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Online SEO Press Sections Essential for Small Businesses



Press releases are one of the most important tools any small business can use to get and grow their business, yet most companies don't leverage them nearly enough. Once a release is sent out, most companies file it away, never to be seen again, when what they should be doing is adding it to a dedicated press section on their company Web site.

"Every business has a reason to use press releases, but they should continue to use them long past the initial date they were sent out," explains Cher Murphy, president of Cher Murphy PR, a public relations firm. "Having an online press section is an effective way to bring traffic to the site, which will help translate to more business."

Around the world, there are over a billion Internet users. Each day, there are millions of online searches. Businesses that effectively use search engine optimization (SEO) are successful in showing up in the results, which ultimately drive traffic to their site.

"Many people, needing a product or service, don't necessarily know a company's name or Web site address, so they start by doing online searches," says Murphy. "If a company has a press section with releases that contain SEO terms, they have a good chance of coming up in the search results. It's an easy and cost-effective way to bring potential customers to a site."

In creating an online press section, businesses should always make sure the releases have been optimized. To do this effectively, remember to:

- Use SEO keywords that are relevant to the business, service, and geographic location.
- Try to keep the keyword usage to around five percent of the overall text. If a company tries to use too many keywords in the release, they may be penalized by the search engines, or have a release that doesn't read correctly.
- Scatter the keywords throughout the release.
- Always have a link from the release to the company site.
- Leave the releases online, even after they are considered old. The more options a company has for coming up in search results, the better.
- Use a tool like WordTracker in order to see suggested keywords and how many searches are conducted on average per day.

"SEO press releases are great at pulling in Web traffic," adds Murphy. "Not only can they be used on a company's site under a press section, they should also be released online to help create even more traffic for the site."

The Internet has created a whole new way to reach consumers, even for businesses that rely upon walk-in customers. Many people do research regarding products and services online before going to make a purchase. Creating an SEO press release section on the company Web site is a powerful way to help new customers find your business.

"Creating a press section online and adding SEO press releases is a cost-effective way to help a business," adds Murphy. "Publicity can work wonders for businesses, regardless of their current size or what they have to offer."

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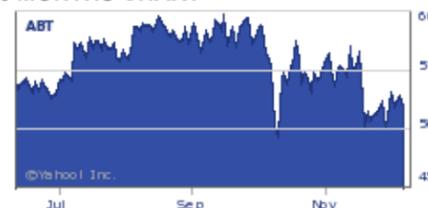


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