

Keeping it REAL

Strategic Marketing Direction

For novices of all levels

MarketingBuddha.com

How to write an effective title for online press releases

PROBLEM:

I need to write a headline that sums up my story and ranks at the top of search engines. What things make a press release title SEO friendly?

SHORT ANSWER:

Place a specific keyword and benefit-laden phrase at the beginning of your press release title. The words you choose should match what your target audience will enter in their internet search query.

STEP-BY-STEP STRATEGY:

A press release optimized for search engines can attract millions of prospects to your website. Additionally you can create interest from bloggers and website owners who are looking for content to put on their website. You also can attract attention from traditional media—radio, TV and newspapers—who might want to feature your company in a news story.

When you submit your release through online press release distribution sites, your headline is typically what displays as the title on search engine results pages (SERPs).

Step 1

Identify keywords and keyword phrases. Keywords are vital because they tell search engines that the information in your press release is what internet users are looking for. When conducting your keyword research, identify and select a combination of 10 – 15 keywords and keyword phrases. Make sure the words you choose relate to your products, services and the key benefits your customers receive. Here is a list of free keyword identification tools:

- <https://adwords.google.com/select/KeywordToolExternal>
- <https://freekeywords.wordtracker.com/>
- <http://www.keyworddiscovery.com/search.html>

Tip: [Use an online thesaurus for keyword research](#), too!

Step 2

Write the body copy before you write your press release title. Why?

- Having different keywords in your news release body from those in your title maximizes keyword exposure.
- With body copy that answers questions who, what, when, where, how (and how much if there is a cost), you'll have plenty of great title ideas staring back at you.

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- Do you have more than one audience? Probably. That's why it makes sense to use a single release more than once. By writing your body copy first, you can think about each of the audiences you want to reach. Then with only a few word changes and a new press release title, use the same release for a different target audience.

Step 3

Pair either a keyword phrase or specific keywords with a key benefit. *Tip place key words, key phrases and key benefits on note cards and practice arranging them in relevant sequences. When you're ready to write your headline, ensure keywords appear at the beginning and a specific benefit is placed nearby.*

Step 4

Limit your press release title to 70 characters. This way you ensure readers can see your entire headline. If your headline is too long it might get cut off and ellipses will be displayed instead of the words you wrote. If your full title isn't viewable readers might not click the link to your news release.

Step 5

Use numbers instead of words. For instance, '\$100 Visa Gift Cards Given to 12 Customers at XYZ' *Tip: Do not include a period at the end of your headline.*

Step 6

Make your title unique and create a sense of urgency by including a time element. This strategy is more advanced but will make your press release title stronger. For example, '12 Customers to Receive \$100 Visa Gift Card, 6p.m. at XYZ, Dec 24th' *Tip: Put your company name in your headline to facilitate brand building.*

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