

**Executive Summary**

Optimized Press Releases or OPR's are a great way to get your news out on the web, increase reach and user engagement, as well as bolster your organic rankings. Not only do the in-bound links created by the pickup of OPR's in news engines, news aggregator sites and individual sites help to boost your inbound link popularity – additional tactics may be deployed to further optimize your Web site by leveraging the periphery produced by the PR wires. Meta data-rich PDF's and Podcasts in iTunes and MP3 formats are downloaded from the actual PR wire's website and coded into the news section (or any other section) of your website, thus provided ancillary support in making that page/your Web site rank for specific keyword phrases.

**Objectives**

- Enhance specific pages on your Web site from an organic ranking perspective
- Increase user duration by providing additional, engaging content
- Add measurable, supplementary touch points, which can be translated into site metrics

**Strategy**

Leverage cost-effective periphery to meet the objectives outlined above. As these peripheral objects are created during the OPR submission process, and fully owned by the client, they may be easily downloaded and added to the client's Web site with little to no production costs.

**Tactical**

Every OPR that is created and distributed via PRWeb.com contains a PDF download version of the press release, embedded with meta tags and meta data from the release. If the client has paid a supplementary fee for the creation of a podcast, the iTunes and MP3 versions of those files may be downloaded from the PRWeb site as well. These peripheral objects may be added to your Web site, press release URL's or a blog.

Most corporate sites have a News or Media section that typically consists of an overview page with links to individual press releases and announcements. Each press release should have its own unique URL. Add the periphery (PDF or Podcast) to the unique URL whenever possible to further support the relevance of that page for the targeted keyword phrases.

**How To**

**Step 1** -- Once the press release is LIVE, go to the actual URL of the release (this can be found by doing a search on PRWeb.com for the client's name (example – search for "Sitewire" and a list of OPR's comes up).

**Step 2** – Click on the link for the desired OPR (example:

<http://www.prweb.com/releases/2007/10/prweb559087.htm>

**Step 3** – In the upper right-hand corner of the OPR there is a box entitled OPTIONS which contains a link to the PDF version of the press release:

<http://mediaserver.prweb.com/pdfdownload/559087/pr.pdf>

**Step 4** – Right click on the link and click "Save Link As".

**Step 5** – Save the document to a local directory (like your desktop) or a shared drive.

**Step 6** – Add the document to your Web site (preferably the unique URL for the press release if it's a PDF), via self-admin or IT support.

Remember to properly tag any objects or files when adding them to your Web properties, for later visibility within your web analytics package.

To make Podcasts available on your Web site, follow the same instructions for a PDF download (as above), but an RSS or similar type of feed will be required to make the files available.

**Measurement**

Sitewire's standard organic reporting indicates individual URL's or pages on your Web site which rank within the top 50 positions in the top 5 engines for a given keyword phrase. If a URL that contains a PDF download from an OPR ranks within the top 50 positions for one of your selected organic keyword phrases, the URL will be shown in your monthly organic report.

Additionally, depending on the level of sophistication of your web analytics package you may be able to track PDF downloads or reads directly on your Web site, or PDF usage as an additional site metric.