home page – this increases the time visitors spend on your page and it improves your search engine rankings.
- » Make press releases and regularly updated content on your website available via RSS. feeds.
- » Write for people first and search engines second – search engines look for natural language construction.

For more information about search engine optimization, please visit Marketwire's website.

You can also find articles about SEO on our blog at [marketwireblog.com](http://marketwireblog.com).

Be sure to join our conversation on Twitter: @marketwire.

### MARKETWIRE LOCATIONS

#### HEADQUARTERS

Toronto (Global)

Los Angeles (US)

#### UNITED STATES

Boston

Chicago

Dallas

Miami

New York

San Francisco

Washington, DC

#### CANADA

Calgary

Montreal

Ottawa

Vancouver

#### UNITED KINGDOM

London

#### BRAZIL

Rio de Janeiro

São Paulo

#### ASIA

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