

These recommended best practices for online news releases were developed by a team of Society for New Communications Research Fellows, based on the SNCR study "Exploring the ROI of Online Press Releases," which was sponsored by SNCR Vendor Council member Vocus.

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Best Practices for Online Press Releases

Press releases are no longer just for media.

Press releases are not just for traditional journalists and editors anymore. Bloggers and consumers have become prominent targets for press releases. These new audiences have different motivations and consumption patterns than journalists. Therefore:

Tip: Invest time in researching and targeting your audience.

Tip: Structure press releases for various audiences.

Search Engine Optimization is becoming standard practice.

The importance of using keywords in the headline and body represented two of the four top tactics that respondents reported using when crafting their press releases.

Tip: Always include keywords in headlines and the body of the release.

Tip: Link to corporate website(s).

News aggregation sites (Google News, Yahoo! News) and other news sites (Reuters, CNN, etc.) represent important real estate for press releases.

Most professionals want their releases to appear on aggregation and news sites.

Tip: To keep your brand consistently findable, issue a release at least once per month.

The success of a press release depends on metrics such as times republished and number of inbound links.

Tip: Don't just count views and links. Make sure your metrics align with your goals.

Tip: Make it easy to others to link to your releases.

Press releases are being distributed through a wide variety of channels.

Tip: Match your channels to your desired audience.

Tip: Take advantage of free/low-cost online distribution services to widen reach.

This SNCR Research Study & Best Practices Tip Sheet Was Sponsored By:



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