

## Search engine marketing with online news releases

By Jiyan Wei

Imagine standing in the middle of a crowded, chaotic bazaar; people all around you looking for the latest deals and goods. Here's an opportunity to engage prospects, but how do you get started? That's where search engines come into play.

Search engines are the information desks at the Internet bazaar. Newcomers and veterans alike can go there to be pointed in the right direction for their needs. The first step is to make sure the information desk knows about your business, so they can refer prospective customers to you. You get the information desk familiar with you through word of mouth. In the case of search engines, they get their knowledge through back-links.



Online news distribution services provide a platform to grab people's attention. Like the above, it's as if you're suddenly handed a megaphone and podium from which to rise above the crowd and share your message. You will not only draw people directly to you to buy what you're selling, but you'll increase your awareness among the crowd, including the information desk.

Search engines and news distribution services complement each other. Search engines deliver relevant, high-quality content to the end-user while news release services help customers develop, optimize and distribute high-quality content.

By incorporating a keyword strategy to ensure your release is higher up in search results and links to your Web site within the release, potential customers will see your news and be driven from it directly to your Web site. Then, bloggers and other Web sites pick up your release, generating more back-links to your Web site and pushing it higher still in standard search results.

Several search tactics have emerged for online releases over the past year. There is the increasing usage of multimedia in online news releases, allowing customers to integrate optimized images, video and podcasts. This generates tremendous additional search traffic through image search and video search.

Actively engaging in social media sites like Digg and Stumble- Upon also amplify news release search results and traffic by spreading news further in these spaces. Don't simply share your news releases in social media sites; incorporate them into your ongoing process of engagement.

There is still no replacement for a compelling, well-written news release that is well optimized and distributed online. To return to our initial analogy, just because you have a megaphone doesn't mean you can say whatever you want and expect results but provided you have a message worth saying, people will listen, share and react.

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