

Introduction. New content is incredibly important to successful SEO. This worksheet helps you brainstorm a press release strategy as well as create your first press release (press release). Use <http://www.lettercount.com> to count your characters.

Press Release Basics. A successful website will have a press release section, and a prominent "one click" link from the home page not only to a news gateway but also to at least three revolving (newest) press releases. In addition, syndicate your press releases on a free or paid news service for even better Google pickup and SEO.

WRITE A PRESS RELEASE

- The rest of this worksheet can be used to write a **SINGLE press release**.
- For an online template, use <http://jmlinks.com/6r>.
- For sample JM INTERNET GROUP press releases use <http://jmlinks.com/6q>.

Target keyword family: _____
(One only!)

Three related **ACTUAL search phrases** you want to get the press release to the top of Google for -

Phrase #1: _____

Phrase #2: _____

Phrase #3: _____

<TITLE> Tag (Press Release Headline). The <TITLE> tag is the most powerful tag on any page; including your press release. **Strict** limit: < 59 characters (visible on Google), < 80 characters indexed. Weave your target keywords into your <TITLE> tag but also write it in a pithy, fun, readable way as a press release headline:

<TITLE> _____
_____ </TITLE>

<META DESCRIPTION> Tag (kicker). The <META DESCRIPTION> tag heavily influences how your press release is described on a Google search. Embed your keywords in your META DESCRIPTION tag and write in a pithy, fun way: Strict limit: < 155 characters. For press releases, this is also often a visible blurb beneath the headline.

<META NAME="DESCRIPTION" CONTENT=" _____

_____ ">

<H1> Tag. The <H1> tag family is preferred by Google. Identify at least one <H1> for the press release, and also use a few <H2>, <H3> for subheadings.

<H1> ___(Usually the Press Release Title / Headline)_____ </H1>

<H2> _____
_____ </H2>

URL Reference. A good press release will point to a URL on your site, preferably a product page or a page you want to pull into the Google index. Be sure to write it out long style as in <http://www.jm-seo.org/news/seo-training-news.html>

URL =http://_____

Introductory Paragraph. The first paragraph should express the “main idea” and have a keyword heavy link opportunity.

Quotation Paragraph. The second paragraph should be an “exciting” quote from a company spokesperson about how this news is fantastic, amazing, and the greatest thing since sliced bread!

Page Text. Every word that appears on your page is a powerful keyword opportunity to get to the top of Google. Write down a few paragraphs about your company's new products or new services that include your target keywords. Remember that Google prefers heavy keyword density! Place this and other keyword heavy paragraphs on the page:
