

Writing for Real People, Writing for Robots

When it comes to getting your press release seen online, the rules for writing may be different from what you've been taught. EON: Enhanced Online News offers these tips to help you write a release that people will read and search engines will find.

- 1. Choose and use your keywords.** Think like your reader: What words and phrases are they most likely to use and/or look for when searching for content related to your release? Choose and use those words multiple times.
- 2. Use bold, italics, and underlined text to emphasize keywords.** To make key phrases and keywords more visible to search engines and people, use the formatting features provided in your word processing program to draw attention to important language in your release.
- 3. Your headline is the gateway to the rest of your release and the most critical to position your top key terms for search.** Keep your headlines short and to-the-point. Google and other search engines often display only the first 63 characters of each headline so it's important to frontload your headline with your most contextually important keywords.
- 4. Add a sub headline.** If you're looking to amplify your headline, the sub headline is the perfect place. The sub headline displays directly below the headline on the EON: Enhanced Online News website and on many search engines. Write a succinct headline and add additional details in the sub headline field.
- 5. Keep it readable.** While your goal is to appear high in search engine results, don't miss the mark by writing copy that's overly repetitive, filled with hyperboles, keyword or link stuffed or unreadable. You want search engines to find your press release and for readers to click through to it. Strike a balance.
- 6. Be careful with puns, innuendo and double meanings.** Search engines and robots have no sense of humor. Keep this in mind when trying to attract their attention.
- 7. Write timely content that provides useful information to readers.** Provide tips, advice, or analysis in your press release that is relevant to your industry or your customers' interests. Search engines reward useful, relevant content.
- 8. Utilize hyperlinks and anchor text, but don't overdo it.** Too many links can flag your release as spam and get you blocked by search engines. We typically recommend one link per 100 words, unless they are highly relevant to the specific pages on your sites, rather than just your homepage. And avoid links in your headline — they won't display on EON: Enhanced Online News or major search engines.
- 9. Be consistent.** Some words have multiple spellings — such as t-shirt and tee-shirt, or email and e-mail. Stick with one spelling to avoid appearing unorganized, preferably choosing the more frequently searched spelling.
- 10. Be persistent.** A campaign of several press releases is more likely to drive results and make an impact than a single release.