



The SEO-Enhanced Press Release

**Marketwire Offers Powerful New
SEO Techniques to Maximize Your
Online Communications**

What is Search Engine Optimization?

- **Search Engine Optimization** is the process of improving the volume and quality of traffic to a press release or website via improved organic search results
- Good SEO helps interested consumers, industry analysts, investors and members of the media find your news, your company website, and your products more easily

How Search Engines Work



Search Engines Look for Relevant Organic Results

- “Organic” results are generated based on a search engine’s algorithm (not “sponsored links,” which are paid results)
- Search engines sort through millions of web pages
- Each search engine has its own unique set of rules

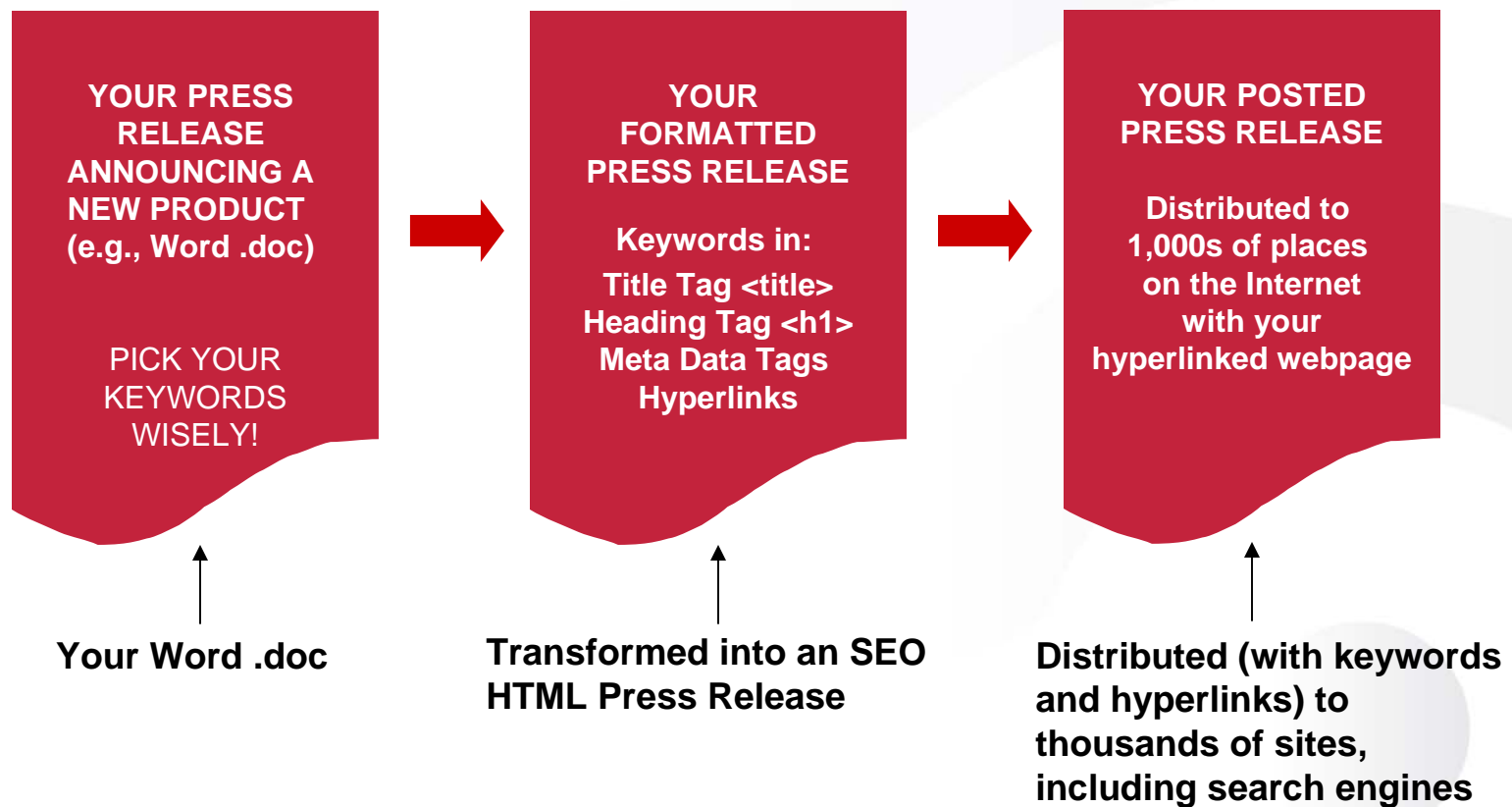
The screenshot shows a Google search results page for the query "search engine optimization". The search bar at the top contains the text "search engine optimization" and the search button is labeled "Search". Below the search bar, the results are categorized into "Sponsored Links" and "Organic Results". The "Organic Results" section is highlighted with a red box and labeled "Organic Results" with a red arrow. The first organic result is from Wikipedia, titled "Search engine optimization - Wikipedia, the free encyclopedia". Other organic results include "Search Engine Optimization (SEO) Marketing Firm & Placement Company" and "Website Optimization Company - Search Engine Placement Firm". The "Sponsored Links" section includes advertisements from SEOP.com, PaperjamSearch.com, and various SEO services.

Among the top search engines, what are some of the most important “rules”?

- 1) Keyword location and frequency
- 2) Relevance of a page’s meta description tag
- 3) Relevance of a page’s meta keywords tag
- 4) Relevance of a page’s title tag
- 5) Quantity and source of backward links to a page
- 6) The actual text of the backward links

Each search engine weighs the importance of these rules differently

The SEO-Enhanced Press Release



The Keyword Search Process: From Press Release to Search Engine to Your Site

**YOUR POSTED
PRESS RELEASE**

**Distributed to
1,000s of places
on the Internet
with your
hyperlinked webpage**

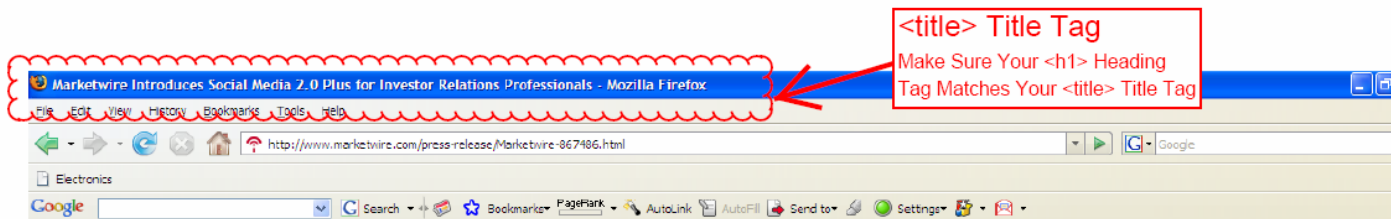


**Your potential customer enters
your keywords into a search
engine (e.g., Google, Yahoo!)**



**She finds the link to your
website and your product
webpage**

Title and Heading Tags: What *You* See



Title and Heading Tags: What Search Engines See

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<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Marketwire Introduces Social Media 2.0 Plus for Investor Relations Professionals</title>
<meta name="keywords" content="Marketwire Introduces Social Media 2.0 Plus for Investor Relations Professionals" />
<meta name="description" content="SAN DIEGO, CA--(Marketwire - June 9, 2008) - NIRI ANNUAL CONFERENCE - Marketwire, a full-service newswire and communications workflow solutions provider, today introduces Social Media 2.0 Plus, a multi-functional press release that not only reaches new media channels to leverage online news distribution, but also disseminates company news to traditional media " />
</head>
<body>
<!--NEWS RELEASE CONTENT BEGINS-->
<!-- HEADLINES BEGIN -->
<div id="releaseHeadline">
<h1>Marketwire Introduces Social Media 2.0 Plus for Investor Relations Professionals</h1>
<h2><p>Newswire's Social Media Press Release Combines Full Disclosure with Accurate, Timely Distribution Providing Greater Mileage for Financial Communications</p></h2>
</div>
<!-- HEADLINES END -->
<!-- RELEASE BODY BEGINS -->
<p>SAN DIEGO, CA--(Marketwire - June 9, 2008) - NIRI ANNUAL CONFERENCE - Marketwire, a full-service <a href="http://www.marketwire.com/">newswire</a> and communications workflow solutions provider, today introduces <a href="http://www.marketwire.com/mw/include.do?module=DIST&pageid=702">Social Media 2.0 Plus</a>, a multi-functional press release that not only reaches new media channels to leverage online news distribution, but also disseminates company news to traditional media outlets, analysts and stock exchanges to satisfy disclosure requirements for material news.
</p>
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Title Tag <title>

Heading Tags <h1> and <h2>

Backward Links

- “Backward links” are links from other websites pointing directly to your press release or website. The more you have, the more Search Engine Optimized your page can be.
- In addition to the quantity, the sources (quality) of those backward links are also weighed by search engines.

Distribution of press releases with “backward links” to reputable third party websites



SEO Recommendations



- Make sure the title of your web page shows up in a prominent location in the body of your text such as a heading tag <h1>
- Fill in the meta description tag and other meta tags
- Research keywords that you want to use to describe your product, event, service or brand
 - A competitor's website or advertisement can be useful to generate ideas
 - Type in keywords in a search engine and look for "suggested keywords"
 - Keyword tools on the Internet can be found in:
<https://adwords.google.com/select/KeywordToolExternal>
- Make the text of your hyperlink descriptive
 - Don't use general and non-descriptive phrases like "click here"
- Create links to your webpage, either through press release distribution or other linking techniques

Remember:

- Your press release should be thought of as another corporate webpage. It must be written well and with the media in mind, but also written for the search engines.
- Always Search Engine Optimize your news and follow the “rules”!



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