



Tips and Tools:

Search Engine Optimization

TIPS ON DISTRIBUTION

If search engine optimization is one of your primary objectives for issuing a press release, look for the following in a distribution service:

- High number of Internet postings
- Distribution to top-tier websites
 - Yahoo! has a list of sources that post directly
- Hyperlinks posted on downstream websites
- Reporting that helps you in the future
- Ability to include Meta Tags in your releases
- Archival of your release on a dedicated, search engine-friendly website

TIPS ON CONTENT

Review your website and press releases for the following:

- Make sure your content is searchable
 - Avoid using Flash for your primary content
- Place keywords in positions of prominence
 - Title/headline, first paragraph, navigation bar
- Use convincing keyword density for relevant landing pages
 - 2-5% is generally considered optimal
 - Ignore pronouns, words shorter than two letters, and words such as "and," "that" and "where." Remember to still sound organic!
- Point your external links to keyword-rich landing sites rather than to your homepage
 - This increases the time a visitor will spend on your page – and it improves your search rankings
 - Use keyword research tools to decipher what key terms are most popular.
- All links are not created equal
 - Look for creative ways to gather links from higher-ranked websites, with keyword hyperlinks pointing to their appropriate landing pages
- Distribute press releases with strong keyword relevance and link them to your site
 - Press releases offer a unique opportunity to push fresh content to top-tier sites and create backward links from keywords of your choosing
- Make press releases and regularly updated content on your site available via RSS

SEO TOOLS

Following are websites that can help you improve your SEO results.

Keyword Research

- Yahoo! Search Marketing (formerly Overture): <http://searchmarketing.yahoo.com/rc/srch>
- WordTracker: <http://freekeywords.wordtracker.com>
- Google Trends: www.google.com/trends
- Google AdWords: <https://adwords.google.com/select/KeywordToolExternal>
- Apogee Meta Tags: http://www.apogee-web-consulting.com/tools/keyword_tool.php

RSS Feeds / Content Syndication

- PRESS feed: <http://www.press-feed.com>
- Feedburner: <http://www.feedburner.com>