

Press Release Information

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If you haven't written many Press Releases, it might be safe to say, that you've guessed what to write. Here's 5-tips for **internet releases** that might help:

1. CONTENT IS NEWSWORTHY AND EASY TO READ

If you don't grab attention from the first sentence, there is a good chance you'll find your message in the circular file, or the viewer click to something else. With an interesting headline and a compelling first paragraph your increase your chance of capturing the reader's attention.

Ask yourself: what question am I answering? My research suggests that online press releases rank higher when the content directly answers customer questions. Presenting your content with bullet points or shorter paragraphs makes it easier to read and increases interest.

2. DON'T FORGET TO USE A HEADLINE THAT'S COMPELLING

Your reader's first impression comes from your headline. You only have about **8 seconds** to capture your reader's attention. To attract attention, make your headline compelling in a few short words. The media only reads headlines because they receive hundreds of Press Releases and announcements a day. Your headline must create interest to avoid having your press release discarded.

Some thoughts to keep in mind:

- ❖ Keep your headline to 140 ***characters***. If your press release is on the internet, make sure it's sharable.
- ❖ To receive higher SEO rankings, share online content on your chapter's social media (visibility).
- ❖ Keep your headline short. If you are having issues, try a sub-headline to supply more information.
- ❖ When you can use a number in your headline. Using a number has shown better engagement.
- ❖ Include keywords for internet use, within the first 55-70 characters. This helps with SEO but will also keep valuable information within email subject lines.

3. MULTIMEDIA HELPS

To capture attention and boost SEO include visual content. Photos and videos significantly increase engagement. A [study by PR Newswire](#) indicates including images receives 1.4 times more views than text-only. Video offers an average of 2.8 times more views. You can double your performance by including images.

4. INCLUDE A CALL-TO-ACTION

Even with well-written press releases, one of the biggest mistakes is no clear action for the reader. Are you trying to sell something? Do you want a reader to fill out a form? A clear call-to-action in a release is crucial. Keep in mind that including too many links is viewed negatively by search engines and could confuse your users. Pick a single action and lead your reader to it.

5. KEEP THE BOILERPLATE INFORMATION IN THE BOILERPLATE

Don't be tempted to describe the company in the first paragraph of your release. If you do, you are sacrificing reader interest and SEO opportunities. The first paragraph and headline are the hook that reels a reader in. Don't waste your prime real estate with information that can be found on every other press release you've written.

Your press release is a valuable earned media tool; don't let common PR blunders derail your hard work. If you write your content with your reader top of mind, your release may soon be top of search as well!

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