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Welcome to the Press Release Traffic Booster.

This manual will outline the methods you can use to get your press release written, submitted and published in the #1 position on google.com/news in very little time.

Many people spend tons of money and countless hours trying to work out search engine optimization. However we all know that certain search engines prefer certain ‘content’. Press releases are some of the most preferred content of top search engines.

This manual will show you how to easily tap into this resource and drive tons of traffic to your websites.

This manual is filled with practical, step-by-step examples that will help you achieve success. No fluff, no filler, no nonsense.

1.5 Examples of press releases that reached #1 position on google.com/news

In this manual you will find examples of press releases that reached the #1 position on Google.com/news for highly competitive keywords. These press releases stood the test of time, so it’s not just temporary. You’ll also be able to achieve this same result in a couple of hours with the strategies I’ll show you, driving lots of traffic to your website because of your press release.

Example 1

Press Release : Online home business ideas and resources

Online home business ideas and resources

WEBWIRE – Tuesday, March 11, 2008

Cynthia Minnaar is an experienced Internet Marketeer, she set up http://www.cyns-home-biz.com two years ago and has since had great success with this new internet marketing website. For the vast majority of sites, good Internet Marketing can increase visitors many fold and is very often the difference between those sites that are considered hugely successful and the many otherwise excellent sites that languish around the web unloved and never to realise their full potential.

In a comment Cynthia stated “http://www.cyns-home-biz.com is committed to helping others earn a legitimate income online by offering the best Online Work At Home Ideas, genuine Internet Home Based Business Opportunities and proven Online Home Income Resources that work.”

This press release managed to get on TOP Position in google.com/news in a couple of hours, but most IMPORTANTLY it was in the #1 position on google.com out of 5 million competitors.

All of this with just 1 hour of work!

You could never achieve this with standard search engine optimization strategies.
Another Example is an impressive FIRST position out of 7 Million results!!!

The URL is:

In this manual you'll learn how to reproduce these results over and over again.

Let's talk about the secrets you need to know about so that you can achieve these results too.

2.0 The Secret method I use to get to NUMBER 1 Position on google.com/news in less than a few hours... GUARANTEED!

My preferred press release submission service is webwire.com. Other services might cost and charge up to $400 for a press release submission wire service that's not half as good as what webwire.com offers for a fraction of the price. I suggest that you go for the lowest priced service they offer if you ever decide to use the paid service submission of webwire.com. If you choose not to use webwire.com you'll find a list of good press release submission services that offer their services for free at the end of this manual.

However in these examples I'll be using the webwire.com service as it offers excellent service for the money.
NOTE: I am in no way affiliated with webwire.com. If you choose to use them, I am not compensated by them.

Go to webwire.com and register, which should only take a couple of minutes. Then select the “Submit a release” option. You’ll get a menu that looks like this:

Look at the registration form and then read my explanation of the terms in red which will help design a press release that’ll achieve high ranking in the search engines, even google.com which is known to be the most difficult search engine to crack.

http://www.webwire.com/AddRelease.asp?SESSIONID=2059C895-9F60-41F6-8BA8-C05E533FFBD10

SUBMIT A RELEASE

Step 1 of

* Required field

**headline box**

**event box**
Press Release itself

Contact Details

Related Links

If any part of the Contact Information below is within the Full Release box above to avoid repetition. (All contact fields are required):

* Contact Name:

* Contact Title:

* Contact Agency/Company:

* Contact Telephone:

* Contact Email:

If you are interested in placing additional links apart from those possibly within the content of your release, please use the following fields. These links will display within WebPost® and WebRelease® only. If you are distributing via our Targeted Lists and Wire Service Distribution powered by PR Newswire, please integrate these links within the Full Release area above:
2.5 How to choose the perfect headline to attract traffic.

This is the most important part of your press release. This is what draws attention and gets people to read your release.

Experience has shown that FOUR word headlines are desirable. Try your best to get your headline down to four words or as close to four words as possible.

Many times it’s just not possible to get your headline down to four words. The last press release I had get to the #1 position had 14 words in the headline. You’ll even see that some of the examples in this report have headlines that are more than four words.

So, if you can get your headline down to four words, great. If not, focus on writing a headline that will draw attention.

For this example we’re going to use a headline that does have four words.
Let’s take the example of the headline in the release above which reads “Learn social media marketing”.

At a first glance this headline is dull. I agree, but just imagine someone searching for the highly competitive keyword – learn social media marketing - which is a sought after search, and that headline gets into the number one position on Google News. When someone searches for this term, they’ll obviously click on the #1 listing. This will result into a highly profitable press release because people will follow the links in the press release (later I'll outline how to do this too) to the website listed in the press release and give you the traffic boost you need.

With the methods you’ll use in the rest of this report you'll also make sure that your press release will stand high in google.com/news for more sought after short-length keywords, such as “social media marketing” “social marketing” etc.

….. but before you start cranking out your 4 keyword headlines and expecting to get number one position you also have to do the following:

**The SEO Optimization box:**

At the end of the webwire.com form you'll find the SEO optimization keywords as I illustrated on the previous page. Many people don’t use these, which is a huge mistake. Be sure that you do use these to your advantage to guarantee top positions in Google News.

Always write your 4 word headline keywords in the box that says: “Keyword #1” and then extract one or two word keywords from the same headline keywords you used.

For our example, you will have the following:

1. Learn social media marketing
2. Social media
3. Media marketing

Only use 3 or 4 or otherwise you’ll confuse the search engines.

**The Event box:**

Many people write some useless things here. Again, that’s a huge mistake. Instead, you should write a two word keyword from your heading. So to continue with our example you would write “social media” or “media marketing”. This is guaranteed to boost results for these two keywords in google.com/news
The Related Links box:

Get your website address in the URL and use your 4 word headline to link to your press release.

So in this case I’m outlining I used “learn social media marketing” to link to the website.

In your case you also want your website, which may be relatively new, to rank high for this keyword on google.com so that anyone searching for your keywords will either go to the press release or to your website.

When can I expect Results?

After you submit the press release you can expect to rank NUMBER 1 position in google.com/news for the terms you listed in the headline and in the SEO optimization tracks. This often happens after only a few hours from the time you submit your press release.

You can later expect to start ranking the press release high for the 4 keywords you selected in a couple of hours and sometimes days, however this is long-term. Since the main Webwire.com website is a huge Pagerank 7 website, your press release will get a good pagerank. The links in your press release will help your website rank higher too.

3.0 How do I write my press release effectively.
With the tips I give you here, you'll be writing effective press releases in less than half an hour. A good press release should be between 250 and 300 words. Search engines will rank this type of press release higher than those of more than 300 words.

**Most important tips about your press release**

It is not how the press release is written that matters but the style.

First you should start your press release announcing your website and adding a link to your website.

**IMPORTANT:** write your press release as if the user is reading the newspaper. Keep the following most important tips in mind.

1. Press Releases should be written in the "third person" and are written like a news story.
2. NEVER try to include "advertising" or "hard sell" language such as "Opportunity of a lifetime", "Get rich", etc. in your press release
3. NEVER speak to the reader by including phrases such as "By doing this you will get that ..." or "Are you in need of ..." in your press release
4. Include at least one quote. (more about this below)
5. Write in proper English and always spell check your press release before submitting.

Here are some examples of press release openers. Feel free to copy and paste and change to your heart’s content.

**Example 1:**

A new blog is promising Internet marketers help in finding their way through all the useless hype that’s invading the Internet today. Using a no-nonsense writing style, [http://www.blogrepreneur.com](http://www.blogrepreneur.com) is experiencing great success. For the vast majority of sites, good Internet Marketing can increase visitors many fold and is very often the difference between those sites that are considered hugely successful and the many otherwise excellent sites that languish around the web unnoticed, never to realize their full potential.

**Example 2:**

Online Car Insurance Quotes are now easier to get in one-stop-shopping directly from [http://www.insurancequotemarket.com](http://www.insurancequotemarket.com) Requesting a quote online typically results in savings of up to $500 per year and it will only take a couple of minutes before you can receive quotes and results.

**Example 3:**

Cynthia Minnaar is an experienced Internet Marketeer, who set up [http://www.cyns-home-biz.com](http://www.cyns-home-biz.com) two years ago and has since had great success with this new Internet marketing website. For the vast majority of sites, good Internet Marketing can increase visitors many fold and is very often the difference between those sites that are considered hugely successful and the many otherwise excellent sites that languish around the web unnoticed, never to realize their full potential.

**Example 4:**

Subliminal messaging technology has been helping millions of people worldwide to reprogram their mind. Chargedaudio has just launched a membership called "Subliminal OnDemand" whereby clients can benefit from subliminal technology on their computer desktop 24/7 which can be found at [http://www.chargedaudio.com/ondemand/](http://www.chargedaudio.com/ondemand/) This exciting new technology will allow
you to regain control of your life now, you can be whatever you want to using this easily configurable software

**Example 5 :**

For the first time ever, a top earning affiliate marketer is revealing the secrets that he used to create a high six-figure income in less than two months with the Reverse Funnel System. He has compiled these secrets into a report entitled “Reverse Funnel Secrets” which you can learn more about at: [http://www.whoisanthonyruggiero.com/adtrackz/go.php?c=rfs_wso_pr](http://www.whoisanthonyruggiero.com/adtrackz/go.php?c=rfs_wso_pr)

**Example 6 :**

Learn Guitar lessons online – thanks to a new website it’s now possible to learn guitar online. A quick look at this website shows that you will be learning how to tune a guitar to 'standard' tuning, how to locate all the notes across the fret board fast, how to "warm up" with your guitar, what the "fan", "palm" and "forearm" stretches are and many more. But most importantly you’ll learn basic music theory which is EASY to understand. [http://www.GuitarGuide.com](http://www.GuitarGuide.com) has been launched with the sole purpose of teaching guitar fans worldwide a quick way to start playing the guitar rather than just learning the theory. This guide will show guitar enthusiasts how to start with a hands down guide to entertain themselves and their friends with hours of guitar playing.

These examples have all been taken from press releases that achieved high success rates.

**The second paragraph of your press release**

After the introduction always include a quote either by you or by some member of your organization, I also like to include a link to your website in the second paragraph

**Example 1 :**

"As adware and spyware developers are finding more and more ways to sneak into your computer, you should pay more attention to what you download from the Internet. Most importantly you should use an adware and spyware protection program. But, there’s no need to use high-priced adware protection software. [www.free-adware-protection.com](http://www.free-adware-protection.com) offers many tips you can use to make sure that your computer remains spyware and adware free" said a spokesperson for [www.free-adware-protection.com](http://www.free-adware-protection.com)

**Example 2 :**
http://www.toysforrichboys.com is a fresh idea for a website. Not everyone can afford a Ferrari, but everyone can dream of having one. With this site anyone can look for a second-hand, well-kept Ferrari that’s within their budget. The website is not just for the rich, but for Ferrari lovers all over the world.”

**Example 3:**

In an online interview the creator of Guitar Guide said that “Even if you’re an absolute beginner having never touched a guitar in your life, this manual will show you how to be playing a familiar song in just minutes. You’ll be amazed at how fast you can pick up a guitar and get confidence in playing tunes. After you read this simple step-by-step guide, you’ll get the self-assurance you need to play in front of an audience in no time”

**Example 4:**

In an online interview, Dean states “To set up a profitable business, you just have to do 3 things; attract highly targeted prospects to your website, convert these prospects into buyers and convert these buyers into repeat buyers. While this sounds really simple, it isn’t! The words you choose to display on your website can literally make or break your business; they’re that important! Business owners are only now starting to realize how important sales copy is to their success.”

In the second paragraph you can ‘talk’ directly to your readers like offering a mini-interview, but in reality your aim should be to include another link in the press release so that people will click it and visit your website. As you know: More Traffic = More Sales.

**Ending the press releases:**

In the final portion of your press release you should outline the major advantages of whatever website / product / service you’re offering in easy to read sentences, including a link to your website:

“For more information visit : www.mywebsite.com”

**Example 1:**

Some of the topics you'll read about on the blog include: debunked myths about Internet marketing, strategies and techniques that work and a detailed analysis of products that may help any Internet marketer.
In this ground-breaking blog, Internet marketers will finally learn how to leverage the marketing expertise of others and instantly drive highly-targeted traffic to their website, resulting in sales. The website will not only point you in the right direction but will also provide information that will motivate and teach you how to start earning from your online business.

“For more information visit : www.mywebsite.com”

Example 2:

Today, auto insurance is compulsory in most states. After all, a car is probably one of the most valuable assets a person purchases in a lifetime. It makes a lot of sense to insure it, especially since costs and damages after a car accident may sometimes run into tens of thousands of dollars. However it makes a difference where and how you buy your policy. Online policies typically cost 20 to 30 percent less.

When thinking about car insurance be sure you have enough coverage so you can buy another car in case of theft or accident. www.autoinsurance.com website helps potential insurers estimate the actual cost of buying a similar car by providing online licensed insurance tools. On the website anyone can find tips to reduce auto insurance premiums before shopping around and comparing different premiums.

For more information please visit www.autoinsurance.com

Example 3:

….. Reverse Funnel Secrets, reveals how you can leverage the marketing expertise of others and instantly drive highly-targeted traffic to your Reverse Funnel System affiliate site, that results in sales.

If you want to learn more about the Reverse Funnel Secrets report, visit: http://www.whoisanthonyruggiero.com

Example 4:

The manual contains the answer to such questions as how to get indexed by Google in under a week, how to optimize your website for the search engines, how to get backlinks from .edu sites, creating viral linking schemes and getting the most from traffic exchanges.

Top Web2.0 traffic generation techniques are also discussed in the manual, with
techniques on how to get Squidoo traffic. The manual also includes 3 powerful ways to get quality one-way links to your website which as a stand alone report might be sold for a hundred dollars, but Nick decided it's better to let everyone know about these traffic generation secrets!

For more information please visit www.manualforsales.com

**Tip : when previewing your website make sure the links to your website work well before you press “Submit”!**

Choosing a press release distribution service to achieve maximum success – both paid and free options.

Although many people prefer the $19.95 webwire.com press release submission services you may prefer another service. So I'm including reviews of several other services, some paid and some free. Check out these services and choose one that you’re comfortable with.

**PR Newswire**

PR Newswire (www.prnewswire.com) is one of the first press release wire services, with a large client base, because of its efficient and professional setting. It’s a very helpful website with an abundance of helpful information. When clicking on a tab or a link, there’s always information that explains its function. In addition, there are also many spots within the website that allow the consumer to add feedback. There are also many interesting features you can use to enhance their service. They offer a eWatch service that will monitor and track your press release. It automatically emails you with any changes. In addition, PR Newswire offers MEDIatlas which distributes your press releases 24/7 automatically to over 460,000 contacts. There’s also a free service called ProfNet, which connects you to many experts in each field. These features are all optional but according to PR Newswire are very useful. One thing to keep in mind is that sending a press release through them is fairly expensive, thus for starting businesses it might not be in your best interest to spend the extra money.

**BusinessWire**

BusinessWire (www.businesswire.com) has a similar feel to it as PR Newswire. They provide all the basic information about sending press releases, but also
offer a little more. They have a section that'll actually help you write a press release, for those who are not sure how. In addition it clearly shows where your press release will be distributed and who will view it. Another helpful feature is that the website comes in five different languages. This can be very useful if you're doing business with companies overseas, or simply for people whose first language is not English.

**PRWeb**

PRWeb (www.prweb.com) is one of the most informative and user friendly press release websites out there. On the homepage it has the most recent press releases sent over the past fourteen days, rated by "importance" which depends on how much the sender paid for the release. One helpful feature is their "release features" tab, which will tell you everything you need to know about your press release. They've broken their service down into four packages. Each package states what it offers and how much it costs. This lets you know exactly what you're getting and how much you're going to pay. In addition, if you are not clear as to why you should use a press release wire service, PRWeb has a YouTube™ video which clearly describes why by showing the benefits. Along with the video, there are many pictures and descriptions throughout the website that further guide you. In addition, PRWeb also has helpful tips and samples on how to write a press release, making sure your best work is distributed.

**Marketwire**

Upon first seeing the Marketwire (www.marketwire.com) website, its bold color choice makes it stand out more than the other websites. The layout is very simple and very clean in its appearance. It has very few tabs, but once you start clicking on the tabs, it leads you to other links, which easily navigate you through the website. Marketwire speaks to the busy person who doesn't have a lot of time. However, you're not able to look at packages or other information about the service you'll get until you've opened an account with them.

**PressZoom**

PressZoom (www.presszoom.com) is a budget friendly way to distribute your press release. The look of the website is very modern and clean, with no pictures and a lot of writing. PressZoom does give a lot of helpful tips about press release writing. For example, how not to make your press release look like an advertisement, thus making it susceptible to spam filters. Basic distribution is nineteen dollars, but you have an option of a free XML feed. There's also an option of premium distribution that's only forty-seven dollars that guarantees a wide variety of options. In addition, if you use the premium distribution option your press release will go out quickly.

**Press Media Wire**
Press Media Wire (www.pressmediawire.com) is very similar to the other websites that offer press release wire services. It is helpful in the fact that it offers a simple FAQ section that gets questions you might have answered quickly. In addition, it also has three press release packages laid out with all the options that each one offers. You are able to submit a press release from twenty dollars to one hundred dollars, each has an option of two day or three day distribution. Press Media Wire also shows where your press release will be distributed, proving helpful if you want a specific category. Another important feature is that Press Media Wire offers free press release, for those who quickly want to get their news out.

Emailwire

Emailwire (www.emailwire.com) has no annual fees when making an account. Also, unlimited amounts of press releases can be sent for a flat rate. In addition, there are no fees if your press release goes over their suggested length, and also for any videos or images. Your news is delivered through other major wire services, allowing your release to reach more people. In addition to these options Emailwire offers EmailWireClip™ for free. This allows you to view your press release on online news sites, newswires, databases and search engines.

Eworldwire

One interesting thing Eworldwire (www.eworldwire.com) shows that most other press release wire services do not are the features of their competing websites. On their homepage, Eworldwire compares their features with those of other websites, showing why their service is better. In addition, Eworldwire prides itself in meeting the needs of their users. Eworldwire makes sure your press release goes to the webpages that will most benefit you. In addition, the most basic press release distribution service only costs seventy-five dollars. However, they do have a large variety of other distribution options that offer everything from podcasts to University Press Newslines. Eworldwire also gives advice about what will catch a journalist's attention in only 2.7 seconds, because that is how much time it takes to see if a press release is interesting.

24-7 Press Release

24-7 Press Release is a fairly new and affordable press release service that offers forty-eight hour submission approval, to over four hundred channels. 24-7 Press Release also has a helpful FAQ section that shows you exactly how a press release on their website will look. They have an option to send your press release free over the web, or to pay as little as fifty dollars for basic distribution. However, they do have other packages that allow for much faster and better quality distribution, which is priced around $349. They also offer a featured press release option that puts your press release on the top three of that day. This will guarantee more hits and easier access for viewers.
PR Free

Although the word "Free" is in the title, there is nothing free about this site. The minimum "contribution" to distribute a press release is thirty dollars. Even though this is not a large amount, PR Free does not state how much it will cost until you've entered in your press release and are about to click "Submit." Nevertheless, this website is the only press release distribution service that’s backed by "a true wire service, Eworldwire." It also states that it is the only press release service that actually has copywriters and people with journalistic experience working for them. PR Free also gives hints about what a good press release is. In addition, it gives ten most common "blunders" that can make your press release be ignored.

PR Leap

PR Leap is a fairly new company that was started in 2003 and is quickly growing. They have more than 30,000 organizations as of December 2007. PR Leap has discontinued their free service, but their paid service is not very expensive, only costing around fifty dollars. There is a small biography about the owners of PR Leap, and much more information about their company on the company blog. In addition, they have a very helpful question and answer page, where most questions about their services can be answered.

FREE Press Release Wire Services

The Open Press

The Open Press (www.theopenpress.com) is a very professional website that offers the distribution of press releases for free. The free press releases will only show the release with plain text and it will only be on The Open Press for six months. In addition, they reject about thirty percent of the press releases and do not allow you to fix your mistakes and repost. However, they do have another option - press release with stars, which puts your press release on The Open Press PRO PR section. This ranks it higher on other websites, allowing for more viewers. The minimum price for this option is ten dollars and if you would like more stars, which gives you more options, then it is around fifty dollars. Another perk is that your press release will stay on the website for a year rather than six months. The Open Press also provides you with email alerts about your press release, making it easier to track.

Newswire Today
There is no fee to set up an account with Newswire Today (www.newswiretoday.com) and also no fee to send out a press release. They offer the basic options for free press release distribution. For example, your submission is published in the order it was received, with third party advertisements. However, they do have a Premium option in which your press release is published the same day, with a company logo, statistics, and no third party advertisements. The Premium option can range from ninety-five dollars to four hundred dollars.

My Free PR

My Free PR (www.myfreepr.com) offers free distribution of press releases. Its layout and navigation of this website is a little more complicated than the other sites. Every link that you click has another one that comes up, and then another one, and eventually you lose track of where you wanted to go. In addition, there is very little information about the actual website and what it can offer.

5.0 – the three key points you should keep in mind to effective press release writing.

1. Always make your writing short and concise. Do not go overly lengthy with your press release material. As we already discussed, just less than 300 words is plenty.

2. The body of your press release can contain the detailed description of your product or service. You can detail all the distinct characteristics the product or service has. You can also include some testimonial statements from those who have purchased and used your product or service.

3. Make sure that you end your press release as equally powerful as the beginning section of the material. This is your call to action. This is where the reader will be directed to your website for the final time. Make it good, powerful and clear.

Closing Statement

By this time you should be armed with enough tools and know-how to start writing your press releases. I suggest you first write the press release in Microsoft word to check for grammatical errors and spelling mistakes, etc. Later you can paste it in the press release distribution service of your choice. As I said earlier it’s not what you write that is most important in the press release but
rather the way you convey the message to your readers. I suggest that you give webwire.com a try and use their lowest package (no need to pay $79 for the higher packages, they are useless when compared to the $19). Again, I am not compensated by webire.com in any way.

I assure you that you will reach number one position in google.com/news and later in google.com with the methods I’ve outlined.

Good luck! See you at the top of Google news.

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