

The Shift in Media Consumption

How news is found, tagged and shared online

Sending Your Message...



...Using Modern Tools

PR 2.0: Optimizing press releases for the news search engines, syndicating news content in RSS feeds and making it possible for your audience to tag and share your information on social media websites.

By Sally Falkow

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Introduction

Over the last ten years there has been a significant change in the way people access information and news. The Internet changed the way we communicate, the way we buy and the way we interact with content and other people.

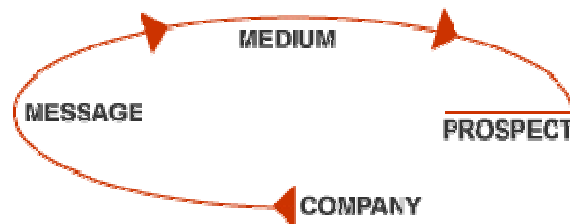
The old methods of marketing and PR have to be re-evaluated and new media strategies need to be understood and incorporated into our business plans. Your audience is online, and if you want to be in touch and part of the new participatory marketing and PR model, there are some key elements of the new technology you need to grasp and implement.

History of PR and Communication

Although PR was used as late as the 1890s, Ivy Lee's PR firm was established in November 1904. His first press release was sent out in 1906 by US mail on the subject of a railroad disaster. Lee was an ex- newspaperman and his advice to his clients was to assist journalists in every way. He understood their needs and gave them the data they needed to be able to report the news.

PR and marketing practitioners have based their communication efforts on the communication model developed back in 1948 Harold Laswell.

Who ===== Says What (Message) =====Using What Medium
=====To Whom =====with What Result?



The company crafts a message – sends it out via a medium (press, TV, radio) - it hopefully reaches an audience and generates a response.

Editors and journalists receive tens of thousands of PR pitches and press releases each month. The company *hopes* that the media will use the story and they *hope* the story will appear where their target audience will see it. They *hope* the article will elicit a response. That's a lot of hoping.

This method has no degree of certainty – it’s a gamble. And it is not measurable. Even when you get a story in the New York Times or the Wall Street Journal you can’t say how many people actually read the story or whether they were receptive to your product, service or idea at the moment they read it.

So PR measurement was based on outputs – not outcomes. We counted column inches in the press, radio and TV minutes, press releases written and sent, calls to the media and interviews with journalists.

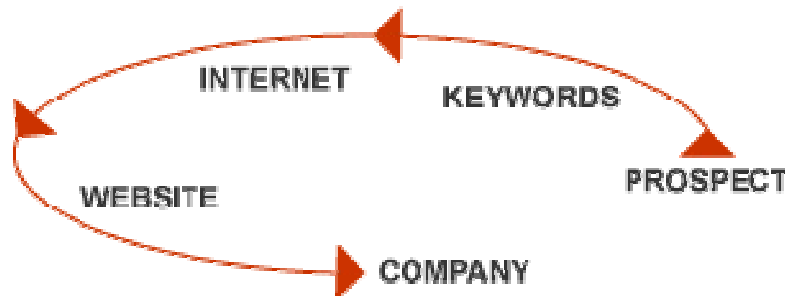
The Advent of the Internet

In the mid 1990s the Internet started to have broad commercial appeal. Originally a networking of academic and military computers, people all over the globe soon saw the advantage of being networked and able to access information at the touch of the keyboard.

[The Cluetrain Manifesto](#) explained how the Internet had made the whole world into a networked market place – very similar to the marketplaces of old where peers could discuss products and share ideas and opinions.

What makes the biggest difference is that those on the Internet are actively looking for information. They start the communication cycle.

Who is Searching ===== For what ===== In what medium
(website or search engines) ===== Finding whom =====
With what result?



The direction of the communication has been reversed: Now it’s the person with the mouse in his or her hand who starts the communication. They are in control. They are online searching for what they want. If your information does not show up at the other end of this search you will not get the opportunity to communicate with that person.

Getting your message out into the media and seen by your target audiences in order to gain acceptance and awareness is the aim of PR. Marketing aims to create a response and generate qualified leads.

In the past PR people have counted outputs – how many press releases, how many calls to journalists, how many interviews and how many print inches or TV minutes.

Now it's possible to count outcomes – how many people actually search on a relevant keyword and accessed the release. How many people click through to your website to a landing page about that subject? How many fill in a form or download a white paper? How many request more information or sign up for a Webinar?

PR Week points out that having your release at the number one spot on Google and Yahoo! News is the same as a front-page article in print. And what makes it even better than front-page coverage is the ability to track how many people see it and what they were searching for at the time.

The Shift in Media Consumption

Over the last six years search engines have gained popularity. In the last two years this has mushroomed. The Newspaper Association of America (NAA) recently revealed that the number of newspaper site visitors jumped by nearly one third during the second quarter of 2006, compared to Q2 2005.

Readers spend about 6 percent more time on the sites on average each month. However, even though Web readership is on the incline, another recent report from Pew Research Center for the People and the Press News cautions that overall newspaper readership continues to dwindle.

Recent studies show that the advent of News Engines has changed the face of the media significantly. The Internet is the number one choice for news in the 18 – 54 year age group. *Source: Nielsen/Net Ratings*

A Yahoo! study revealed that even loyal newspaper readers go online more often than they pick up a paper, and their reliance on the Web is changing the way they view advertising in both media.

According to the study, over 70 percent of "newspaper loyalists" access the Internet daily, while fewer than 42 percent read a printed newspaper every day.

Among Yahoo!'s interesting findings is the fact that the instantaneous, on-demand nature of online news has turned newspaper reading into a more relaxed pastime than it was.

"The way they use the newspaper has changed because of the Internet," said Michael Schornstein, category development officer for retail, Yahoo! "They're looking to the Internet for timely news, and reading the newspaper has become more of a leisurely pursuit. By the time the population gets home in the evening, they're already up on the day's news."

U.S media layoffs, which started shortly before the dot com bust, resulted in a loss of some thousands of jobs since June 2000. 39 percent of journalists indicated that they write, on average, 10 or more stories per month. So these layoffs have cut the amount of news stories printed each month. *Sources: I Want Media and Bennett & Company.*

In contrast, online news has been growing by leaps and bounds.

News Engines

50 million Americans get their news online on a typical day. Yahoo News and Google News are in the top 10 news and media websites along with MSNBC, CNN.com, USA Today, The New York Times, and BBC News. *Sources: Hitwise and the Pew Internet & American Life Project*

Almost three in 10 adults, or 31 percent, regularly log in for news, a rate roughly the same as two years ago, according to the survey by the Pew Research Center for the People & the Press. People in their 40s were more likely to go online for news than the younger adults.

When people conduct a news search, they often find recent and relevant press releases along with articles from thousands of other news sources. A recent report from Outsell found that press releases have leapfrogged over trade publications to become the top news sources of knowledge workers. (One who works primarily with information or one who develops and uses knowledge in the workplace.)

Yahoo! News now has more readers than CNN.com or the BBC

NEWS WEBSITE	READERS (MILLIONS)
YAHOO! NEWS	29.2
CNN	23.0
AOL NEWS	17.4
NYTimes.com	9.7
Google News	7.8
Washingtonpost.com	5.8
BBC	5.6

Source: Nielsen//NetRatings, 2006

News Engines regard press releases in the same way as any other news sources. When you optimize and send a press release to a News Engine you are not subject to the media gatekeepers – journalists and editors.

Your press release will be seen directly by your target audience- just the way you wrote it.

Online Search Behavior

19% of the public and 81% of the media use search engines daily. This translates to 128 million American adults who go online searching for ideas, information, products and services each day.

98% of journalists go online daily

- 92% start their article research online
- 81% are searching online daily
- 76% to find new sources/experts
- 73% to find press releases

And since we know that over 70 percent of all Internet users are finding their news online, and those who are researching prior to a purchase are also online, using the News Engines to reach this qualified audience makes good marketing sense.

As the media landscape changes old marketing and PR planning methods are no longer sufficient to reach consumers who have moved online. Although this may be top of mind for the thought leaders of the communications revolution, many businesses have yet to grasp and adopt new planning methods.

Most media planning is based on demographic segmentation or psychographic profiling, but with the shift to online news and technologies such as social bookmarking and RSS feeds, consumers want to be able to pull and share data.

People who use the Internet daily, and go online for news, are heavily engaged in multi-channel shopping. They use newspapers, the Web and brick and mortar stores to research a purchase and then make that purchase offline. Marketers need to place their news and information in the News Engines so that it is seen by people actively searching the Internet for information when they research a purchase.

This applies to business-to-business buyers too.

A study of industry buyers showed that on-line procurement is on the rise. Business buyers like e-business for its convenience, 24/7 availability, and reduced susceptibility to errors.

34% of business buyers surveyed said e-buying makes the key procurement steps such as order, confirm, track, and deliver, faster and more certain than before. The biggest plus for e-buying is the way it improves the efficiency of their workday, said respondents.

Source: Plastics Technology e-business report.

Measuring your marketing ROI

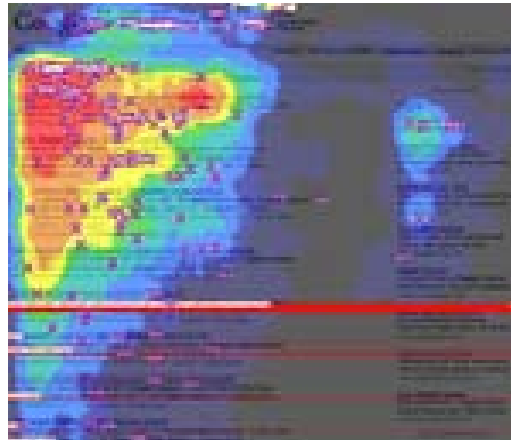
While press and analyst influence remain important, "lead generation and sales are the new metrics of marketing performance." Source: CMO Council.

The Internet influences 70 percent more sales offline than it does online, according to a study from the Dieringer Research Group. According to Thomas E. Miller, senior consultant at The Dieringer Research Group, "This spending data indicate that at least \$1.70 is spent offline after doing online research for every consumer dollar spent directly online. In reality, the offline spending impact is far greater because many consumers also go online to research financial and insurance products that are not reflected in the retail spending total."

Nearly 15% of total U.S. retail spending (excluding gasoline, food services and inventories) is currently influenced by the Internet, a much higher ratio than is commonly cited.

The study also found that Internet-influenced offline spending is now growing faster than direct online spending. Internet-influenced offline sales grew 31% last year and direct online sales grew 14%, while total U.S. retail spending grew only 5% during the comparable period

Top billing in a search result is now essential. Organic search optimization (the search results returned on the left-hand side of the page – not the sponsored or paid listings) is a good investment. Eye tracking studies show clearly that less than 35% of searchers see or click on the paid ads on the right hand side of the page. Being in the natural or organic search 'above the fold' is the place to be.



Source: Eye Tools Inc

This heat map is referred to as the *Google Golden Triangle*. It shows where searchers look and where they click. The red area shows where 100% of the viewers looked. As the percentage goes down, the color moves to orange, yellow, green, light blue and dark blue. It clearly pays dividends to be in the first 5 natural search results for your keywords.

iProspect reveals that more than half (56.6 percent) of Internet users abandon their searches after the first two pages, and with more than three-quarters of Internet users relying on search engines, being on that first page of search results for key industry terms is critical.

Fewer than 10 percent of users bothered with the third page of results. About 55 percent of users check out one result only. More than 80 percent stopped after looking at three results.

If you only spend your marketing and PR dollars offline in traditional actions, and you don't show up in key industry searches, your marketing budget is driving qualified sales leads right into the arms of your competitors.

With more businesses opting to market through search engines rather than ads, those percentages illustrate why a good ranking on a major Web search engine can make the difference between commercial success and failure.

Source: Penn State's School of Information Sciences and Technology (IST).

Research shows that when a person goes online to start a search prior to a purchase, they start out with a broad, one-word term and then get more specific as they get closer to being ready to buy.

By tracking visitor behavior online, in search engines and then following the click throughs on websites, it has been established that when a person searches on a three to seven word phrase they are more likely to buy or convert.

So the search engines are delivering very qualified prospects to your website. They are actively looking for your product or service and they are at the end of their buying cycle. These are the hot prospects that are ready to convert into a sale.

This highlights the importance of having your information on the first page of the search result for your main keyword or phrase. Often this is difficult to achieve – especially when you operate in a very competitive field.

Many search results return over ten million web pages. Getting your website to the first page of the results may take time and intensive optimization.

You have a much better opportunity with an optimized press release in the News Engines. When a press release is well optimized it is possible to get listed in the top three places on page one of the search result page for your main keyword.

Optimizing press releases

Having your news in the search engines is no longer just a nice idea – it is a necessary part of any marketing and PR campaign today. Learning to optimize news stories and press releases is one of the tools PR practitioners need to know cold.

These three aspects of the release will determine how successful your placement, readership and response will be.

1. The release content must be newsworthy.
Make sure that the release is written like a news story. People do not want to read thinly disguised advertisements in a News Engine. Even though you may get the number one placement on the page of search results, when the reader clicks through to your release, the content must grab their attention and be of value or they won't read it.
2. Your release must be optimized according to the algorithms of Google and Yahoo! And the News Engine rules differ from the natural or organic search engine algorithms. So it takes some study to become familiar with the News Engine specifications.
3. Provide live links in the release so readers can click directly onto a landing page on your website. But ensure that your website is set up to receive these visitors. Most websites lose over 60 percent of their traffic off the first page due to usability and content issues. Sources: Penn State Research. Jakob Nielsen's Usability studies www.useit.com. If this occurs then all the time and money you have spent on getting qualified leads to your website is wasted.

Optimizing Hints

- Conduct keyword research to identify two or three relevant search terms that your target audiences are likely to use for a news search
- Use a good tool that can help you find your keywords. The new optimizing tool [Newsforce](#) is one of the best
- Put the main search terms in the headline
- Put the main terms in the first 50 words of the release
- Create direct live hypertext links back to your website. Use the keywords to link to the site.
- Insert JPEG images into a news release ensuring your photo gets picked up and displayed in Google News
- Distribute the release through a wire service that supports all the SEO functions - optimizing, links and tracking
- Ensure your press release are added to your website

RSS and Syndicating Your News Content

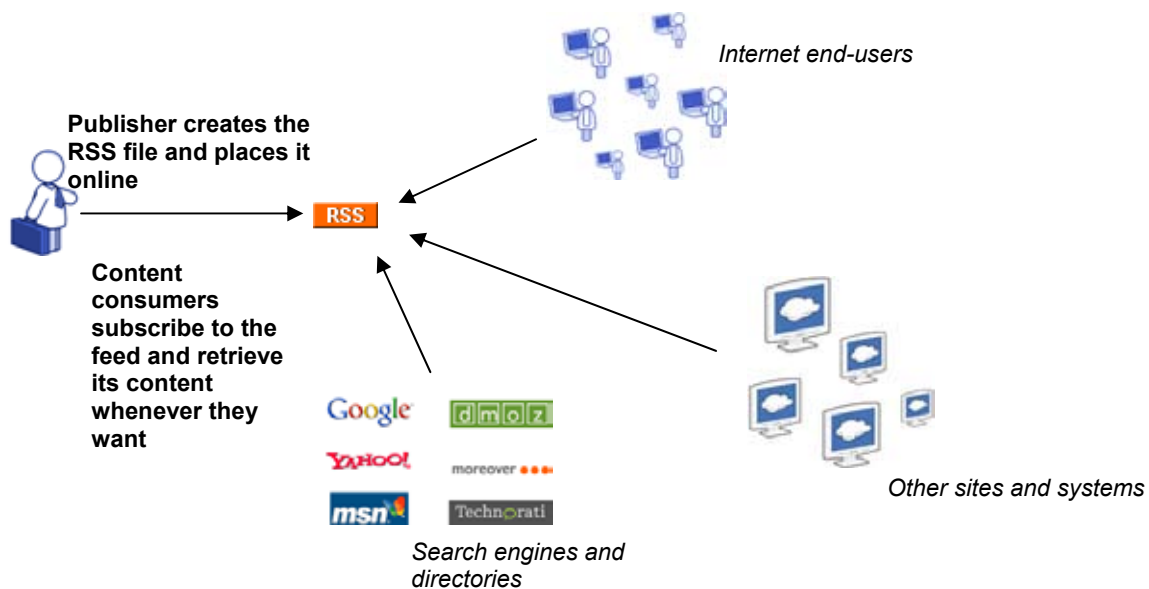
Really Simple Syndication, RSS, is a new way to distribute your content online. RSS feeds allow people to receive updates of new content from your website on their own computer. Because it is so convenient – kind of like TiVO for the Web - RSS adoption is rocketing.

Feeds give control to the user. There is a vast inflow of messages and information and will RSS feeds is becomes manageable. And those who read RSS feeds are influencers who want to be the first to know and the first to tell. These are people you want to reach.

Online newsletters like Lockergnome report a 5:1 preference for RSS subscriptions over email. And it's not only web savvy users who are moving to RSS - USA Today.com and NYTimes.com show double-digit increases in their RSS subscriptions every month.

Feedburner reports that their subscriptions increase by one percent per day! Even the AARP is using RSS feeds to distribute their content to members. Yahoo!, MSN, Google and Earthlink have already included RSS readers in their sites. An RSS reader is embedded in Firefox, Safari (the Mac browser), and RSS is an integral part of the new Microsoft Internet Explorer 7.

What does RSS do for your business? It gives you access to a much wider audience and it will raise your visibility online.



Many marketing executives find natural or organic search engine optimization a mystery. Getting just one result on page one eludes them, let alone three or four results above the fold, so they tend to opt for the familiar method of buying advertisements in the pay per click section of a search results page.

But consumer skepticism and resistance to advertising is at an all-time high - according to Insight Express, consumer trust in advertising has plunged 41% over the past three years and only 10% of consumers say they trust ads today.

Syndicating your content syndication using RSS feeds is a simple way to build organic search results over time. Since any search engines will only give you two listings on a page for your website, to dominate the search results on a specific keyword or phrase you have to have content appearing on other sites.

"Even if it's something as simple as putting press releases in an RSS feed marketers will benefit from early exposure to distributing information via RSS – and receive valuable feedback from key constituents on what types of content they would like to have."

Using RSS as A Marketing Tool Forrester Research

Since most PR and marketing folk are not programmers, it's essential to find a simple way to add RSS feeds to the news section of your website. [PRESSfeed](#) is a service developed specifically for PR and marketing goals. It is easy to install and use.



Keyword Strategy

The success of this strategy depends on finding the right keywords and the concept of the 'long tail.' Long tail keywords are the more descriptive phrases of four to seven words, and while they may have less people searching them, they are further down the buying pipeline. Statistical analysis shows that the bulk of traffic to any site comes from the aggregation of these long tail searches. And since they are less competitive, it is easier to get ranked on these phrases.

Investing in an RSS and content syndication strategy in conjunction with your optimized press releases will return results almost immediately: An optimized release put out on the correct wire service can show up high in the news search engines in just hours. These press releases will migrate into the normal web search within a month or so, and if they are well optimized for the search algorithms and well as the news algorithms, they will start to show up on page one for identified keywords. The syndication using RSS will distribute the news far beyond just the wire service outlets. Within a month or so you will find your news release on many other websites and news aggregator sites.

When you understand how they work, these new media tools can help you reach a broader audience and improve your search engine rankings.

Social Media, Networking and Bookmarking

Social networking is a new cultural phenomenon that is still developing. One of the best things about the Internet is that it enables us to connect and communicate. Over the past few years sites like del.icio.us, digg and flickr -amongst others - have sprung up. These social sites allow us to post content, tag and bookmark items we are interested in and then share our thoughts, ideas and images with others.

Social networking sites like Linked In and Soflow have garnered business people who want to network online.

It is estimated that in 2006 marketers will spend \$280 million on advertising and marketing on social network sites in the US, and an additional \$70 million in international markets, mostly to create profile pages and sponsored promotions.

The basic concept is simple enough: Online social networks enable people to create profiles, describe their interests, share their thoughts in blogs or postings, and connect with other people. But the variations on the theme are endless. Source: eMarketer

Posting your news content on your website, tagging it and distributing it in an RSS feed with the ability to tag it and share it on sites like del.icio.us gets your content out to a wide audience of influencers who are encouraged to comment on and share your information.



Case Studies

Skin MD Natural

The online campaign for this new type of skin lotion, called a shielding lotion, was launched in October 2005. The website was optimized and a campaign of online press releases was begun.

At this time the website had no visibility on any of the chosen keywords. Their website was not in the top 1000 results on any of the major search engines. Shielding lotion was not a keyword – no-one searched that term. They had no ‘reputation’ in the field of skin care.

The campaign focused on the research and the endorsement from dermatologists for the product. The main keywords were dry skin, dry skin care, dry skin care treatment and of course shielding lotion.

Within three months shielding lotion was showing up as a search term. Their links increased dramatically, which contributed to an increase in search rankings.



The releases have all placed high in the news engines on these keywords and have migrated over to web search. They are getting picked up and published on some very influential websites that reach their target audience.

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Dermatologists Use Shielding Lotions to Heal Dry Winter Skin

Permalink/Full Entry | Topic Categories: General News

As the chilling cold of winter sets in, dry, cracked skin becomes a problem for many Americans. According to the National Health Interview Survey (NHIS) figures, 8.1 million Americans all across the country will suffer from this painful skin condition this winter. Research into this problem has produced a completely new type of lotion, called a shielding lotion, which is getting remarkable results.

The outer layer of skin, made up of dead skin cells, natural oils and lipids (fats), is designed by nature to protect your deeper layers of skin from irritants and toxins. According to Dr. Peter Helton, a Board Certified Dermatologist from Southern California, dry, itchy skin is nature's way of letting you know that this protective barrier has been stripped away. If it is not treated effectively, it can soon deteriorate into painful cracked and bleeding skin. "Winter weather is one the main causes of dry, cracked skin," says Dr. Helton.

In the colder parts of the country the numbers suffering from dry skin conditions rise dramatically. "Most people in our area suffer from severe dry skin in the wintertime," comments Dr. Brian Zogg, a Board Certified Dermatologist who has a clinic in southern Minnesota. "Our harsh winter conditions can cause the skin to dehydrate, crack, and bleed."

Artificial moisturizers cannot penetrate into the deeper layers of skin and only serve to mask the dry skin condition. "A shielding lotion is far superior for treating dry, itchy skin. It bonds with the outer layer of the

NEWS ARCHIVES:
Select Month

BROWSE TOPICS:
By Category

SEARCH NEWS:
Search

USEFUL LINKS:
Net. Visibilities

SYNDICATION:
RSS Feed

ADMIN:
Login

Powered By WordPress

Search placement:

Keyword	MSN	Yahoo	Google
Shielding Lotion	3	2	7
Dry skin	16	20	12
Dry skin care	5	12	23
Dry skin care treatment	3	1	3

Power PR

This publicity firm wanted to use an optimized press release to make their service of writing product press releases and case studies known in the technical and industrial sector.

Before optimizing

The original release was too long (1,775 words) and had no researched keywords in the headline or the body. The release was not written as a hard news story.

The Industrial Sector is Looking for a Few Good Firms

Industrial companies search for marketing and PR specialists that understand their market to create demand for their product or service

Try this: go to Google and type in the phrase "Industrial Marketing" or "Industrial Public Relations" and see what links pop up. You're likely to find a rag-tag grouping of listings that make you wonder if you punched in the right keywords. What you aren't likely to find, however, are PR and marketing firms that specialize – *truly specialize* – in the industrial sector. This is a shame, because with the recent recession and intense domestic and international competition, the industrial sector could benefit immensely from professional marketing and promotional programs delivered by firms that are already familiar with – and dedicated to – their market.

The industrial sector, comprised of general manufacturing, electric utility power generation, pulp and paper, water and wastewater, plastics, rubber, mining and a host of other market segments, comprises roughly 25% of the total economy of the United States. Unfortunately, this sector has also been hit hardest by the most recent recession, which started in 2000 and shows only minimal signs of improvement. According to recent reports, growth in industrial production was surprisingly weak in December 2003, rising by only 0.1%. The report further stated that most of the major market groups experienced modest declines in growth in December, even though manufacturing did expand by 0.3%

In light of the economic climate, many companies that sell industrial products and services have had to make difficult decisions that include scaling back operations, closing facilities and laying off staff. Still others have incorporated lean manufacturing and supply chain management techniques to more efficiently run their operations. Despite such efforts, most organizations are still finding the pace of economic recovery too slow and, as a result, are instead embracing the most powerful marketing tools available to them to improve their ability to compete domestically and internationally and (hopefully) outpace their rivals.

"Industrial firms today need to take a much more proactive posture when it comes to marketing and promotion," says John W. Elliott, president and founder of Power PR (www.powerpr.com), a firm that specializes in a unique form of marketing called product publicity that involves writing feature articles and customer testimonials and getting them placed as editorial content in trade publications. "They must create stronger demand for their product or service and expand upon that demand. They must establish higher perceived value for their products so their customers and prospects are willing to pay more. This must be done with 'industrial grade' marketing that is very powerful and is performed by personnel who are familiar with industrial products and understand these markets."

And so on.....

The release was written as a print article for trade magazines. It went on for four more pages. Once it was based on keywords and edited for the News Engines it was under 600 words.

Keyword Research

The keywords they said they wanted to be found for were 'product publicity'

[product publicity](#) 1.0/day

Although this is a very core term for them, there are not many people searching on this phrase. It often happens that the people you want to reach are searching on different terms than you would use to describe your product or service.

Keyword research turned up some other related phrases that have much larger search pockets.

[business to business marketing](#) 1,708/day

[technical marketing](#) 18/day

[industrial marketing](#) 40/day

After optimizing

Hard Pressed Industrial Sector Looks to **Technical Marketing** and **Publicity** to Generate Sales Leads

*Industrial companies turn to technical **business-to-business marketing** and publicity experts to boost recovery.*

Torrance, CA (PRWEB) September 23, 2004 -- With a sluggish economy and intense domestic and international competition eroding market share, manufacturers are often hard-pressed to keep sales and profits up. Most of the major market groups experienced modest declines in growth in December, even though manufacturing did expand by 0.3%. While many traditional marketing actions have failed to produce sales leads for manufacturers, technical business-to-business marketing and niche product publicity are hitting the mark.

While many companies that sell industrial products and services have had to make difficult decisions - scaling back operations, closing facilities and laying off staff, or incorporating lean manufacturing and supply chain management techniques, some have found industrial marketing and publicity can increase demand and sales leads.

"In today's market industrial firms need a proactive posture when it comes to technical marketing and PR," says John W. Elliott, president and founder of Power PR, a firm that specializes in niche product publicity for business-to-business marketing. Elliott's team of technical marketing and PR specialists write articles and customer case studies and place them as editorial features in vertical trade publications.

The Gusmer Corporation of Lakewood, New Jersey used business-to-business niche publicity to market their Mobile Spray Rig. "We placed articles about the Spray Rig in over 20 magazines," said Elliott. Gusmer reported a record sales year in 2003 and attribute it to the power of product publicity.

"When you establish higher perceived value for your products you create a demand," says Elliott. "This can be done with 'industrial marketing' executed by people who are familiar with industrial products and understand technical markets."

"The industrial sector has all the elements of big business: a staggering pace of development, intense competition to sell products and services, big ticket items, and a need to aggressively promote their product or service in order to cut through the clutter and reach the prospect," says Elliott.

For industrial companies looking for a marketing specialist, Elliott offers the following advice:

If a company claims to be an industrial specialist, find out how much experience they have in your market.

Ask for a list of industrial clients, along with testimonials and samples of recent results.

Choose a marketing or publicity firm that has the ability to understand complex, technical products and services.

"Most industrial products are engineered utilizing the latest hardware and software on the market and are capable of performing the most complex calculations and functions. If a writer, publicity specialist, or Account Executive at a niche publicity firm has a hard time understanding and interpreting the technical information, it's very difficult to have any level of success."

In these economic times, many industrial firms are turning to business-to-business marketing and technical marketing and PR services like <http://www.powerpr.com/dept27.htm> [Power PR]. They see added value in finding a niche publicity firm that not only specializes in this type of work, but also understands their market and has experience in it.

For more information contact John W. Elliott, Power PR at (310) 787-1940 or e-mail at johne@powerpr.com. Power PR is located at 3711 Lomita Blvd. Suite 200, Torrance, CA 90505.

#

This version was more like a news story and was based on the researched keywords. The word count is 546

Results:

The release placed in #1 position on Yahoo! News and Google News under

technical marketing
industrial publicity
business-to-business marketing

51 000 people accessed the release in the first 24 hours and it was downloaded by 164 media outlets.

This figure increased to almost 150,000 within two weeks.

Traffic to the website increased by 300% and qualified sales leads calling as a result of seeing the release tripled. On average they had 9 leads a week for over a month from this one release.

Future Industrial Technologies

Future Industrial Technologies designs and conducts workplace and industrial safety and injury prevention programs. Many of their clients have achieved significant worker's compensation savings, lowered absenteeism, increased productivity and employee satisfaction on the job.

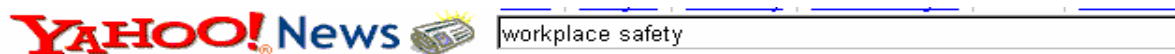
A case study about a small hospital that lowered their workers' compensation costs from over \$300 000 to under \$10 000 a year caught the attention of both the public and the media.

As of 4:00 PM on the day the release was sent out, it had 58,111 page views and 190 media web sites had downloaded via RSS feed to their site

In 72 hours the page views were at 98, 254 and the download by media websites and the number of search engines ranking the release had doubled.




The release made the number one position in Google News on the keyword 'workplace safety' and maintained #1 position of 1230 stories for two weeks.

The release also placed at #1 position of 968 stories in Yahoo News for "workplace safety"



News Results

NEWS STORIES Results 1 - 10 of about 968 for workplace safety. Sort Results by: Relevance | [Date](#)

1. [Healthcare Workplace Safety Training Reaps Big Savings](#) 
[Press Release] PRWeb - Sep 15 12:16 AM
...these kinds of injuries with **workplace safety** training is critical at a time...practitioners and ergonomists provide **workplace safety** training. Implementation of...injured worker in California. The **workplace safety** program trained the nurses in...
2. [Occupational Hazards - NSC: OSHA Chief Hails Agency's Voluntary Methods at Safety Congress](#) 
Occupational Hazards - Sep 16 12:33 PM
...before the National **Safety** Council closed its...approaches to reduce **workplace**, illnesses, injuries...short-term, mobile **workplaces** to qualify for VPP...that have superior **safety** and health programs...to motor vehicle **safety**, noting that highway...almost one-quarter of **workplace** fatalities. OSHA's...
3. [Hauliers demand voice at road safety talks](#) 
BreakingNews.ie - Sep 16 7:23 AM
...**safety** summit. The Irish Road Hauliers' Association said for its members, the roads are their **workplace**. It said hauliers have launched a series of **safety** campaigns and initiatives in recent months and can bring millions of miles of driving experience

Business Insurance News picked up the release. Topix.net, one of the biggest news sites on the Internet, ran the release.

This release is still getting reads and media pick up two months later. Each time it gets published on another website or magazine, it produces more leads. They were called this week by a large potential client who saw the article in an OSHA-type newsletter.

Web traffic to the corporate website www.backsafe.com has increased significantly, and they are getting a steady stream of leads.

F.I.T. have now done four optimized releases and they are getting a steady stream of very qualified leads. They are also getting emails from customers and prospects commenting on how well they are doing and that they appreciate the news and information they see in the F.I.T. stories.

BTI Communication Group Limited

When the Supreme Court handed down its ruling about the National Do Not Call Registry List, this telecom company sent out an optimized press release to the News Engines about how to use technology to remain in compliance with the ruling.

To date the release has been read by 86,641 people and downloaded by 612 media outlets.

The release was in the #1 position on both Google and Yahoo! News for over two weeks.

Traffic to the corporate website was tracked to a specific landing page about the compliance technology and BTI's Armstrong Dialer.

Here are the top 20 search terms used to access this release

SEARCH TERM POPULARITY - TOP 20 TERMS

Search Terms

do not call list

speleos dravillas

"do not call"

do not call

do not call list ruling

"bti communications"

united states supreme court

"do not call list"

Search Terms – Continued

supreme court do not call

"do not call list" legislation

mortgage compliance with national do not call list

the supreme court upheld a ruling "do not call" protection of the right to privacy.

"armstrong dialer"

"supreme court" "do not call"

do not call list cleaning

please do not call california

do not call list supreme court

ca dont call list

"do not call" "supreme court" businesses

Traffic to the corporate website increased in the two weeks after the release was issued.

The importance of Web analytics

Tracking the click throughs to your website, and setting up specific landing pages so that you know the exact results from a press release, will allow you to measure the success of your press releases.

- PR Web provides stats on:
 - Number of times each news release is read
 - Which search engines were used to find it
 - What search terms were used to find it
- ClickTracks hosted version can show:
 - Clickthrough rates
 - Site navigation patterns
 - ROI stats
- Unique tracking URLs can provide stats on cumulative traffic to a web page from hundreds of sources that captured and carried the discrete link -- some web sites can become significant referrers to yours

These case studies leave no doubt that optimizing press releases combine with RSS feeds and content syndication reaches your audience, it increases brand awareness and credibility, raises visibility, boosts traffic to your website and generates qualified sales leads.

As not many companies are using this effective Internet marketing tool, you can gain a jump on the competition by implementing this strategy.

Sally Falkow
Expansion Plus
626 793 4911
