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6 SECRETS OF PRESS RELEASE SEO



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MEET OUR SPEAKERS



Greg Radner
Global Head of PR Services
Thomson Reuters



Greg Jarboe
President and Co-founder

SEO·PR

AGENDA

- 6 Secrets of Press Release SEO
- Q&A

You may submit questions to our panel at any time during the live presentation using the Ask a Question field on your webcast player.



- Tweet about this presentation using **#prSEO**
- Follow Thomson Reuters Public Relations Services: **@prservices**

THE PUBLIC AND PRESS FIND RECENT, RELEVANT RELEASES IN NEWS SEARCH RESULTS

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Google news
[Advanced news search](#)

News Results 1 – 10 of about 55 for Goliat contract. (0.05 seconds)

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Images
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Any recent news
Past hour
Past day
Past week
Past month
2010
2009
2008
Archives

Sorted by relevance
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[Aker Solutions awarded Goliat tie-in and connector contract](#) ☆
Reuters (press release) - Dec 21, 2010
21 December 2010 - Aker Solutions has been awarded the tie-in and connector scope associated with the Goliat flowlines and risers contract by Technip Norway ...
[Aker Solutions ties up Goliat job](#) Upstream Online
[all 69 news articles »](#) PINK:TKPPY - ETR:THP

[Option Watch: SP-100 Most Active](#) ☆
Optionetics - [Chris Tyler](#) - 22 hours ago
NASDAQ 100 heavyweight and internet retail goliath Amazon (AMZN) took the No. 2 "unusual volume" spot in the SP-100 with its 118500 contracts versus a daily ...

[Time for Knicks to move on from Melo?](#) ☆
Newsday (blog) - [Alan Hahn](#) - Dec 21, 2010
Probably not with five years and \$82M left on his contract. The Knicks can ill-afford this kind of a gamble, though he would be a potentially dynamic ...

[Oncor loses lawsuit over far east Fort Worth development](#) ☆
Fort Worth Star Telegram - [Jack Z. Smith](#) - 11 hours ago
"If there were ever a David and Goliath story, this was it, and we're glad David won," said Aldous, who argued the case. The jury reached its decision ...
[Aldous Law Firm: Tarrant County Jury Awards Developer \\$1.8 Million Against ...](#) PR Newswire (press release)
[all 9 news articles »](#)

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Source: Google News, Dec. 22, 2010

6 SECRETS OF PRESS RELEASE SEO

- **Who** uses news search engines?
- **What** news search terms are they likely to use?
- **Where** do you put these terms in your press release?
- **When** should you add links to your press release?
- **Why** do you need to use a press release distribution service?
- **How** do you measure the results of press release SEO?



SECRET #1: YOUR LARGEST ONLINE AUDIENCE IS THE PUBLIC

YAHOO! NEWS

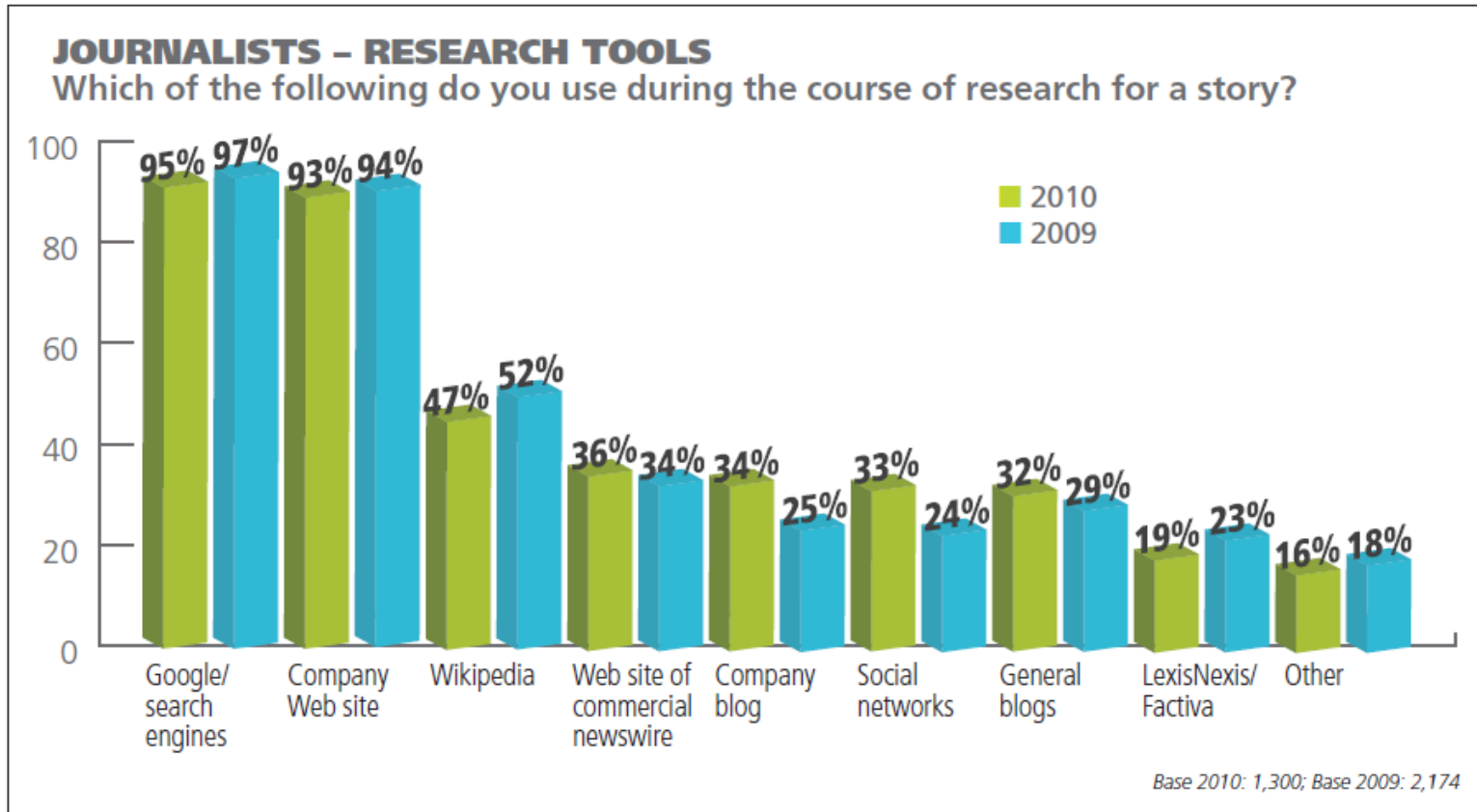
40.8 million Americans use Yahoo! News

Google news

14.7 million Americans use Google News

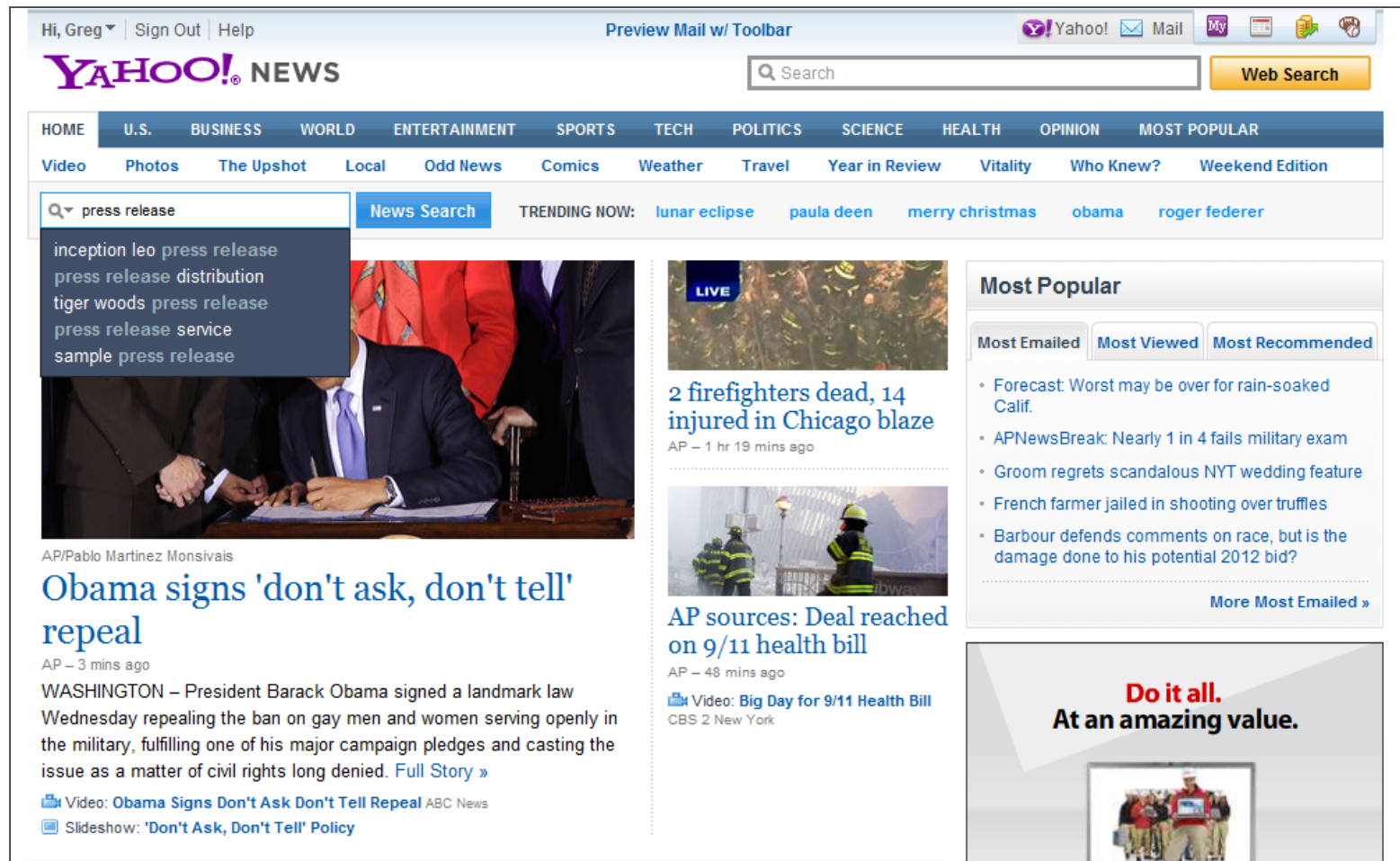
Source: The State of the News Media, March 15, 2010

95% OF JOURNALISTS USE SEARCH ENGINES TO RESEARCH A STORY



Source: 2010 *PRWeek* Media Survey

SECRET #2: USE KEYWORD RESEARCH TO IDENTIFY RELEVANT, COMMONLY SEARCHED TERMS TO INCLUDE IN YOUR RELEASE



The screenshot shows the Yahoo! News homepage. At the top, there is a navigation bar with 'Hi, Greg | Sign Out | Help', 'Preview Mail w/ Toolbar', and 'Yahoo! Mail' icons. Below this is the 'YAHOO! NEWS' logo and a search bar. The search bar contains the text 'press release' and a dropdown menu is open, showing suggestions: 'inception leo press release', 'press release distribution', 'tiger woods press release', 'press release service', and 'sample press release'. An orange arrow points to the search bar. Below the search bar is a navigation menu with categories like 'HOME', 'U.S.', 'BUSINESS', 'WORLD', 'ENTERTAINMENT', 'SPORTS', 'TECH', 'POLITICS', 'SCIENCE', 'HEALTH', 'OPINION', and 'MOST POPULAR'. There is also a 'TRENDING NOW' section with items like 'lunar eclipse', 'paula deen', 'merry christmas', 'obama', and 'roger federer'. The main content area features a large article titled 'Obama signs 'don't ask, don't tell' repeal' with a sub-headline 'repeal' and a byline 'AP/Pablo Martinez Monsivais'. To the right, there is a 'Most Popular' section with sub-sections 'Most Emailed', 'Most Viewed', and 'Most Recommended', listing several news items. At the bottom right, there is an advertisement for 'Do it all. At an amazing value.' with an image of a group of people.

SECRET #2: USE KEYWORD RESEARCH TO IDENTIFY RELEVANT, COMMONLY SEARCHED TERMS TO INCLUDE IN YOUR RELEASE

Use Autocomplete on Google News to get news search term suggestions

The screenshot shows the Google News interface with the search term "press release" entered. The search bar includes "Search News" and "Search the Web" buttons. A dropdown menu displays autocomplete suggestions: "press release", "press release distribution", "google press release", "apple press release", and "netflix press release". The main content area features several news articles, including "EXCLUSIVE: Senate Strikes Deal on 9/11 First Responders Bill" and "Senate Works on Treaty Amendments to Draw GOP Votes". A right-hand sidebar lists "Recent" news items such as "Drivers beware: I-95 likely a holiday travel nightmare" and "US Challenges China's Aid for Wind Power Equipment". The interface also includes navigation links for "Web", "Images", "Videos", "Maps", "News", "Shopping", "Gmail", and "more", along with "Settings" and "Sign in" options.

Source: Google News, Dec. 22, 2010

SECRET #3: INCLUDE YOUR RELEVANT KEYWORDS IN THE HEADLINE, SUBHEAD AND LEAD PARAGRAPH

- The natural-language processing algorithms scan the title, headline and at least the first hundred words of news articles and press releases.
- Both journalists and PR professionals would be wise to do a little keyword research to determine the two or three most-searched words that relate to their subject—and then include them in the first few sentences.

IDEAS & TRENDS
This Boring Headline Is Written for Google



By STEVE LOHR
Published: April 9, 2006

JOURNALISTS over the years have assumed they were writing their headlines and articles for two audiences — fickle readers and nitpicking editors. Today, there is a third important arbiter of their work: the software programs that scour the Web, analyzing and ranking online news articles on behalf of Internet search engines like Google, Yahoo and MSN.

The search-engine "bots" that crawl the Web are increasingly influential, delivering 30 percent or more of the traffic on some newspaper, magazine or television news Web sites. And traffic means readers and advertisers, at a time when the mainstream media is desperately trying to make a living on the Web.

SIGN IN TO E-MAIL THIS

- PRINT
- SINGLE PAGE
- REPRINTS
- SAVE

BLACK SWAN
DEC. 3

Paul Sahre

Source: *The New York Times*, April 9, 2006

LONGER HEADLINES ARE MORE EFFECTIVE FOR PRESS RELEASE SEO

- Halloween Pumpkin Carving Stencils and Thanksgiving Pumpkin Pie Recipes Featured in Better Homes and Gardens Magazine
- Search Engine Marketing Organization (SEMPO) Announces Three New Members of Advisory Board
- Click Fraud, an Industry Crisis, or Blip on the Search Engine Marketing Landscape?
- BHG.com Holds Straw Poll for Halloween Pumpkin Carving Stencils of Barack Obama, Joe Biden, John McCain and Sarah Palin

Source: SEO-PR study of more than 500 optimized press releases

SECRET #4: ADD LINKS TO INTERESTING, RELATED WEBSITE CONTENT

Southwest Airlines Treats Customers to 22 New Daily Nonstop Flights With Low Fares Starting at \$29 One-Way

No Tricks! Halloween Day Includes Start of 13 Additional Daily Nonstop Flights From Philadelphia!

PHILADELPHIA, July 15 /PRNewswire-FirstCall/ -- With fares so low it's scary, Southwest Airlines (NYSE: LUV) is offering a sweet treat for fall flyers beginning Halloween Day. The low fare airline today announced 13 additional daily nonstop flights from Philadelphia International Airport, including seven flights to three new nonstop destinations. To purchase Southwest Airlines' frighteningly low fares, go to http://www.southwest.com/ip/luvhome.shtml?src=newservice_20040715. ←

Effective October 31, 2004, Southwest Airlines' operations will total 41 daily nonstop flights from Philadelphia. New Southwest Airlines nonstop destinations from Philadelphia include Hartford/Springfield (five daily nonstop roundtrip flights), Jacksonville (one daily nonstop roundtrip flight), and Oakland (one daily nonstop roundtrip flight). Enhanced Southwest service includes two additional daily nonstop flights between Philadelphia and Orlando, as well as one additional daily nonstop flight between Philadelphia and each of the following cities: Fort Lauderdale, Los Angeles, Chicago/Midway, and Manchester. For artwork capturing all daily nonstop Southwest Airlines flights from Philadelphia, see

→ http://www.southwest.com/travel_center/routemap_dyn.html.

Additionally, nine other daily nonstop flights throughout the system have been added to Southwest's convenient schedule, including:

- Between Houston/Hobby and Orlando -- two daily departures (for a total of three daily)
- Between Houston/Hobby and Los Angeles -- one daily departure (for a total of two daily)
- Between Baltimore and Nashville -- one daily departure (for a total of ten daily)
- Between Chicago/Midway and Tampa -- one daily departure (for a total of four daily)
- Between Las Vegas and Tucson -- one daily departure (for a total of five daily)



HEAD OF GOOGLE'S WEBSPPAM TEAM ON LINKS IN PRESS RELEASES

“I’m not against doing press releases; press releases can be a useful part of getting traffic and building a brand. For ranking in Google, however, the main benefit of a press release is not direct links or PageRank from the press release directly; it’s primarily the people who decide to write an article and link because of that.”



SECRET #5: PUBLISH YOUR RELEASE BEYOND YOUR WEBSITE

- Google News finds articles by crawling 10,000 online news sources, including news websites that display press releases.
- Yahoo! News has more than 7,000 news sources.
- Neither of the news search engines crawl company websites to find press releases nor are they able to manually add press releases that are sent to them.

To take full advantage of press release SEO, you need to use a solution that allows you to publish your release to the most prominent news websites.

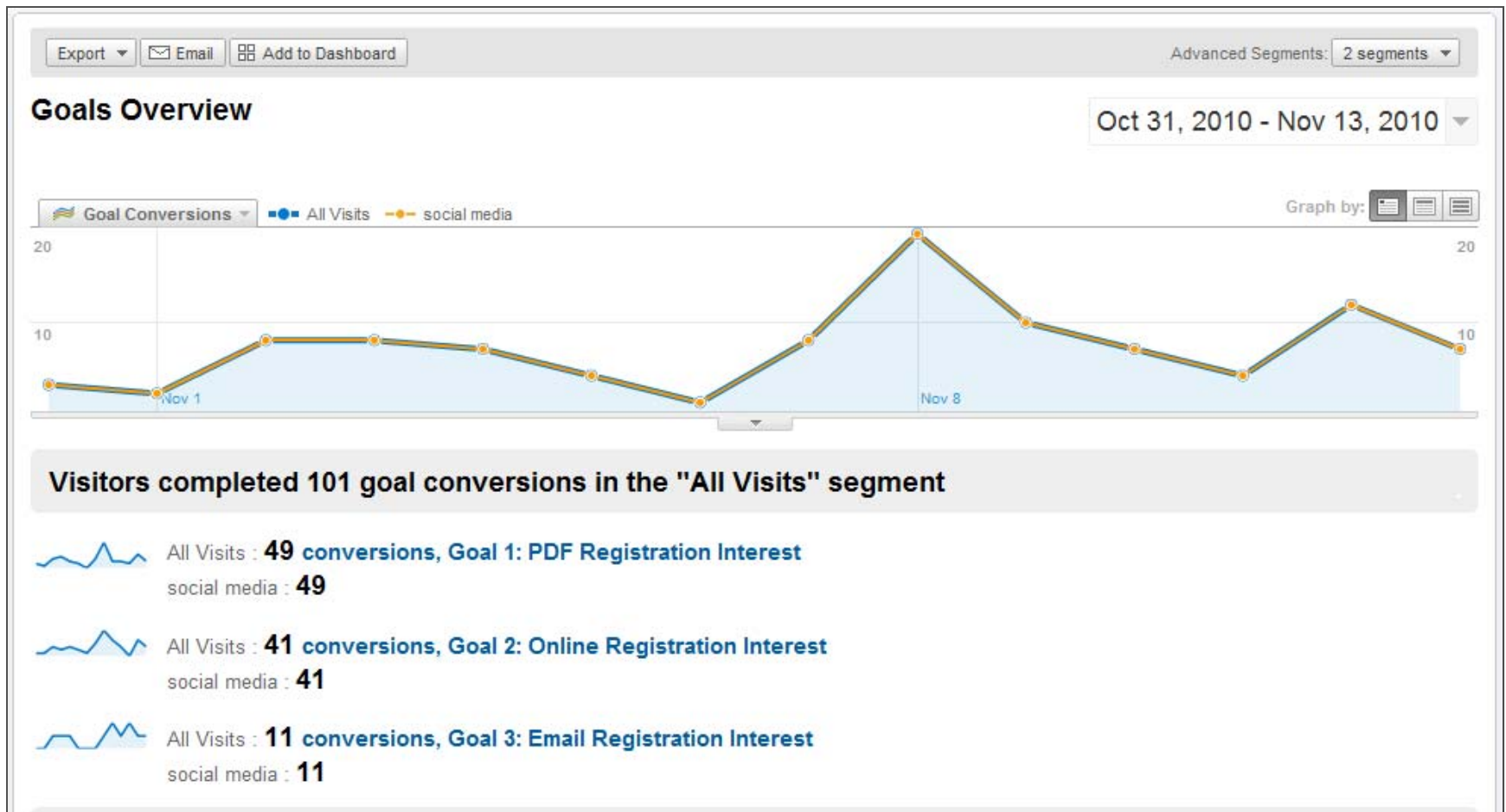


SECRET #6: USE WEB ANALYTICS TO MEASURE THE SUCCESS OF YOUR PRESS RELEASE SEO

- **Increasing awareness:** *Better Homes and Gardens* increased brand searches by 36%
- **Driving traffic:** *Christian Science Monitor* drove 450,000 visitors to website in 24 hours
- **Generating leads:** *Parents* magazine generated 129,155 entries to cover contest
- **Selling products:** Southwest Airlines sold \$2.5 million in tickets



SECRET #6: USE WEB ANALYTICS TO MEASURE THE SUCCESS OF YOUR PRESS RELEASE SEO



CASE STUDY: RUTGERS

- Rutgers University announced a new Mini-MBA: Digital Marketing Executive Certificate Program in April 2010
 - The first program was held July 19-23, 2010
- Each student enrolling in the program received an Apple iPad
- Eric Greenberg, coordinator of the new program, wanted participants to learn best practices in the industry
 - We established a benchmark using an un-optimized press release and traditional media relations
 - Then, we compared the results generated by press release SEO and blogger/social media outreach



CASE STUDY: RUTGERS

Office of Media Relations distributed un-optimized press release about course on April 20, 2010 and pitched story to NJ.com (2.4 million unique visitors).

RUTGERS THE STATE UNIVERSITY OF NEW JERSEY

Media Relations

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RUTGERS TODAY
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FOCUS
News for and about Rutgers faculty, students, and staff

Using Social Media to Reach Rutgers' Next Generation
Rutgers' latest foray into social networking helps potential students before they arrive on campus....
[Full Story >](#)

RESEARCH HIGHLIGHTS

Couples Therapy Can be the Best Choice for Alcohol-Dependent Women With Supportive Spouses
A woman who wants to break her dependence on alcohol, and has a spouse willing to join her in that fight, has a real chance for success.

NEWS RELEASE

CATEGORIES: Business and Economics; Business and Economics / Workplace and Careers; Education / Continuing Education

Rutgers to put iPad to the Test in new Digital Marketing Program
With Apple's help, innovative technology becomes integral to executive education course

April 20, 2010

NEW BRUNSWICK, N.J. – Each student enrolling in a new [Mini-MBA: Digital Marketing Executive Certificate Program](#) being launched at Rutgers, The State University of New Jersey, this summer will receive an iPad, but it's not intended to be a shiny, new toy offered as a gift just for participating. Rather, the iPads will be an integral part of the 12-session program, customized with Apple's help to provide a new dimension to executive education in a field being fueled by technology.

Rather than offering the program online, the Rutgers Center for Management Development (CMD) is seeking to merge the benefits of in-person classroom learning with the power and flexibility of digital technology. Rutgers faculty are working with Apple to customize the iPad for use in the course and with programmers to develop apps specific for each of the 12 three-hour modules.

"The Digital Marketing Mini-MBA is a perfect course to pilot since it is designed for marketers who have an interest in learning and exploring the latest digital technologies, and for technical managers seeking to expand their role in marketing," said Eric Greenberg, a CMD faculty member and coordinator of the digital marketing mini-MBA.

The 36-hour course will be taught by both Rutgers

Eric Greenberg is coordinator of the new Mini-MBA program in digital marketing being offered this summer by the Center for Management Development at Rutgers. The program will incorporate the Apple iPad into the executive education program.
[High Resolution Version](#)

Source: Google News, April 20, 2010

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New Jersey Business News
Latest local and international economic news, market & financial reports

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Technology & Internet >

Rutgers and Apple team up to offer iPad business courses

By Venuri Siriwardane/The Star-Ledger
April 20, 2010, 8:00AM

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Source: NJ.com, April 20, 2010

CASE STUDY: RUTGERS

Neither the story nor press release could be found in the 42,219 results for *iPad*

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Google news iPad Search [Advanced news search](#) [Preferences](#)

News Results 1 – 10 of about 42,219 for iPad. (0.20 seconds)

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HP Slate v. Apple iPad: Which is Better? ☆
PC World - [Tony Bradley](#) - 3 hours ago
The Apple iPad has only been physically available to the general public for a few weeks, and the HP Slate is still a prototype waiting for a ...
[Why iPad's 'Instant-On' Should Scare Microsoft](#) ChannelWeb
[Apple: Comparing iPad to Netbooks Is 'No-Brainer'](#) X-bit Labs
[Israel's war on the iPad](#) The Week Magazine
[TopNews United States](#)
[all 60 news articles »](#) [HPQ - MSFT](#) [Email this story](#)

Apple Earnings Wrap-Up: iPad 'Apple's next cash machine?' ☆
Wall Street Journal (blog) - [Matt Phillips](#) - 2 hours ago
RBC Capital Markets: "Apple sees a significant iPad opportunity ahead; On Apple's market share growth strategies, our FY11 iPad unit forecast rises to 9.2M ...
[iPad success relies on being glitch-free](#) Sydney Morning Herald
[Apple's second-quarter profit jumps 90 percent](#) BusinessWeek
[Apple Reports Best-Ever Non Holiday Quarter; Confirms iPad 3G for April 30](#) Marketnews.ca
[New York Times - New York Daily News](#)
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CASE STUDY: RUTGERS

Six days later, a multimedia press release about the course was distributed and a story posted on Search Engine Watch (562,221 unique visitors).

Smart Multimedia Gallery




Photo
Eric Greenberg is coordinator of the new Mini-MBA program in digital marketing being offered this summer by the Center for Management Development at Rutgers. The program will incorporate the Apple iPad into the executive education program. (Photo: Business Wire)

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April 26, 2010 07:31 AM Eastern Daylight Time

Apple iPad Tablet to be Tested in New Rutgers Mini-MBA Digital Marketing Executive Education Courses

With Apple's Help, Innovative Technology Becomes Integral to Executive Certificate Program at Rutgers, The State University of New Jersey

NEW BRUNSWICK, N.J. --(BUSINESS WIRE)--Each student enrolling in the new [Mini-MBA: Digital Marketing Executive](#) of New Jersey, will receive an Apple iPad tablet, but it's not intended to be a shiny new toy offered as a gift just for partici

Rather than offering the program online, the Rutgers Center for Management Development (CMD) is seeking to merge the in-person classroom learning with the power and flexibility of digital technology. Rutgers faculty are working with Apple to iPad for use in the course, and with programmers to develop apps specific for each of the 12 three-hour modules.

"The Digital Marketing Mini-MBA is a perfect course to pilot since it is designed for marketers who have an interest in lea exploring the latest digital technologies, and for technical managers seeking to expand their role in marketing," said Eric CMD faculty member who is program director of the digital marketing mini-MBA.

The 36-hour course will be taught by both Rutgers faculty and leading practitioners from around the world. Module topics time research and response; mobile marketing; online PR; digital brand management; understanding the new digital cons marketing; digital innovation models; and digital transformation.

"We are hoping that both faculty and students will discover new ways to use the iPad during the program," Greenberg sa monitor digital marketing campaigns throughout the course. They will also interact with each other and the professors on Twitter.

The devices will come pre-configured with all required reading material, including cases, articles, chapters and videos pre later this month to brainstorm unique ways to take advantage of the iPad technology," Greenberg said.

Rutgers is providing students the base version of the iPad. Apple has reserved iPads for Rutgers, and is providing free tra

The first Mini-MBA: Digital Marketing program is being offered July 19 through July 23 on the Piscataway campus and is those requiring overnight accommodations, including international participants.

The Mini-MBA program is an executive education program designed for working professionals. Participants receive a cert optional exam earn three credits toward a full-time MBA degree. Students are not required to take the GMAT prior to enr

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You are here: SEW Home > SEM News > New/Cool > Testing Apple iPad Tablet in New Rutgers Mini-MBA Digital Marketing Program

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« Ad Age Scoop: 'Reckitt Benckiser Breaks Record With \$40 Million Video Buy' | Main | UK Election 2010: What's So Bad About a Hung Parliament? »

April 25, 2010 Testing Apple iPad Tablet in New Rutgers Mini-MBA Digital Marketing Program

This is a test. Each student enrolling in a new Mini-MBA: Digital Marketing Executive Certificate Program this summer at Rutgers, The State University of New Jersey, will receive an Apple iPad tablet. This is only a test.



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Recent Comments

Thanks for the comment, Bill. That's what Rutgers is hoping. After I see a demo on Wednesday and h...

Greg Jarboe Monday, Apr 26

Source: Search Engine Watch, April 25, 2010

CASE STUDY: RUTGERS

Blog post and press release ranked #3 out of 6,589 results for *Apple iPad tablet*. The press release received 22,027 headline impressions, 819 views and 35 link clicks.

The screenshot shows a Google News search for "Apple iPad tablet" with 6,589 results. The top results include:

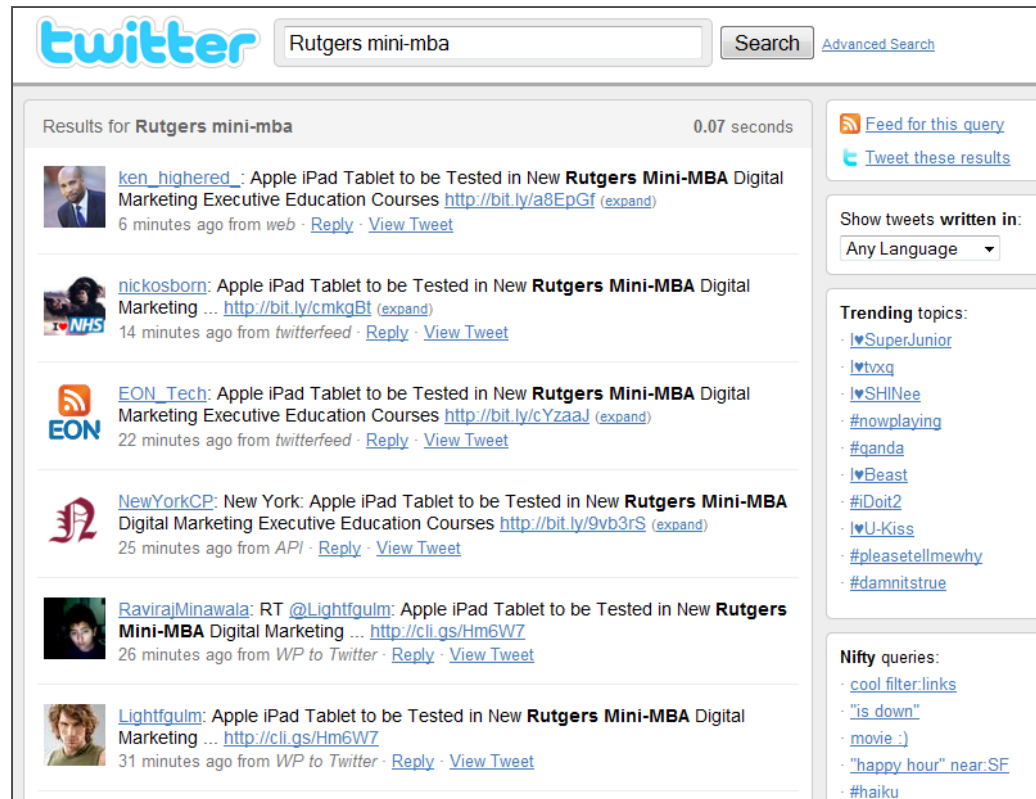
- Apple iPad** (Sponsored Link): www.apple.com/ipad Almost 150,000 apps for just about anything on the new Apple iPad.
- 95% Off Apple iPad** (Sponsored Link): BigDeal.com Save Up To 95%. A Revolutionary Product At An Unbeatable Price.
- Israel Lifts Ban On Apple iPad Devices** (3 hours ago): ITProPortal - [Desire Athow](#) - 3 hours ago. Apple aficionados residing in Israel breathed a sigh of relief after the country's Communication Ministry lifted the ban on Apple's iPad tablet computer. ... [Israel Gives Approval for iPad Imports](#) PC World
- Apple iPad ban ended in Israel** (The Guardian): [Israel ends ban on iPad imports](#) The Associated Press
- Apple iPad Tablet to be Tested in New Rutgers Mini-MBA Digital Marketing Program** (press release): Search Engine Watch (blog) - Apr 25, 2010. ... Mini-MBA: Digital Marketing Executive Certificate Program this summer at Rutgers, The State University of New Jersey, will receive an Apple iPad tablet. ... [Apple iPad Tablet to be Tested in New Rutgers Mini-MBA Digital Marketing ...](#) Business Wire (press release) [all 11 news articles](#) [Email this story](#)

On the right side, there are more sponsored links:

- Apple iPad**: Get your Apple iPad on eBay today! Brand new, sealed in box available. www.eBay.com/iPad
- P-Active Tablet PC**: P-Active 19" LCD Tablet PC Sale \$825.00 Free Shipping www.carpediemstore.com/
- i-Pad™ April Sale \$597**: Buy Your Brand New 64Gb i-Pad™ Sale \$597. Order Yours Online Now! Apple.zwee.com/Apple-iPad-64Gb
- Free iPad**: iPad Testers Wanted. Participate & Get A Free iPad! FreeiPadGift.com
- Apple iPad Tablet**: Save on Apple iPad tablet Free 2-Day Shipping w/Amazon Prime! Amazon.com/computers
- Top Deals on iPad**: Best deals on new & used iPads Huge choice. Big savings Apple-Guide.info/iPad

CASE STUDY: RUTGERS

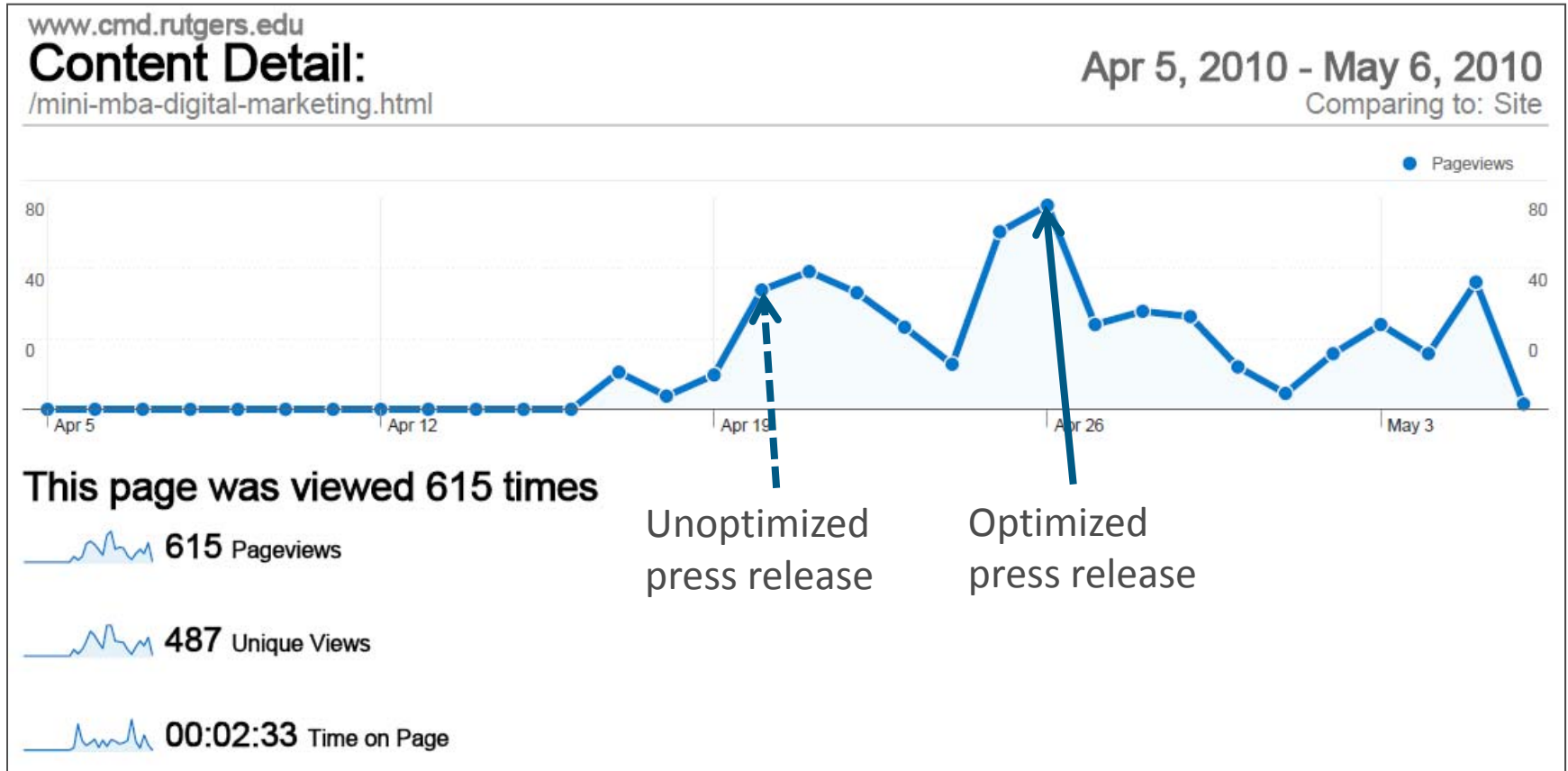
Blog post and press release generated 225 tweets about *Rutgers Mini-MBA*, and first registration for the course.



The screenshot shows a Twitter search interface with the following elements:

- Search Bar:** Contains the text "Rutgers mini-mba" and a "Search" button. A link for "Advanced Search" is visible to the right.
- Results Header:** Displays "Results for Rutgers mini-mba" and "0.07 seconds".
- Feed for this query:** A button with a RSS icon and the text "Feed for this query".
- Tweet these results:** A button with a Twitter icon and the text "Tweet these results".
- Show tweets written in:** A dropdown menu currently set to "Any Language".
- Trending topics:** A list of trending topics including #SuperJunior, #tvxq, #SHINee, #nowplaying, #qanda, #Beast, #Doit2, #U-Kiss, #pleasetellmewhy, and #damnitstrue.
- Nifty queries:** A list of suggested queries including "cool filter:links", "is down", "movie :)", "happy hour" near:SF, and #haiku.
- Tweet Results:** A list of tweets, each with a profile picture, name, text, and timestamp. The tweets are all about the "Rutgers Mini-MBA Digital Marketing Executive Education Courses" and mention an "Apple iPad Tablet to be Tested".

CASE STUDY: RUTGERS



Source: Google Analytics, May 6, 2010

CASE STUDY: RUTGERS

Rutgers University's short-term return on marketing investment was over 3.0

- Rutgers spent under \$1,665
 - Includes press release SEO, distribution and blog post
- Rutgers generated \$4,995 in 1st week
 - The new digital marketing course was limited to 30 participants. With full attendance, it generated \$149,850
- So, the short-term ROMI was over 3.0
 - Nielsen Analytic Consulting has found through conducting numerous studies worldwide that the average short-term return on marketing investment (sales return within three months of media execution) is 1.1

SHARING THE SECRETS OF PRESS RELEASE SEO

- According to a MarketingSherpa survey in 2009, **press release SEO was rated as the most effective emerging marketing channel**
- The challenge is convincing colleagues or clients that press release SEO is a rewarding route to success.
- Justify investment with Web analytics:
 - If a press release also includes links to interesting, related content, then it can drive traffic to a website.
 - Traffic can be measured using Web analytics software and tools.
 - Some companies have also used conversion tracking code to measure the number of leads or sales generated by press release SEO.



Q&A

You may submit questions using the Ask a Question field on your webcast player.

Questions not addressed on this webinar will be answered in a post on Greg Radner's blog: <http://prhub.wordpress.com>

You may also reach out to our speakers following the presentation:

Greg Jarboe	greg.jarboe@seo-pr.com
Greg Radner	greg.radner@thomsonreuters.com