Beginner’s Guide to Search Engine Optimization for Press Releases

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Overview of Today’s Presentation

- SEO
- Goals
- Keywords
- Optimization
- Distribution
- Q & A
Well Optimized Releases

Autodesk

Autodesk University 2009 Reaches More Than 25,000 Customers Worldwide

Addition of AU Virtual Makes 17th Annual User Event the Most Successful to Date with Record-Setting Attendance

Autodesk University 2009

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SAN RAFAEL, Calif.--(BUSINESS WIRE)--More than 25,000 people from 100 countries participated in Autodesk University (AU) last week, attending in Las Vegas and virtually via AU Virtual, making this year's AU the most far-reaching in the event's 17-year history.

Feedback from AU attendees indicates that staying competitive is one of the major reasons people come to the three-day user conference in Las Vegas. With the introduction of AU Virtual, AU China, AU Japan, AU Extension and the enhancements to AU Online, Autodesk users anywhere in the world can network with peers and connect with industry and product experts in a variety of in-person events, and virtual and online mediums at any time — accessing hundreds of tutorials, instructional content and handouts, videos and podcasts. Registrations for AU Online have exceeded 92,000, and Autodesk expects the number of people accessing AU content to top 100,000 by the end of the year.

"One of the best ways to stay competitive is through the use of technology," noted Carl Bass, Autodesk president and CEO, during this year's opening keynote address. Bass said that technologies follow a continuum — from impossible to impractical to possible to expected to required — and the right timing is critical. "Too early, it's impractical; too late and, well, you've missed the boat. Get the timing just right, though, and you've hit the sweet spot."

In-person and virtual attendees had the opportunity to learn from top instructors, Autodesk insiders, and industry experts by participating in live Q&A with instructors, real-time viewing of industry sessions, and online interaction with peers and experts. The AU schedule included approximately 550 classes, 68 labs and 391 speakers and instructors, providing attendees the opportunity to train with the latest tools and techniques.

Other highlights of AU 2009 included an encore of the Acha Acha and OutBaste Design Slam, and the Design Leadership Program.
Search Engine Optimization (SEO)

The organic process of getting your content indexed and ranked by Search Engines.
WHY SEO IS IMPORTANT

The objective of search engine optimization (SEO) is to increase a Website's traffic counts, and ultimately conversions, by ranking very high in the results of searches for the keywords in the search query—Bruce Clay

• Increase Traffic
• Create awareness of your company
• Get more business
Paid or Sponsored "SERPS"

Natural or Organic "SERPS"
Search Statistics

- 15.6 billion “core” search queries were conducted in the U.S. in August ‘10, an increase of 6% from ‘December ‘09. (Comscore)

- 81% of online purchases start with search. (Forrester Research)
Hallmark Tributes Helps Businesses Motivate, Communicate

KANSAS CITY, Mo.--(EON: Enhanced Online News)--Every day in business there are moments to motivate, recognize and reward deserving people, but finding a gift with the right sentiment can be challenging. Hallmark Tributes, a new Hallmark Company, provides a complete resource of meaningful, memorable and fun solutions to help businesses connect with employees, clients and vendors.

"Today, employers are seeking unique, creative and cost-effective ways to connect with the people who matter most to their business," said Colleen Finch, general manager for Hallmark Tributes.

"With personalized promotional products from Hallmark Tributes, employers can recruit and retain talent, recognize achievements and milestones, reward safety adherence, and congratulate or thank employees for a job well done."

The latest endeavor of Hallmark Cards, Inc., Hallmark Tributes combines the greeting card company's signature warmth, caring and quality into an innovative line of products for people who value a personalized approach to business relationships. Products include gift cards and gift card presenters, casual and formal awards, Keepsake Ornaments and creative sound products, including frames, travel mugs and desk buttons.
Develop a Keyword Strategy

**Identify**
Brianstorm, look at stats, and work with stakeholders and teams to determine which keywords to consider.

**Analyze**
Research to find out those keywords that are most lucrative, competitive or popular.
Find like terms that can be used as alternatives.

**Select**
Choose 3 to 5 keywords that will be used to optimize your press release.
Write for real readers and search engines. They are both target audiences for your press release.

Going top down, add your top 3-5 keywords throughout your release while retaining readability.

Format and add Multimedia to add to the visibility of your release.
Optimizing Headlines

• What People See First
• Use Top Keyword. Top Three if possible.
• Title Tag
• Search engine results listing
Press Release Optimization

Google News Headline Tip

- Keep your headline between 2 and 22 Words
- Less or more and Google News may reject
- Almost always use Company name
Press Release Optimization
Avoid Special Characters in Headline

LIME™ Signs Multi-Platform Programming Deal with Renowned Eco-Stylist Danny Seo
Elements Include On-Air, On-Line, Pod-Cast and Satellite Radio

New York, NY, September 14, 2009--Business Wire/PR Newswire
LIME tapped America’s leading green lifestyle expert, Danny Seo, for a programming deal that will include on-air, online, pod-cast and satellite radio programming.

"Danny’s passion, expertise and perfect programming will integrate seamlessly into our programming schedule,” said LIME television, on-demand, and mobile media president, Gail D’Amato.

LIME is a green media company that produces programming and content that inspires and educates consumers about sustainable living. For more information, visit www.LIMEtelevision.com.

Farmers Insurance Group® to Showcase m.i.l.k. Program at West Valley Safety Expo
Program Aids in Recovery of Missing Children

PHOENIX--(BUSINESS WIRE)--Farmers Insurance Group®, will have a booth at the 8th Annual West Valley Safety Expo at the Goodyear Swap Meet, 17605 W. McDowell Road (just off I-10/ Cotton Lane Exit), showcasing Farmers’ digital child identification program called m.i.l.k. (Managing Information on Lost Kids). The program is aimed at aiding in the recovery of missing children. In the event of an emergency, the m.i.l.k. Digital ID can immediately be forwarded to local authorities and the National Center for Missing and Exploited Children. The m.i.l.k. Digital ID has been referred to as the first step in the national Amber Alert plan.

On Saturday, March 1, 2008 between 10:00am and 2:00pm Farmers Insurance agent Scott Hoppa will be giving away the m.i.l.k. digital identification kits for children, free of charge in his first-of-its-kind specially outfitted “m.i.l.k. mobile.” Hoppa has a specially designed RV featuring the m.i.l.k. program as a rolling reminder of this important cause.
Press Release Optimization
Avoid Special Characters in Headline

Business Wire Launches Investor Center and Online Newsroom Hosting Services with Engagement, Management and Real-time Analytics Tools

InnovativePress™ and B2Press™ services leverage technology for optimization, scalability, and customizability.

50%
Optimizing Body

• First 100 words most important.
• First 200 characters used to populate Description Tag.
  – Used below hyperlinked search engine results listing.
  – Used as description for RSS feeds.
• First 140 characters used as default for Google.
• & Business Wire site display.
• Always use top your three keywords.
Press Release Optimization
Google News Body Tips

- Most rejected releases under 125 words
- Over 1000 words usually go to Finance channels
- First paragraph should be at least two sentences
- Three sentences is better
- Bullet points are good, but too many bullet points + short paragraphs may negatively affect performance
Optimizing Multimedia

- Unique description & filename for image or video
- Ex. Joseph Miller, EON Product Manager at Business Wire, reacts to receiving 10,000 Berkshire Hathaway shares for his birthday
Designed to Connect, Inform and Entertain, the Starbucks Digital Network, in partnership with Yahoo!, Debuts at Starbucks

Created to enhance the in-store experience, the Starbucks Digital Network offers hand-picked premium content and exclusive live-week offering for customers to explore.

SEATTLE—(BUSINESS WIRE)—Starbucks (NASDAQ: SBUX) today announced the launch of the Starbucks Digital Network, in partnership with Yahoo! (NASDAQ: YHOO) in U.S. company-operated stores. Serving up a collection of hand-picked premium news, entertainment and lifestyle content along with local insights and events, the Starbucks Digital Network, is powered by free Wi-Fi and available only in Starbucks stores. Developed for screens big and small, customers with Wi-Fi enabled laptops, tablets or smartphones can visit the network while in line or while enjoying their favorite beverage in the café.

“Our customers are the inspiration for the Starbucks Digital Network. They’ve told us they want to be the first to know what’s happening in their neighborhoods and around the globe, to have an easy way to discover new music, great books and important films and find ways to be more involved in their communities. And they’re connecting with the brand digitally in numerous ways,” said Stephen Gillott, Starbucks executive vice president, chief information officer and Digital Ventures general manager. “These points combined our passion for creating a unique customer experience, our heritage of recommending culturally-relevant works and focus on giving to the community, led us to create this new, one-of-a-kind, localized content experience with Yahoo!”

“Yahoo!’s vision is to be the center of people’s online lives by delivering personally relevant, meaningful Internet experiences, wherever they may be,” said Elisa Steele, EVP and CMO at Yahoo! “We’re excited to team up with Starbucks to create a dynamic online destination where their customers will find unique online content to keep them informed and entertained.”

Designed to deliver a new, enhanced in-store experience for customers, the Starbucks Digital Network is the first in-store network...
Designed to Connect, Inform and Entertain, the Starbucks Digital Network, in partnership with Yahoo!, Debuts at Starbucks

Mobile Landing Page of Starbucks Digital Network (Photo: Business Wire)

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Designed to Connect, Inform and Entertain, the Starbucks Digital Network, in partnership with Yahoo!, Debuts at Starbucks

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- AP PhotoExpress
- Yahoo! Finance
- Press Association
- European Pressphoto Agency
- Ddp
- Newsis
- ME Newswire
- YouTube
- Vimeo
- Search Engines
- Etc
Press Release Optimization
Add Multimedia for Increased Visibility

23% of our Top 500 releases in 2010 releases have multimedia.
5% of all our releases have multimedia and press release.

70% more release reads

Increase clickthru % to your website and press release.

Images served up in Google Universal Search and Google Images.

Use of multimedia downstream on other sites and in print.
Where Release Goes

- Newsrooms
- Search Engines
- Blogs
- Email Alerts
- Micro Blogs
- Fax lists
- Mobile Apps
- Financial Pages
- RSS Feeds
- Anywhere and everywhere
Closing Tips
Take Aways

• Any amount of optimization goes a long way.
• Always optimize the headline.
• Optimize your multimedia captions.
• Don’t forget Hyperlinks to Drive Traffic.
• Use tools to help your research.
• Think of your press release as a miniwebsite, designed by you, for your client.
Thanks for Joining Us Today!

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