

How PRWeb Works

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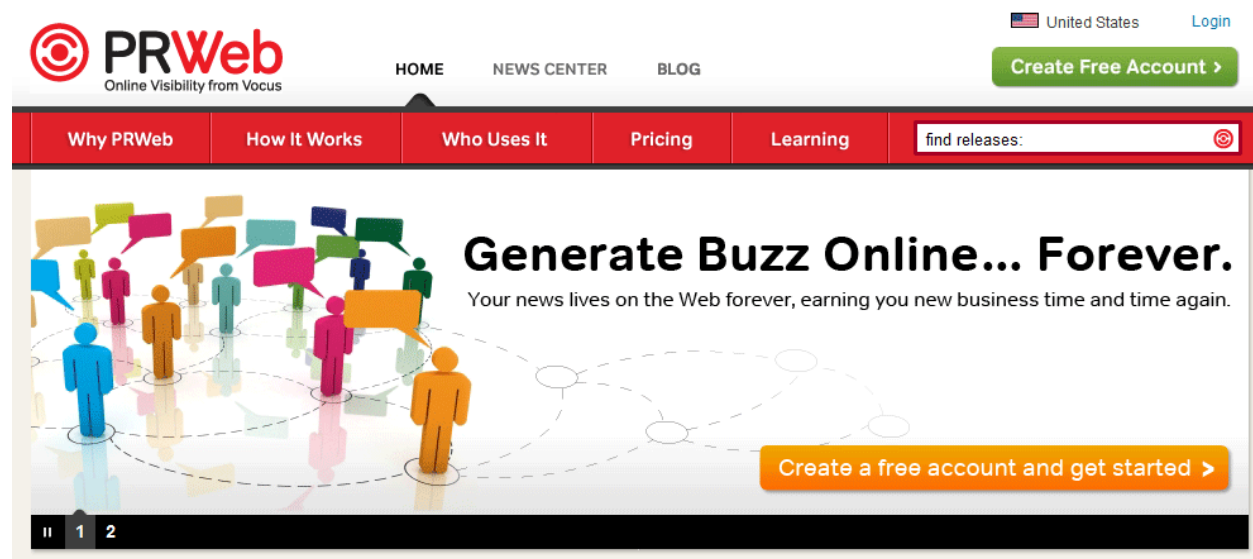
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How PRWeb Works

Press releases are among the most powerful publicity tools in an online marketer's arsenal. They're far less expensive than advertising – in fact, if you do your own writing and submissions, they're absolutely free. But sometimes it's worth paying for a good press release distribution service if you want to make sure your release gets maximum visibility.

PRWeb.com is one of the most popular press release distribution services around. Launched in 1997, the company has built relationships with thousands of blogs and online news outlets and all of the major search engines. It is the most visited press release website in the world. Submitting through PRWeb gets your press release placed on their website, indexed by Google and Bing, placed on major news sites such as Google News, Yahoo News and Topix, and sent to media subscribers.



Among PRWeb's customers are such household names as Southwest Airlines, but the service is available to businesses large and small. Those who have never written a press release before can find lots of helpful information in the site's Learning Center section. You can even compose your releases using a template with step-by-step instructions. Or if you prefer, you can pay PRWeb's editors to write a release for you.

PRWeb Distribution Packages

PRWeb offers packages starting at \$159 per press release. The following features are included in all packages:

- Placement of your release on the PRWeb website
- Indexing of your release by Google and Bing

- Placement on major news sites such as Yahoo News and Topix
- Placement on industry news feeds
- Placement on regional news feeds
- Distribution to media subscribers
- Enhanced blogger visibility
- Placement on media lists

The Advanced and Premium packages offer additional features such as:

- Placement on additional news feeds and media lists
- Placement on premium websites
- National distribution through the Associated Press
- Placement on local news sites
- Automatic Twitter posting
- Anchor text links
- Custom URLs
- Search optimized images
- Embedded video
- Next day distribution

Package Selection

<p>Standard</p> <p>Attract More Attention</p> <ul style="list-style-type: none"> → Text-based release → Major search engine placement → More regional coverage <p>\$159 per news release or Learn More</p>	<p>Advanced</p> <p>Drive More Business</p> <ul style="list-style-type: none"> → SEO-enabled/Multi-media release → Major Search engine placement → Expanded industry/regional coverage <p>\$199 per news release or Learn More</p>	<p>Premium</p> <p>Own The Media</p> <ul style="list-style-type: none"> → SEO-enabled/Multi-media release → Major search engine placement → Full industry, regional and national coverage <p>\$369 per news release or Learn More</p>	<p>Financial</p> <p>Achieve Financial Visibility</p> <ul style="list-style-type: none"> → Multimedia format → Major search engine placement → Full industry, regional and national coverage → Distribution to top financial outlets <p>\$499 per news release or Learn More</p>
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Customers can also purchase additional features and services such as release editing and revision, rush distribution, enhanced placement on PRWeb.com, search engine optimization and distribution to media digests.

Select Editorial Add-ons

News Revision (\$129)

- ☐ Have you written your release but want a second opinion? One of our editors will review your release and provide editorial feedback to ensure it has a refined, professional tone. *Note: requires a minimum two business days.*

News Drafting (\$325)

- ☐ Don't have time to create a new release? A Dedicated editor will work with you to create a professional news release that meets your goals and expectations. *Note: requires a minimum two business days.*

Search Engine Optimization (\$175)

- ☐ We will help you write your release to optimize search engine traffic and ensure your release supports better search placement for your Web site. This means focusing on search friendly keywords, links and a variety of other SEO tactics. *Note: requires a minimum two business days.*

What Happens Next?

Once you've submitted your press release through PRWeb, you don't have to just sit back and wait for others to read it. Each customer has access to tracking tools that let them know exactly how well their release is performing. You can see how many times your release is read, how many headline impressions it gets, which media outlets receive it, how many times it is shared in social media, how readers find it through search engines and more.

Strategies for Success with PRWeb

PRWeb is an outstanding tool for business owners who are looking for publicity. But there are some things you can do to increase your press release's chances for success.

- **Write a release that will get readers' attention.** If you write a mediocre release, distributing it through PRWeb won't magically make it more newsworthy. It's just as important as ever to craft an attention-grabbing headline and write a release that media outlets will want to use. Take advantage of all the help that's available for free at PRWeb.com to write a great release, or hire a professional to write one for you.
- **Choose the best package for your needs.** The Standard distribution package is sufficient for many small business owners. If it has everything you need, there's no point in paying for a more expensive package. However, higher priced packages offer features that are particularly helpful for certain types of users. Weigh your options carefully so that you get the highest possible return on your investment.



- **Use social media to spread the word once your release is published.** Include a link to the release on PRWeb.com. Your announcement could make it to bloggers or members of the media that are not regular PRWeb users, giving you additional exposure.
- **Let bloggers in your industry know about your release.** Send them a personal message letting them know that you think your press release might be a good fit for their blog, and include a link. They might use it for a post or even contact you for an interview.
- **Link to the release from your blog or website.** This can serve a number of purposes. For new or relatively unknown businesses, it lends credibility to your site. It can help your release's search engine rankings. And if a blogger or member of the media lands on your site, it gives them a link to your latest news.
- **Use what you learn from one release's performance to improve the next one.** Pay special attention to the keywords your audience is using to find your release, and make sure to use them in your next release if possible. If your release fails to perform well, think about what you can do differently next time around.

Using PRWeb is a surefire way to get your press release in front of more media eyes. If you take the time to create a well-written and newsworthy release, bloggers and reporters will take notice.