

Press Release Optimization

09_20_2006

DecisionHealth

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FACTS :

- First un-optimized release posted on BusinessWire on 08/14/2006
- Second optimized release posted on 09/05/2006
- Same audience
- Same time of day

How?

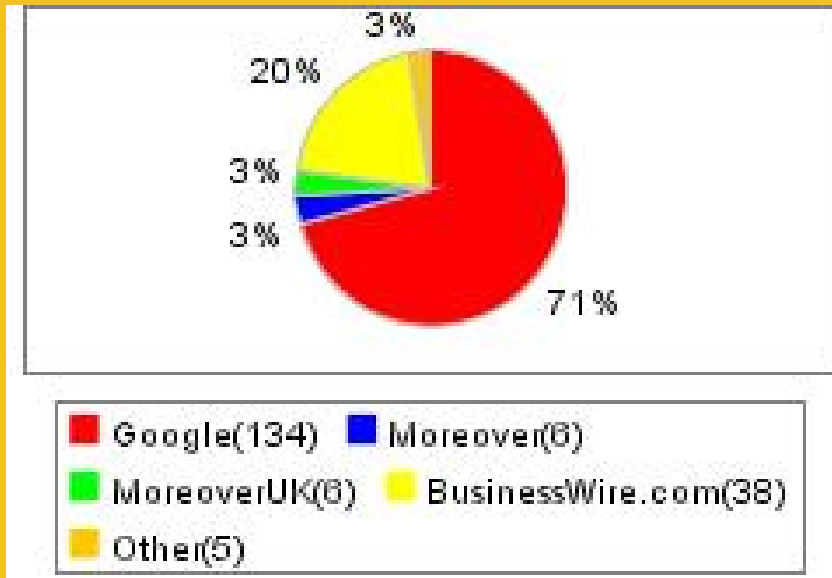
- Find the keyword you want to optimize
- Include the keyword or phrase in the first paragraph and title of the release.
- Place the keyword next to the company link and company name to drive traffic to your company web site.
- Attach a document to see how many people download.
- Code the Logo and the Downloads so you can track them on WebTrends

Release #1 Results - 37 days since launch

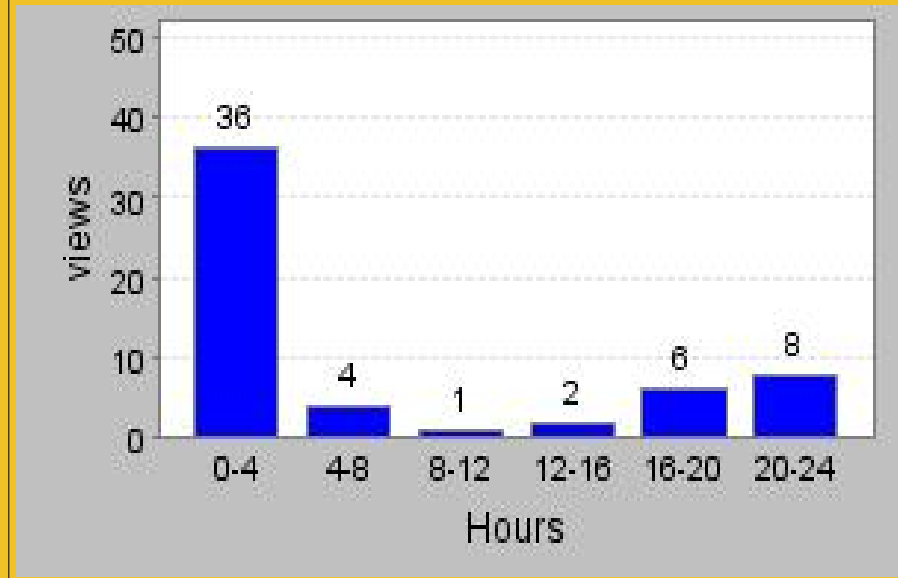
ACCESS REPORT

Totals: 189, View (s): 189

Access by Time



Access by Time

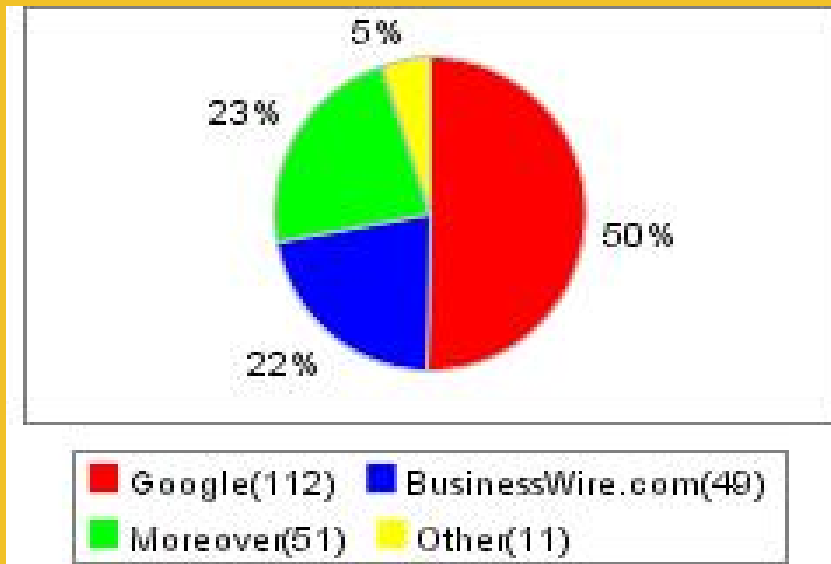


Release #2 Results - 15 days since launch

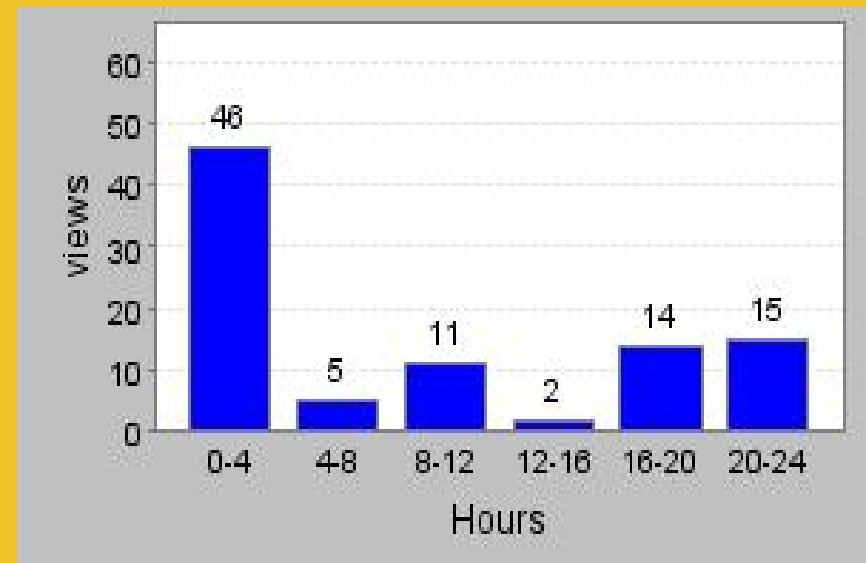
ACCESS REPORT

Totals: 223, Multimedia
Download (s): 9, View (s): 214

Access by Time



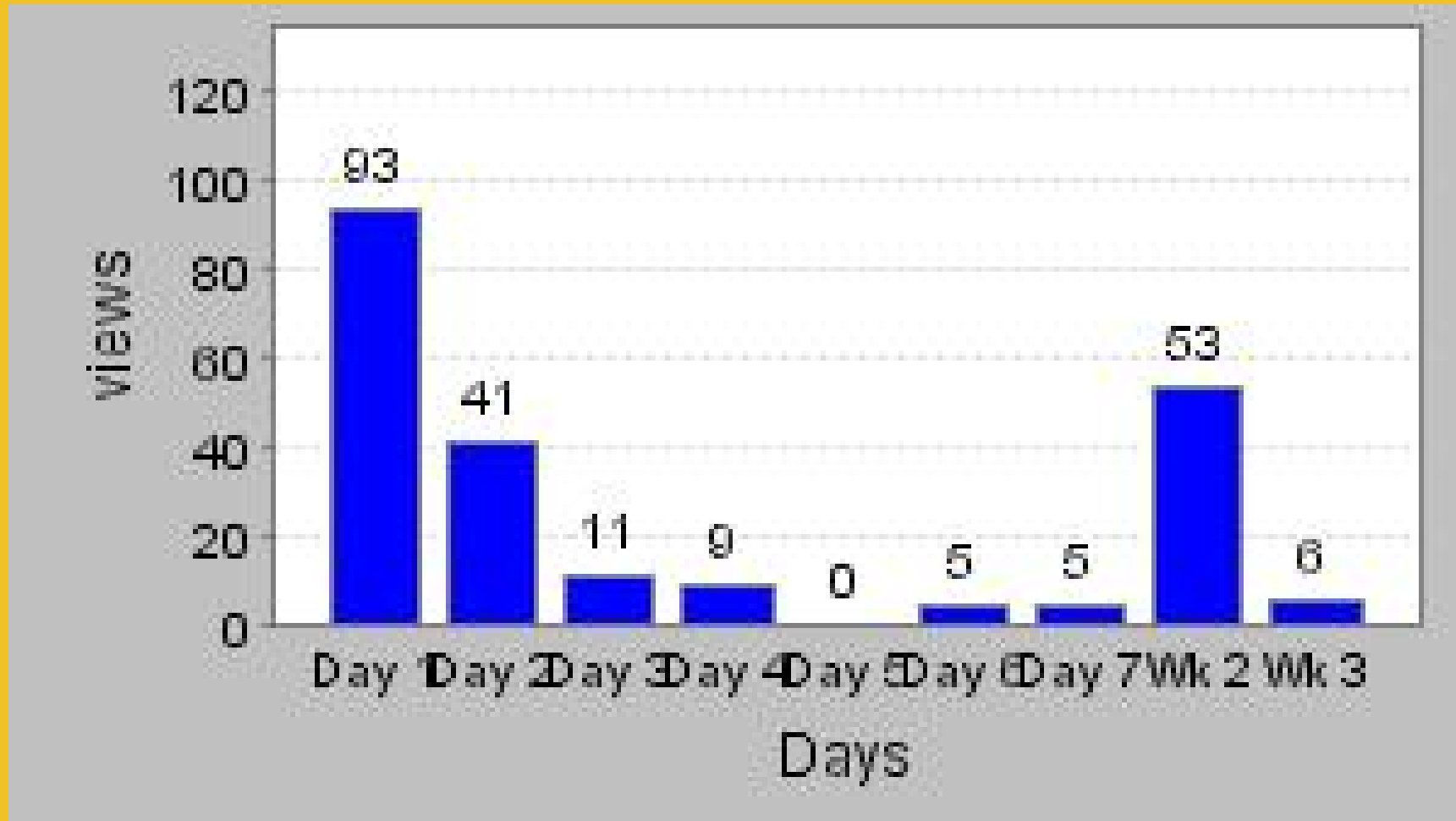
Access by Time



Release #2 Results - 15 days since launch

Access by

1st 24 Hours Days



Moral:

Strategically optimized press releases can be used as tactic to impact your site's rankings (even on a specific keyword), not just the press release itself.



Press Releases lead to coverage, articles and clips that are found on keyword searches by search engine users...





HAPPY OPTIMIZING.

