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Suffix denoting
a professional
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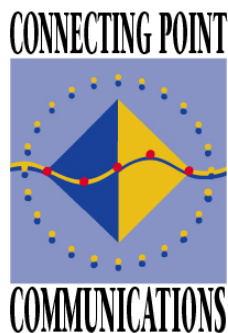
MAXIMIZING YOUR MARKETING MONEY

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Grow Online Visibility: Post Press Releases Free on the Web

“You took the confusion out of online media rooms and gave me a simple plan I could follow.”

Cynthia Morris
Author, Creative Coach
OriginalImpulse.com



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“Free” lures as nothing else can. Even responsible professionals stop to investigate when the promise of unlimited returns beckon.

Because a number of business owners have inquired about free press distribution services, this newsletter features websites with free press options.

General Observations:

- ◆ *Not every site is easy to navigate. You must investigate the options and rules for each site because they differ.*
- ◆ *Many free press release sites don't offer a hyperlink to your website. This eliminates one of the most useful features of any online offering: inbound links which have the potential to increase your search engine ranking.*
- ◆ *Many free sites do not mask email addresses and thus generate unwanted spam.*
- ◆ *No free press release posting guarantees success; free doesn't equate with effective.*
- ◆ *Be prepared to spend considerable time in your set-up effort. In four hours, I tested ten sites for this newsletter and discovered a number of free press release sites pose as “come-ons” for a paid service.*

◆ *Use free press releases in conjunction with other tactics for optimum results.*

10 Free Online PR Sites

1888 PressRelease.com, a Houston, TX area firm, offers limited options for its free release. It took about thirty minutes to finalize my options. For example, 1888PressRelease.com let me post a 600-character description about the company. (A free company page is one of this site's differentiators.) The website tried to upgrade my release a number of times. When it posted, it did so with free social media tags.

Ecommwire.com let me register. Because the site did not confirm a password for me to set up an account, I could not access additional options.

Free-News-Release.com never accepted my submission. After three tries I quit although this site has received high marks from other reviewers.

Free-press-release-center.info states the power of their service is in its keyword linking. The site offers an option for a keyword URL to appear as a link different than the company's primary URL, a desirable option for those websites with multiple landing pages. In addition, a blog post noted the company has a Twitter account as of February 20, 2009.

“The media lives for compelling stories. Find ways to weave relevant, real anecdotes into your press releases.”

Casey Hibbard,
author

Stories That Sell



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i-newswire.com let me set up my release quickly and easily. The company states its mission as announcing newsworthy information. Like many of the other free sites, this one offers an upgrade option but allows you to select free on its front page. The free service includes no hyperlinks but complete URLs can be listed in the copy. In addition, this site gives no tracking or geographic distribution options.

MediaSyndicate.com let me complete my submission, although I could never confirm the posting or receipt of the release. The FAQ on this site make it clear that press releases with dollars attached to them receive greater consideration than those submitted for free. In addition, the word “moderated” appears more than once, leading one to question whether your release will actually post.

OpenPR.com advertises itself as a portal launched in 2004, maintained by an agency in Hamburg, Germany. Releases can be submitted and posted in less than ten minutes.

PressAbout.com provides a press release solution in the form of a blog using WordPress. One could assume the site is under development due to a note on Terms and Conditions which states T&C will be posted soon.

PRInside.com is a website located in Austria for the free submission of public relations distribution, news, and press releases. It’s easy to use and posts releases immediately by category. The release can be printed or emailed. (A confirmation for PRInside.com noted the release went live in three minutes and four seconds.)

PRLog.org let me complete and submit a press release in less than 10 minutes. The site is completely free and simple

to operate. I got a confirmation including a URL with both an HTML version and a PDF version of my submission in less than 24 hours.

Why use Free PR sites?

You can improve your company’s online presence by using free press releases to direct traffic back to your website. While press release distribution services may not generate specific stories, they will contribute to the overall mentions about your company on the web. Sometimes your posting will catch the attention or interest of a reporter at a perfect time and generate a story or interview as a result. Or, you may find your company is mentioned in a broader topic because your information was available.

Most importantly, a small budget can be extended with careful attention to additional options such as these.

Best Practices:

Choose one or two sites from this list and concentrate on them for effectiveness.

In addition to submitting your release online, remember to work your local contacts, submitting information to local publications.

Submit a release to your industry or trade association.

Post your news release on your own website. Frequently updated, quality content is one of the greatest assets for any website.

Learn More

For more information about the online media room see Special Reports at <http://www.profitmeister.com>.