

MEQUODA PRO LIVE

# ONLINE PR TIPS, TRICKS AND TRAPS

**Steps to Make Online PR and  
Link Building More Successful**

Brought to you by the Mequoda/SIPA Alliance

## Today's Host



**Kim Mateus**

Educational Services Director

Mequoda Group

**Kim@Mequoda.com**

## Today's Speaker



**Chris Sturk**

Managing Editor

Mequoda Group

**[Christopher@Mequoda.com](mailto:Christopher@Mequoda.com)**

## Today's Guest Speaker



**Jaime Guthals**

Director of Public Relations

Interweave Press

**[jguthals@interweave.com](mailto:jguthals@interweave.com)**

# Traditional PR Strategies



# New PR Strategies



## Agenda

- Introduction to Online PR
- Executing Online PR Campaigns
- Creating Press Releases
- Case Studies
- Useful Tools for Online PR

# The Power of Public Relations

- Building mutually beneficial relationships
- Communicating with your publics
- Maintaining a public image



# Introduction to Online PR

## Introduction to Online PR

- Allows practitioners to reach publics directly
- PR has now returned to its roots of being public
- PR is now more tangible

# The Overall Focus of an Online PR Campaign



- Direct journalists, bloggers and audience members to your products
- Increase page rank
- Increase links
- Increase total website traffic
- Broaden reach and knowledge of your brand

# What an Online PR Campaign Will Do for You

- Inform your publics
- Increase traffic to your website
- Help you rank higher in Google
- Increase your number of registered email recipients/members



# Executing PR Campaigns

## 4 Methods of Executing PR Campaigns



## Internal Press

- Post press releases on your website
- Include heavy links
- SEO-rich content
- Pros/Cons of this method

# Example of Internal Press

FOR IMMEDIATE RELEASE

May 28th, 2010

Media Contact: Mequoda Group LLC  
Christopher Sturk, Managing Editor  
Mequoda Group  
77 Main Street  
Hopkinton, MA 01748  
(401-835-6487)  
[Christopher@mequoda.com](mailto:Christopher@mequoda.com)

## Learn SEO Copywriting Secrets in this Free SEO Copywriting Handbook

*Start writing for the Internet so your website can be found and indexed by search engines*

(Nationwide)—The Internet has changed the face of copywriting forever. Today, the copywriter needs to understand special skills in addition to being able to persuade a reader to act.

Writing for the Internet - especially landing pages - requires a mastery of search engine optimization (SEO) techniques. These skills are still new to many print copywriters.

Direct response copywriters are experts at creating mesmerizing headlines that catch the attention of readers. These headlines are followed by irresistible product offers that tempt the reader to purchase.

Today, copywriters are putting these types of sales letters on the Internet, but without proper SEO writing, the persuasive pieces will not be found and indexed by search engines like Google. If your product cannot be found, it virtually does not exist to the online community.

To learn the skills necessary to create search engine optimized sales letters, blog posts, topic descriptions and press releases, download our complimentary SEO Copywriting Handbook.

In this handbook you will also learn how to find your keywords, how to build and manage a keyword cluster, the best keywords to target, how to use social media to build buzz and links, how to execute an SEO campaign and how to measure its results.

To learn how to write effectively for the Internet, start with our free SEO Copywriting Handbook.

To receive your free digital copy of our 48-page SEO Copywriting Handbook, visit <http://www.mequoda.com/free-reports/seo-copywriting-secrets/> now.

Mequoda Group constantly strives to help publishers succeed online by providing them with an array of services, including free daily tips, free reports, webinars, live events, consulting services and software services.

Tags: [copywriting secrets](#), [landing page](#), [learn seo](#), [press release](#), [search engine optimization](#), [seo copywriting](#), [seo copywriting handbook](#), [seo techniques](#), [seo writing](#), [social media](#)



# Internal Linking – Topic Page

Hi, Kim Mateus. Sign Out | My Account Text size: A A A

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**MEQUODA DAILY**  
Helping Publishers Make Money Online

Hosted by Don Nicholas, Amanda MacArthur and Kim Mateus Google Custom Search  GO

[Daily Blog](#) | [Browse Topics](#) | [Post Archive](#) | [Glossary](#) | [Keyword Index](#) | [RSS](#) | [Editors](#)

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## SEO Copywriting

SEO Copywriting posts focus on elements that will help you attract customers with keyword-rich copy.

In this section, you'll find posts on SEO copywriting, researching keyword phrases for your copy, optimizing your headline, sub head, summaries, meta-title, meta-description, meta-keyword, and URL tags.

**FREE eBook:** Learn how to attract, engage and monetize customers by downloading our FREE [SEO Copywriting Handbook](#). If you already have a free Mequoda account, just [log in](#) to download the white paper.

Subscribe to SEO Copywriting posts in your RSS reader to be alerted every time we post a new SEO Copywriting article.

 [RSS Feed for SEO Copywriting](#) | [What is an RSS Feed?](#)

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### Recent articles about SEO Copywriting

**Search-Engine-Optimized Link-Writing Strategies for Improving Your Google Rankings**  
By Peter A. Schaible July 13th, 2010 | No Comments »  
Attention to these SEO copywriting details can boost your site's "findability" and popularity  
... [Continue Reading »](#)

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**How to Incorporate SEO Copywriting Into Your Press Releases**  
By Chris Sturk June 30th, 2010 | No Comments »  
Increase links and promote your content throughout your website and search engines. Competition within online PR has grown immensely. In fact, it has reached the degree where many press releases are picked up by search engine features like Google News and Yahoo! News.

The press release factor can play a huge part in gaining incoming links and reaching the correct audience for your news. The more quality links you receive, the better reputation your content will have. The more audience members exposed to your content will likely mean more traffic and more conversions.  
... [Continue Reading »](#)

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**SEO Copywriting Handbook Released**  
By Kim Mateus May 28th, 2010 | No Comments »  
Learn how to execute stronger SEO campaigns that'll lead to higher page ranks in Google.

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## Free White Papers

- [10 Email Newsletter Design Best Practices](#)
- [12 Master Landing Page Templates](#)
- [5 Deadly Membership Website Mistakes](#)
- [Blogging for Marketing 101](#)
- [Blogging for Profit](#)
- [Content Marketing Strategy Basics](#)
- [Digital Media Strategy 2010: The Only 3 Ways to Make Money Online Now](#)
- [Editorial Management Guidelines for Online Publishers](#)
- [Email Copywriting Basics](#)
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- [Google Keyword Tool Basics](#)
- [How to Write a White Paper That Sells](#)
- [Increasing Website Traffic & Building Email Marketing Lists](#)
- [Internet Business Models and Strategies](#)
- [Kindle Publishing Competition Heats Up](#)
- [Landing Page Handbook: Creating Sales Letter Landing Pages that Sell](#)
- [Launch a Link-Building Campaign](#)
- [Mobile Site Design for Content Publishers](#)
- [Online Press Release Guidelines](#)
- [Rapid Conversion Landing Page Optimization Guidelines](#)
- [SEO Campaign Management Basics](#)
- [SEO Copywriting Handbook](#)
- [Seven Online Publishing Secrets](#)
- [Subscription Website Design](#)
- [The 17 Best Email Subject Lines](#)
- [Tips for Creating a Successful Podcasting Series](#)
- [Twitter Advice For \(and From\) Content Marketers](#)

# Internal Linking – Article Pages

## How to Incorporate SEO Copywriting Into Your Press Releases

2  
tweets  
retweet

June 30th, 2010

Posted in [SEO Copywriting](#) by [Chris Sturk](#)

[Add Comments](#) [Email This Post](#) [Print This Post](#) [BOOKMARK](#) [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#)

### Increase links and promote your content throughout your website and search engines

Competition within online PR has grown immensely. In fact, it has reached the degree where many press releases are picked up by search engine features like Google News and Yahoo! News.

The press release factor can play a huge part in gaining incoming links and reaching the correct audience for your news. The more quality links you receive, the better reputation your content will have. The more audience members exposed to your content will likely mean more traffic and more conversions. Our free [SEO Copywriting Handbook](#) discusses additional ways of receiving more traffic to your landing pages.

I say this because I have experienced it first hand.

### Tips for press releases distributed online that are search engine optimized

One main component to online PR involves adding keywords to your release. Target at least two different keyword phrases within your release. If you are doing your online PR campaigns for free products, then your keyword research should already be done.

These keywords will help give it a focus and set the tone for the entire press release. Include your keywords throughout to give it a density of at least 3%, and no higher than 12%.

When titling your press release, make sure you incorporate your main keyword and the name of your company. Search engines like keywords in titles, and adding your company name will help in branding purposes. Also, if your release gets picked up by a major source like Google News or Yahoo! News, your company's name will be page-one in those search engines for as long as the release remains up.

Discover how to attract, engage and monetize customers when you download our **FREE** [SEO Copywriting Handbook](#) white paper.

Add your secondary keyword phrase in the subhead of the press release. This way you will be hitting multiple keyword phrases while maintaining a good written flow.

As your lead paragraph is ranked just below your headline and subhead in importance, make sure the content in the lead paragraph incorporates both keyword phrases, if possible, and includes newsworthy information. If it isn't written in a newsworthy manner, chances are no one will desire writing about it, and in some cases it won't even be approved by press release distribution websites. Distribution sites want to have the best content on their servers to increase credibility and traffic. You have to play by their rules in order to get their assistance in page rank and visibility.

When a distribution site will allow it, link your keywords and your press release's title back to the

[5 Deadly Membership Website Mistakes](#)  
[Blogging for Marketing 101](#)  
[Blogging for Profit](#)  
[Content Marketing Strategy Basics](#)  
[Digital Media Strategy 2010: The Only 3 Ways to Make Money Online Now](#)  
[Editorial Management Guidelines for Online Publishers](#)  
[Email Copywriting Basics](#)  
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[How to Write a White Paper That Sells](#)  
[Increasing Website Traffic & Building Email Marketing Lists](#)  
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[SEO Campaign Management Basics](#)  
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[Subscription Website Design](#)  
[The 17 Best Email Subject Lines](#)  
[Tips for Creating a Successful Podcasting Series](#)  
[Twitter Advice For \(and From\) Content Marketers](#)  
[Twitter Tutorial on Maximizing Website Traffic](#)  
[Web Advertising Tips for Google AdSense](#)  
[Website Homepage Design Basics](#)

### Free Podcasts

[Carl Kravetz of Vida y Salud Discusses Online Partnerships](#)  
[FREE Mequoda Digital Media Podcast: Interview with Steve Forbes](#)  
[Xconomy Interview with Robert Buderer and Steve Wojt](#)

## Direct Contact with Media Outlets

- Research the best outlets for your content
- Send initial correspondence
- Directly email, or mail your press release to them
- Follow-up with the outlets
- Pros/Cons

# Press Releases Resulting in Media Coverage

**MEDIA SHIFT**  
YOUR GUIDE TO THE DIGITAL MEDIA REVOLUTION

With your host  
Mark Glaser

SEARCH »

HOME | LEGACY MEDIA | BUSINESS | SOCIAL MEDIA | GLOBAL VIEW | CULTURE | EDUCATION | EMBEDS SEE ALSO: IDEA LAB

MARKETINGSHIFT »

Like E-mail Print Share f Share 4 145 retweet

## Email is Far From Dead

by Dorian Benkoil, February 2, 2010

Tagged: email marketing, facebook, online marketing, social networking, twitter

For years, the digerati have been declaring the end of email as a useful tool.

Back in 2003, experts said RSS feeds would spell the death of the inbox. In 2007, *Wired* and *CNET* said younger generations were using IM, Facebook and MySpace instead of email. More recently, *PC Magazine's* John Dvorak proclaimed "9 Reasons E-mail is Dead," and *The Wall Street Journal* told us "Why Email No Longer Rules."

The prognosticators point to the annoyances of spam; the difficulties of getting mass messages through corporate firewalls (and of having them stripped of HTML or graphics); and the fact that overflowing inboxes are causing people to pay less attention to email.

It's true that media companies -- and isn't every company now a media company? -- need to pay attention to important social platforms such as Twitter and Facebook. But they shouldn't underestimate the power of a well-crafted subject line that lands in front of an email subscriber.

Let me give some examples from my own experience, and also provide some data to help bolster my case that email is alive and well.

### DON'T UNDERESTIMATE THE EMAIL NEWSLETTER

A business associate recently suggested we not devote too much energy to a client's email strategy because people are "overloaded with email." But within four weeks of launch, more than five percent of the client's website visitors had signed up to receive email communications. The list continues to grow at a fast clip, and I consider the people on it to be among of the site's most loyal following.

Another recent example came when a representative from a potential sponsor for *MediaShift* expressed interest in banner ads, but told me they were really keen to learn about opportunities in our email newsletter. They found email to be the most effective means of communicating, according to the representative.

"Email is probably the single most effective marketing communications platform available to publishers today, especially since it already has a high penetration level," Chris Sturk, managing editor for the publishing consultancy *Mequoda Group*, said via email.

For a publisher, email ads, which by law require a user's permission and are thus more targeted than many other advertising formats, tend to garner a much higher fee on a per-user basis than web ads. They also allow for a level of design and linguistic craft that can be impossible to achieve on social platforms like Twitter and Facebook.

I have consistently seen spikes in traffic to websites in the hours and days after email newsletters are sent out. Email allows you to keep messages on your servers, and not have to trust the security and delivery of the social network you're sending them through.



This popular sharing app, used on many leading websites, has "email" as its first sharing option.

### MULTIMEDIA

#### 5Across Video Show

5Across: Arts Criticism in the Digital Age



Subscribe  
All Episodes »

#### 4 Minute Roundup

YouTube Wins Court Case Against Viacom



### Sponsored Links

#### Celeb Videos Online

Love Celeb Gossip? Find Stories, Videos, & More at AOL® PopEater! PopEater.com

#### Managed Email Marketing

Not an Email Marketing Expert? Lyris Offers Full-Service Campaigns Lyris.com/Full\_Service

#### Social Media How-To Guide

Walking you through the steps to successfully market your company www.SKALMedia.com

What's this?

## Free Press Release Distribution

- Create your press release
- Sign up for an account with free press release distribution sites
- Follow the requirements of the site
- Upload your release
- Pros/Cons

# Paid Press Release Distribution

- The same process is used as with the free press release sites
- Differences between free and paid
  - Money exchange
  - Paid claim better results



# Creating Press Releases

# Creating Your Press Release





# Necessary Components



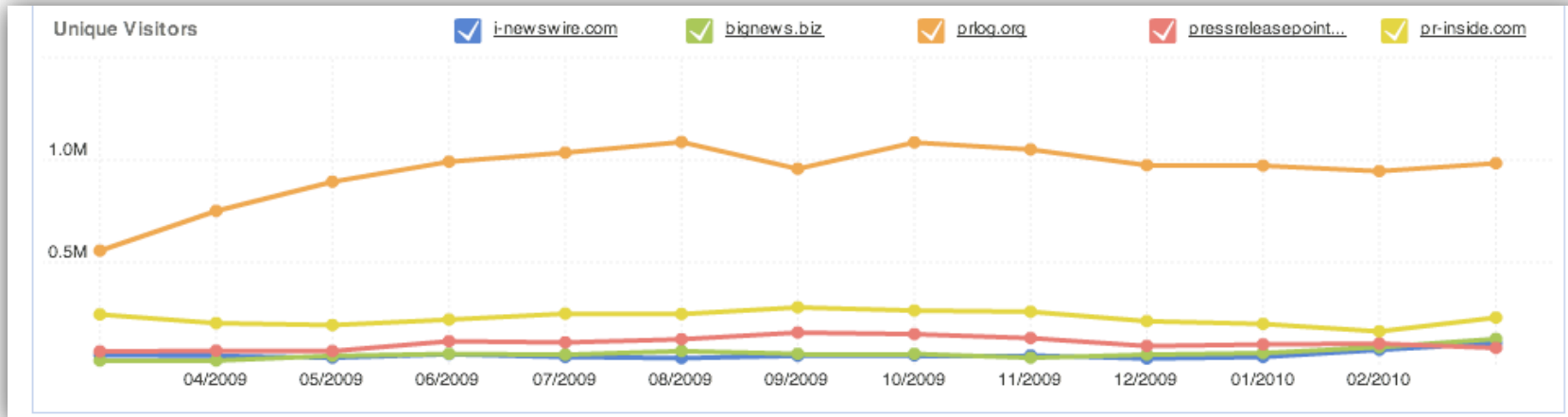
- Eye-catching title
- Release date
- Location
- Contact information
- Body
- Keyword inclusion for SEO targeting

# Comparison of Press Release Distribution Websites



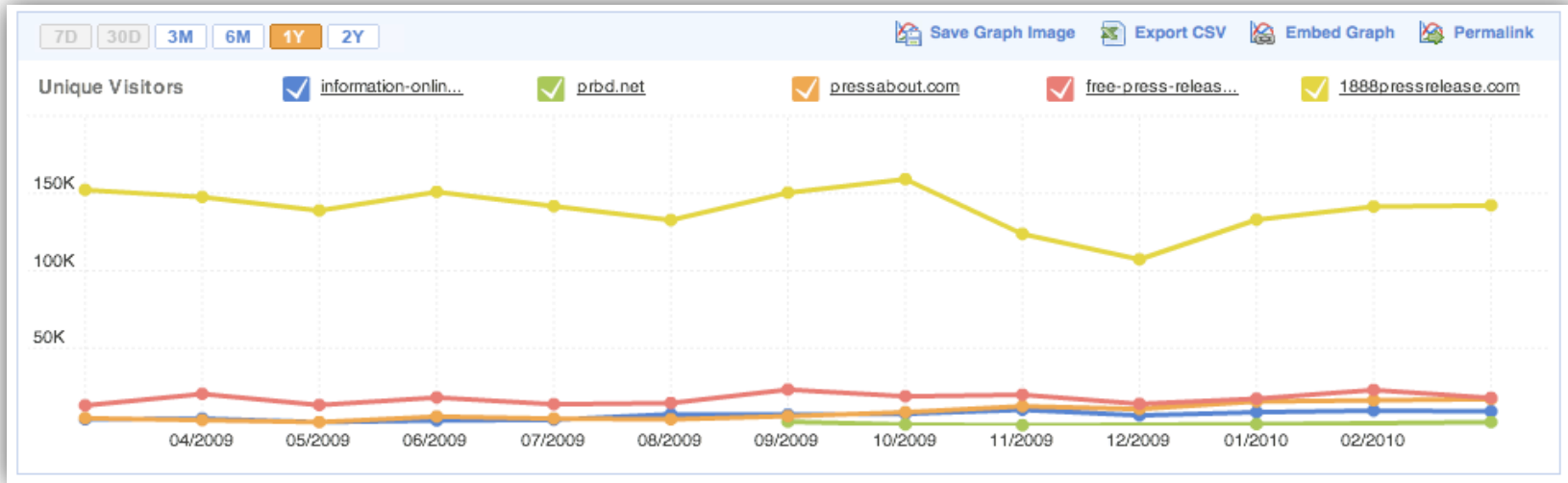
See which websites are worth your time

# Comparison of Free Sites #1



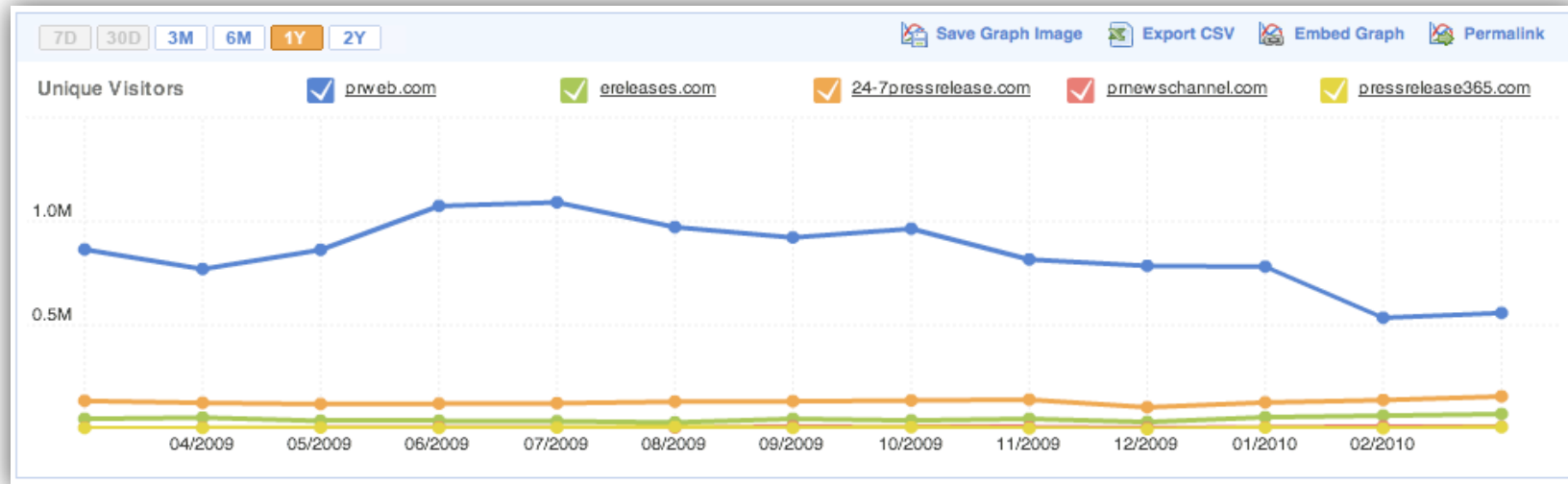
Website	Unique Visitors
prlog.com	1,190,775
pr-inside.com	200,842
i-newswire.com	118,136
bignews.biz	83,794
Pressreleasepoint.com	58,081

# Comparison of Free Sites #2



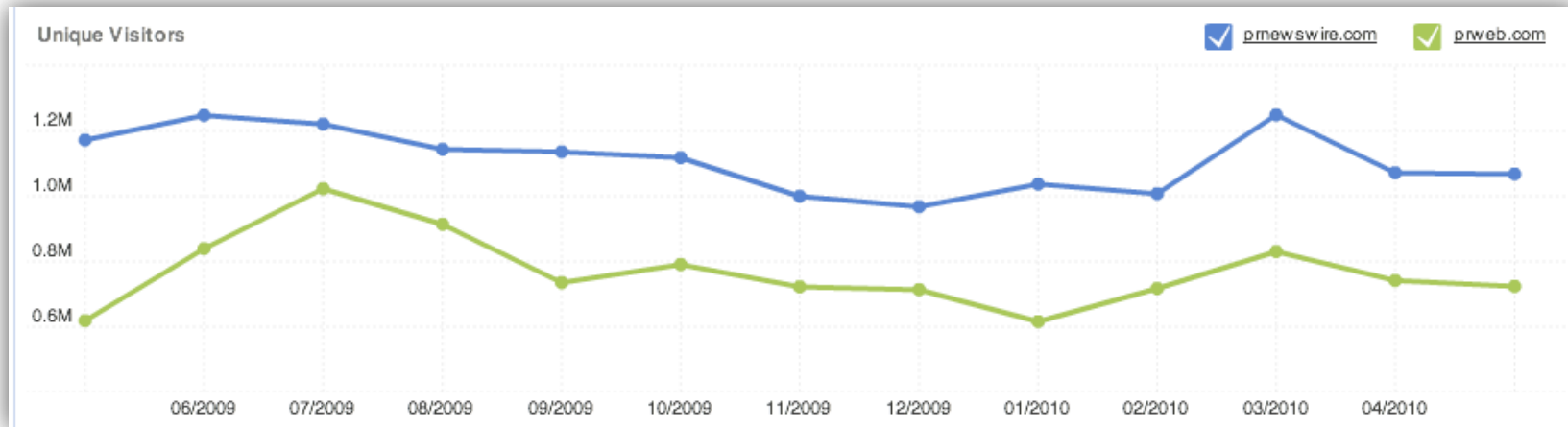
Website	Unique Visitors
free-press-release.com	408,663
1888pressrelease.com	100,827
pressabout.com	5,236
information-online.com	4,761
prbd.net	3,945

# Comparison of Paid Sites



Website	Unique Visitors
prweb.com	723,975
24-7pressrelease.com	115,784
ereleases.com	56,283
prnewschannel.com	9,106
pressrelease365.com	5,253

# Comparison of Paid Sites we Used



Website	Unique Visitors
prnewswire.com	1,068,615
prweb.com	723,975

# Stats on PR Distribution

REQUEST PARAMETERS    SAVE TO FILE    APPEND TO FILE

Sort: PR: ? ↑ ↓ | I: ? ↑ ↓ | L: ? ↑ ↓ | LD: ? ↑ ↓ | I: ? ↑ ↓ | Rank: ? ↑ ↓ | Age: ? ↑ ↓ | I: ? ↑ ↓ | Sitemap: ? ↑ ↓ | Rank:

[PR Newswire: press release distribution, targeting, monitoring and ...](#) ☆  
Jun 14, 2010 ... PR Newswire's news **distribution**, targeting, monitoring and marketing solutions help you connect and engage with target audiences across the ...  
[www.prnewswire.com/](#) - Cached - Similar

SeoQuake: PR: 7 | I: 165,000 | L: 944,398 | LD: 3,994,336 | I: 0 | Rank: 2872 | Age: Dec 28, 1996 | I: 1423 | whois | [source](#)

[Free Press Release Distribution Service - PR Log.Org](#) ☆  
Free online **press release distribution** service including Google News. Easy, fast and free press release submission and distribution.  
[www.prlog.org/](#) - 7 minutes ago - Cached - Similar

SeoQuake: PR: 6 | I: 1,340,000 | L: 52,526 | LD: 528,248 | I: 0 | Rank: 977 | Age: Aug 22, 2006 | I: 947 | whois | [source](#) | Si

[Free Press Release Distribution - Press Releases and News - PR.com](#) ☆ - 3 visits - May 21  
Free **press release distribution**. Find press releases and news. Free online business promotion.  
[www.pr.com/press-releases](#) - 12 hours ago - Cached - Similar

## Two Main Strategies for Free Distribution





## Singular Distribution

- Create a press release
- Distribute it to as many free distribution sites as you want
- Take note which sites work the best for your targeted information
- Use the information you find for your future campaigns

## Singular Release Example – Website Homepage Design

Day	Site	Page	Rank
3	i-newswire	2	16
4	i-newswire	2	17
5	PR Log + i-newswire	2	15 + 16
6	PR Log + i-newswire	2	15 + 20
7	PR Log + i-newswire	2	15 + 20
10	PR Inside	2	12
11	PR Inside	2	11
12	PR Inside	2	12
13	PR Inside	2	12
14	PR Log	3	33

# Important Thing is Getting RCLP Ranked

## [FREE Report: Website Homepage Design Basics](#) ☆

If you want to learn how to create a user-friendly **website homepage design** then download our free **Website Homepage Design Basics** white paper.

[www.mequoda.com/free-reports/website-homepage-design-basics/](http://www.mequoda.com/free-reports/website-homepage-design-basics/) - Cached

## [Web Design Tutorials, Templates, and Web Designer Resources ...](#) ☆

**Website design** specialist providing training, **website** templates, tutorials and web designer ... Is our **home page** too commercial looking? June 28, 2010 ...

[www.killersites.com/](http://www.killersites.com/) - Cached - Similar

### Searches related to **website homepage design**

[best website design](#)

[good website design](#)

[website design templates](#)

[google website design](#)

[website design ideas](#)

[website design dimensions](#)

[cool website design](#)

[church website design](#)



1 2 3 4 5 6 7 8 9 10

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[Search Help](#)

[Give us feedback](#)

[Google Home](#)

[Advertising Programs](#)

[Business Solutions](#)

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## Multiple Distribution

- Works best for complex topics
- Focus your efforts in creating informative press releases
- Point towards the same RCLP or SLLP
- Distribute through the best distribution sites
- Do a press release daily, or skip a few days in between distribution

# Example of Multiple Distribution

## Press Releases

- June 24th, 2010: [SEO Copywriting Tips for Writing and Optimizing Landing Pages](#)
- June 23rd, 2010: [Learn How to be a Stronger SEO Copywriter with Help from the Google Keyword Tool](#)
- June 22nd, 2010: [Learn How to Write and SEO Topic Descriptions with These SEO Copywriting Tips](#)
- June 18th, 2010: [Learn SEO Copywriting Secrets for Free](#)
- May 31st, 2010: [Learn SEO Copywriting Secrets in this Free SEO Copywriting Handbook](#)

# Comparison of Multiple vs. Singular

## Multiple

Allows for different keywords to be focused on

Points all press releases to the same RCLP or SLLP

More opportunities to get picked up by Google

Staggered release schedule

## Singular

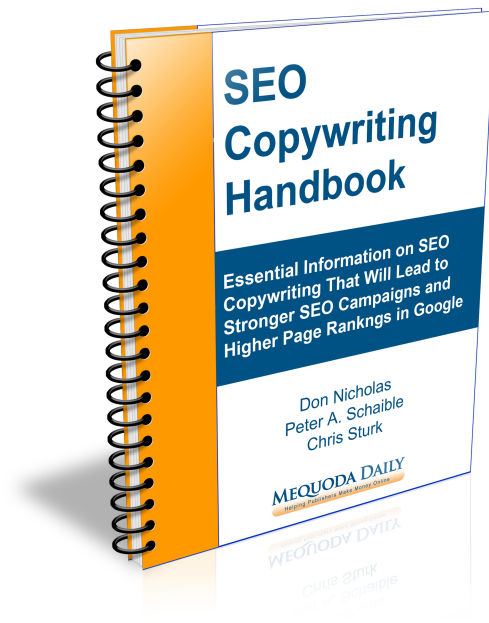
More focused release

Can take more time with that specific release and spread it to more outlets

Less time consuming than multiple distribution

# Case Studies

# Example of Multiple Distribution Campaign



13 Chapters

48 Pages

Original Content: How-to  
Guide on SEO Copywriting



# Free Distribution of SEO Copywriting Handbook

- Initial release experienced 18 conversions on the first day it published
- First week, averaged 6.9 conversions per day

## Free Press Release Distribution Service

PR Log is an online free press release distribution and free press release submission service.

If you are a new user, [submit press release here](#)

### Online Press Release Submission

- HTML links in the press release body.
- Search engine optimized dedicated web page & PDF version.
- Multiple categories & tags.
- Spam protection on your email address.
- Free press release account.
- Video Press release.

### Press Release Distribution

- Distribution to **Google News**.
- Distribution to numerous search engines.
- Numerous javascript, html & RSS feeds.
- Customizable realtime/daily/weekly alerts.
- Powerful advanced search.
- Your own Press Room.

# Multiple Keyword Phrases

seo copywriting tips

Page 2 of about 355,000 results (0.13 seconds)

[SEO Copywriting Tips | Super Body Magic](#) ☆

Jun 17, 2010 ... These **SEO Copywriting tips** will show you how to make your web pages search engine friendly. It is equally important to write valuable, ...  
[superbodymagic.com/seo-copywriting-tips/](#) - Cached

[SEO Copywriting Tips for Writing and Optimizing Landing Pages in ...](#) ☆

Jul 6, 2010 ... **SEO Copywriting Tips** for Writing and Optimizing Landing Pages in Mequoda Group's Free SEO Copywriting Handbook.  
[www.tmcnet.com/.../seo-copywriting-tips-writing.../4886304.htm](#) - Cached

[FREE SEO Copywriting Handbook with SEO Copywriting Secrets](#) ☆ - 2 visits - Apr 2

**SEO Copywriting Tip #2:** Choose the best clusters and phrases to target. ... **SEO Copywriting Tip #5:** Measure keyword density with precision. ...  
[www.mequoda.com/free-reports/seo-copywriting-secrets/](#) - Cached - Similar

[SEO Copywriting Tips - how to write good SEO copy](#) ☆

**SEO Copywriting:** Our thorough guide to writing for search engines in a way that humans can read and understand.  
[www.reversedelta.com/.../seo-copy-writing-tips](#) - United Kingdom - Cached - Similar

[SEO Copywriting Tips for Writing and Optimizing Landing Pages in ...](#) ☆

**SEO Copywriting Tips** for Writing and Optimizing Landing Pages in Mequoda Group's Free SEO Copywriting Handbook. Building communities based around related ...  
[www.prnewswire.com/.../seo-copywriting-tips-for-writing-and-optimizing-landing-pages-in-mequoda-groups-free-seo-copywriting-handbook-...](#) - Cached

[SEO Copywriting Tips for Writing and Optimizing Landing Pages](#) ☆ - Jun 21

Jun 9, 2010 ... **SEO Copywriting Tips** for Writing and Optimizing Landing Pages. Building communities based around keywords related to your business will end ...  
[www.prlog.org/10728205-seo-copywriting-tips-for-writing-and-optimizing-landing-pages.html](#)

- SEO Copywriting Secrets
- SEO Copywriting Tips

# Free Distribution – Initial Results

## seo copywriting secrets

About 327,000 results (0.20 seconds)

### [FREE SEO Copywriting Handbook with SEO Copywriting Secrets](#)

The free Mequoda **SEO Copywriting Handbook**: Essential Information on **SEO Copywriting** that Will Lead to Stronger **SEO** Campaigns and Higher Page Rankings.

[www.mequoda.com/free-reports/seo-copywriting-secrets/](http://www.mequoda.com/free-reports/seo-copywriting-secrets/) - Cached - Similar

### [The Big SEO Copywriting Secret: Quality Content That Converts ...](#)

The Big **SEO Copywriting Secret**: Quality Content That Converts. by Angie Haggstrom.

Ready? Brace yourself cause here it is: There is no big huge copywriting ...

[www.searchenginepeople.com/.../seo-copywriting-secret-quality-content-converts.html](http://www.searchenginepeople.com/.../seo-copywriting-secret-quality-content-converts.html) -

Cached

### [Learn SEO Copywriting Secrets in this Free SEO Copywriting Handbook](#)

May 28, 2010 ... To receive your free digital copy of our 48-page SEO Copywriting Handbook, visit [mequoda\(dot\)com/free-reports/seo-copywriting-secrets/](http://mequoda(dot)com/free-reports/seo-copywriting-secrets/) now. ...

[www.i-newswire.com/learn-seo-copywriting-secrets-in/39596](http://www.i-newswire.com/learn-seo-copywriting-secrets-in/39596) - Cached

### [Copywriting Secrets to Convert More Prospects | SEO, SEM, Internet ...](#)

Jul 6, 2010 ... Creating a high converting copy is not just about writing. It also has to do with being able to communicate with your prospects and having ...

[www.xiexiejiao.com/seo/copywriting-secrets-to-convert-more-prospects.html](http://www.xiexiejiao.com/seo/copywriting-secrets-to-convert-more-prospects.html) - Cached

### [SEO Copywriting Tips for Writing and Optimizing Landing Pages in ...](#)

Jul 6, 2010 ... Websites [www.mequoda.com/free-reports/seo-copywriting-secrets](http://www.mequoda.com/free-reports/seo-copywriting-secrets)

[/?mqsc=PR-PRWB-001](http://?mqsc=PR-PRWB-001) [www.mequoda.com](http://www.mequoda.com) [www.twitter.com/mequoda](http://www.twitter.com/mequoda) About Mequoda Group

...

[www.tmcnet.com/usubmit/-seo-copywriting.../4886304.htm](http://www.tmcnet.com/usubmit/-seo-copywriting.../4886304.htm) - Cached

### [Learn SEO Copywriting Secrets in this Free SEO Copywriting ...](#) ☆

May 28, 2010 ... (Nationwide)---The Internet has changed the face of **copywriting** forever.

Today, the **copywriter** needs to understand special skills in ...

[www.pressreleasepoint.com/learn-seo-copywriting-secrets-free-seo-copywriting-handbook](http://www.pressreleasepoint.com/learn-seo-copywriting-secrets-free-seo-copywriting-handbook)

- Cached

### Searches related to seo copywriting secrets

[seo copywriting techniques](#)

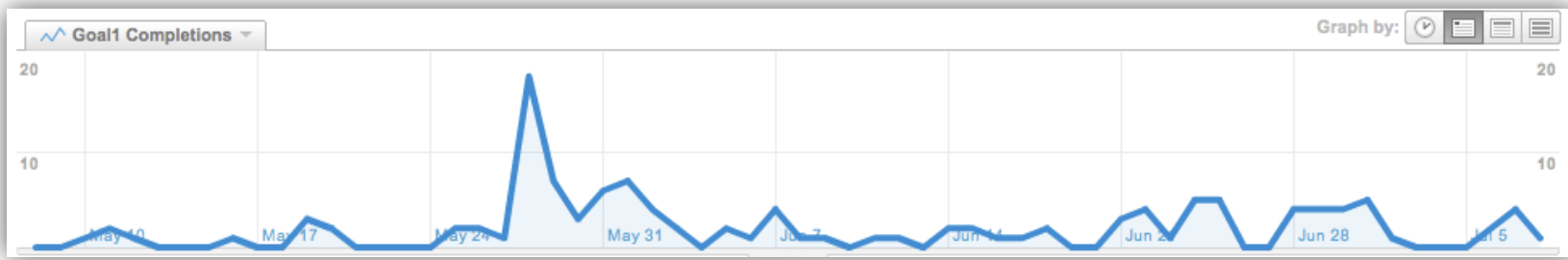
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[writing seo copy](#)

[seo writing techniques](#)



# Free Distribution Graph

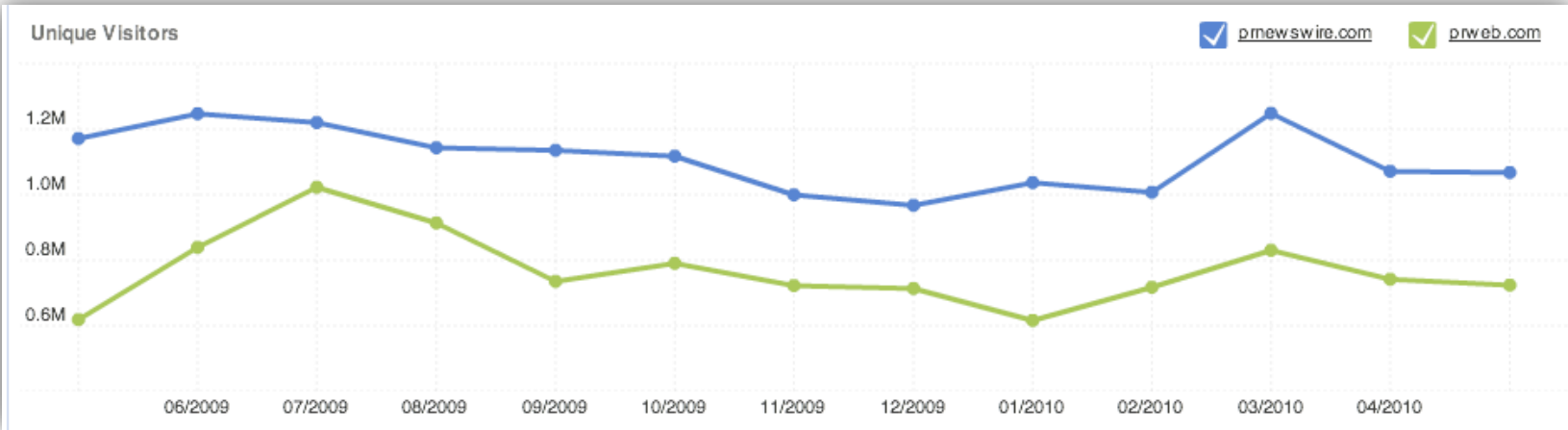


# Paid Distribution of SEO Copywriting Handbook

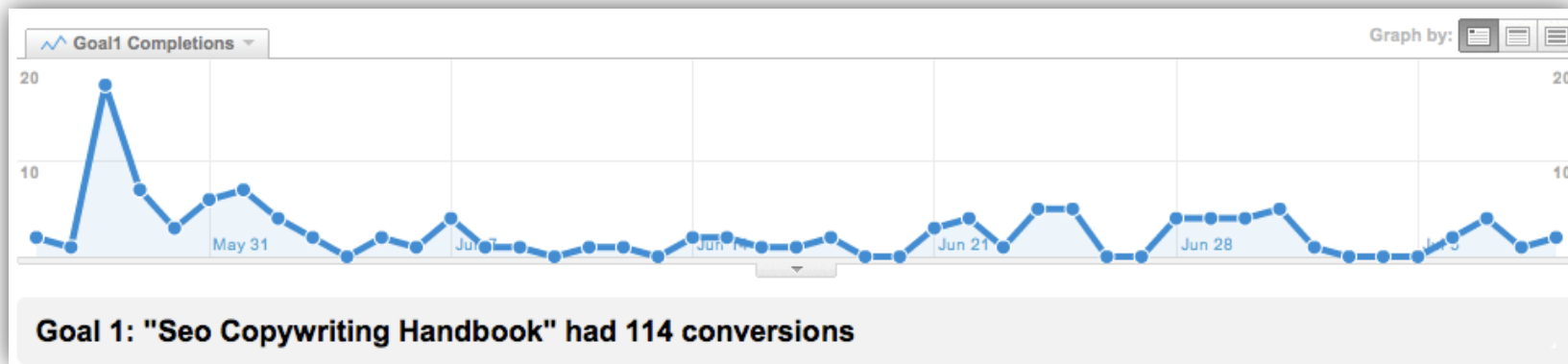
- Used both PR Web and PR Newswire
- Both PR Web and PR Newswire were successful in getting conversions



# Comparison of PR Web and PR Newswire



# Complete Graph for SEO Copywriting Handbook



## Cost of Paid Services

- **PR Web** - \$240 for the most basic release package
- **PR Newswire** - \$715 for a national release
- **Total** - \$955



## How to Know if it Worked

- Google Analytics provides Referring Site and Conversion Data
- Wordpress provides Source Code Data

# Google Analytics Referring Traffic

- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources**
  - Overview
  - Direct Traffic
  - Referring Sites**
  - Search Engines
  - All Traffic Sources
- AdWords
  - Keywords
  - Campaigns
  - Ad Versions
- Content
- Goals
- Ecommerce

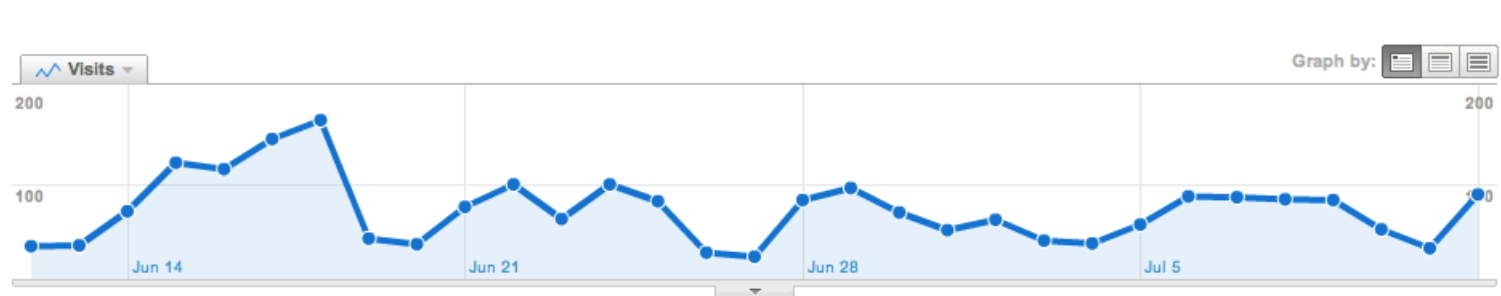
- Custom Reporting

- My Customizations
  - Custom Reports
  - Advanced Segments
  - Intelligence Beta
  - Email

Export | Email | Add to Dashboard | Visualize | Advanced Segments: All Visits

Overview » **Referring Sites** Jun 12, 2010 - Jul 12, 2010



**Referring sites sent 2,284 visits via 501 sources**  
 Filtered for sources excluding "mequoda"

Site Usage | Goal Set 1 | Goal Set 2 | Goal Set 3 | Goal Set 4 | Ecommerce | Views: [Grid] [Table] [List] [Bar] [Line]

Visits <b>2,284</b> <small>% of Site Total: 14.13%</small>	Pages/Visit <b>3.70</b> <small>Site Avg: 3.07 (20.61%)</small>	Avg. Time on Site <b>00:03:14</b> <small>Site Avg: 00:02:28 (30.90%)</small>	% New Visits <b>64.58%</b> <small>Site Avg: 72.29% (-10.67%)</small>	Bounce Rate <b>52.50%</b> <small>Site Avg: 57.67% (-8.97%)</small>
--	--	--	--	--

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. google.com	238	2.03	00:01:15	78.15%	63.45%
2. googleads.g.doubleclick.net	154	1.44	00:01:11	93.51%	85.06%
3. prweb.com	98	6.31	00:05:40	48.98%	35.71%
4. twitter.com	80	2.72	00:01:45	41.25%	57.50%

# Google Analytics Funnel Visualization

## Seo Copywriting Handbook

56 visitors finished | 23.93% funnel conversion rate



# Wordpress Email Subscriber Tracker

## Mequoda Transactions

[ORDER\(S\)](#) [UNSUBSCRIBE\(S\)](#) [SUBSCRIBE\(S\)](#)

TYPE: **subscribe(s)**

[Next »](#)

Username	Name	E-mail	ASID	Date	Item
rickb13	Rick Barton	rick.barton@gmail.com	E2161198	2010-07-13 10:09:52	promos
rickb13	Rick Barton	rick.barton@gmail.com	E2161198	2010-07-13 10:09:52	email_newsletter
allenb	Allen Bramhall	simple.theory@gmail.com	W	2010-07-13 09:01:28	promos
allenb	Allen Bramhall	simple.theory@gmail.com	W	2010-07-13 09:01:28	email_newsletter
alexandrej	Alexandre Judkewicz	alexandre.j@capretraite.fr	google.com	2010-07-13 08:58:57	promos
alexandrej	Alexandre Judkewicz	alexandre.j@capretraite.fr	google.com	2010-07-13 08:58:57	email_newsletter
karanc	karan chopra	kase.kase@gmail.com	W	2010-07-13 08:55:50	promos
karanc	karan chopra	kase.kase@gmail.com	W	2010-07-13 08:55:50	email_newsletter
rudyn	Rudy Nicolaas	crnicolaas@chello.nl	E2159940	2010-07-13 08:23:27	email_newsletter
davids35	David Stark	david.stark@overnitecbt.com	W	2010-07-13 07:52:55	promos
davids35	David Stark	david.stark@overnitecbt.com	W	2010-07-13 07:52:55	email_newsletter
johnc38	john cl	bondiboy@hotmail.com	W	2010-07-13 05:25:58	promos
johnc38	john cl	bondiboy@hotmail.com	W	2010-07-13 05:25:58	email_newsletter
hiteshm	hitesh malik	loyalty1008@gmail.com	W	2010-07-13 05:06:37	promos
hiteshm	hitesh malik	loyalty1008@gmail.com	W	2010-07-13 05:06:37	email_newsletter

Date Range to Export (YYYY-MM-DD):  to

## Our Results

- Paid distribution drove more traffic, more visibility, more impressions
- But didn't necessarily lead to more conversions

## Lessons Learned

- Code all releases going forward, even free distribution
- Strengthen relationships and increase distribution deals with trusted partners

## Overall Conclusion Between Paid and Free Distribution

- Will mainly do free distribution for all weekly campaigns
- Focus mainly on 6 websites that have been successful
- Will occasionally use paid distribution, but only for extremely targeted campaigns

# Useful Tools for Online PR

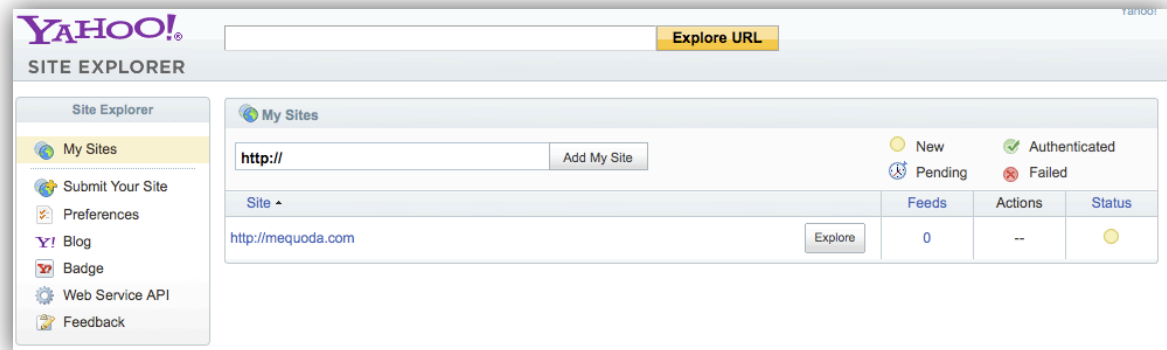


## 4 Tools for Planning and Executing Campaigns



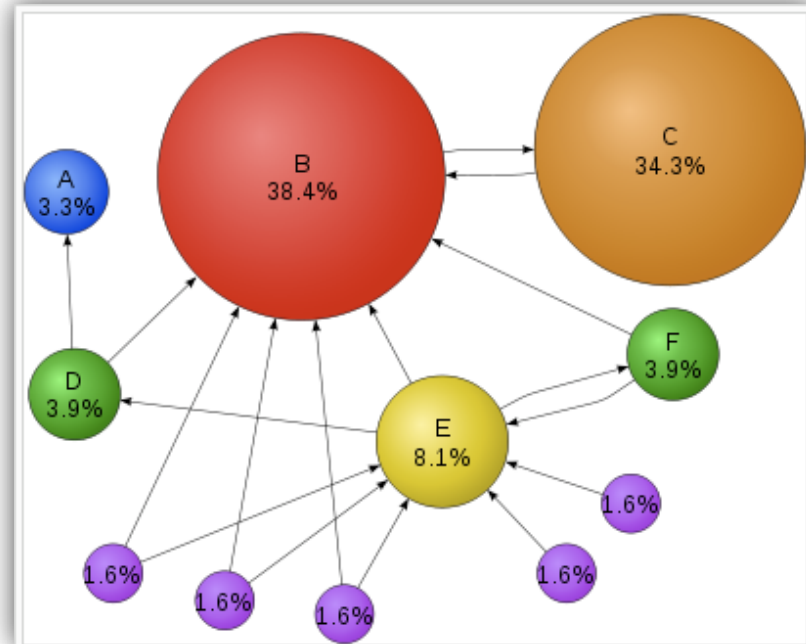
# Yahoo Site Explorer

- Inbound links



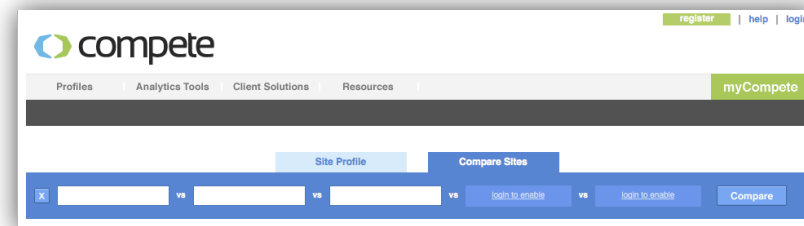
# Google PageRank

- Validate PR site credibility
- Variations on the PageRank



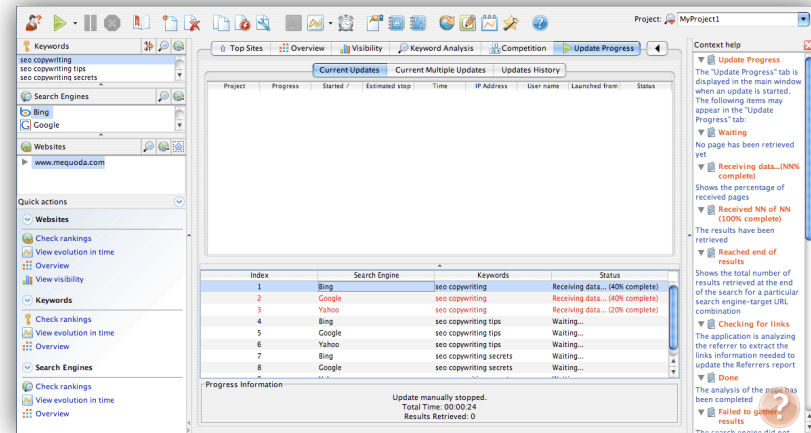
# Compete Tool

- Determines website traffic to plan websites to use



# Advanced Link Manager

- Reporting on links
- Find out who is ranking high on your specific keywords



# Interweave Case Study

## with Jaime Guthals

# PressLift

- Add multi-media to your release
- Easy to set up
- Easy to send out

*The simplest way to enhance your news release*

FOR IMMEDIATE RELEASE

Simple as:

1. create a multi-media PressLift
2. add PressLift link to news release
3. distribute release like you do today

[SIGN-UP FREE](#)



The image shows a promotional banner for PressLift. On the left, there is a list of three simple steps: 1. create a multi-media PressLift, 2. add PressLift link to news release, and 3. distribute release like you do today. Below the list is a green button that says 'SIGN-UP FREE'. On the right, there is a collage of images: a screenshot of the PressLift website, a news release document with the PressLift logo and a play button, and a video player interface with a play button.

# Interweave's use of PressLift



## Interweave Launches Digital eMag, Quilting Arts in Stitches, a New Digital Content Product

Share |     

*Quilting Arts in Stitches* is the first of several eMags slated for debut in 2010 from Interweave, the world's leading online and offline resource for artists and crafters Loveland, Colo., June 28, 2010 - *Interweave* announced today the launch of *Quilting Arts in Stitches*, a dynamic new digital product called an eMag™ that brings together articles, videos, photos, patterns, project instructions, how-to advice and more into one interactive content experience.

Interweave created this eMag™ after watching artists' and crafters' engagement at the company's live *workshops* and *events* and decided to replicate this experience in a digital format. With *Quilting Arts in Stitches*, Interweave is delivering an experience that is part magazine, part workshop, and part video.

*Quilting Arts in Stitches* will be available as a digital download exclusively from Interweave's eCommerce website, [interweavestore.com](http://interweavestore.com), for **\$14.97/issue**, beginning Tues., June 29.




The eMag™ is edited by *Quilting Arts Magazine* Editorial Director **Pokey Bolton** and her team, and is a separate product to the Quilting Arts family. It will not replace *Quilting Arts Magazine*, which is celebrating its 10<sup>th</sup> anniversary in 2010 and is published bi-monthly, available **by subscription** and on newsstands, retail \$7.99/issue.

In addition to *Quilting Arts in Stitches*, Interweave will be launching three additional eMags™ in summer and early fall 2010 in its knitting, specialty fiber, and jewelry-making groups.

The eMags™ are compatible with Macintosh and PC computers, with minimum system requirements of Intel Core™ Duo or Intel™ Pentium™ III processors, respectively. The eMag™ is built using Adobe InDesign and Adobe Flash CSS Professional, with a custom digital viewer that runs on the Adobe AIR platform.

[Download the full press release using the link below.](#)

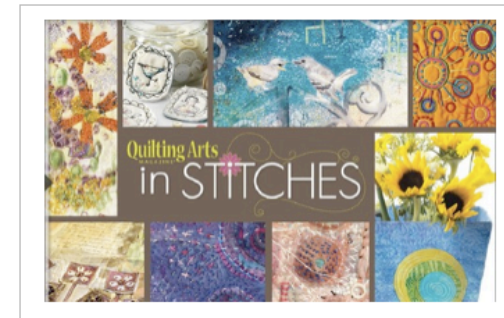
[Full Text Press Release - Click Here](#) 

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Director of Public Relations  
[JaimeG@interweave.com](mailto:JaimeG@interweave.com)  
(502) 243-6834

### FEATURED MEDIA



### Quilting Arts in Stitches

[PREVIEW](#) | [DOWNLOAD](#) | [EMBED CODE](#)





# Questions?

# Thank You

Thank you for joining this webinar.

If you have further questions after we finish,  
please feel free to email me:

[Christopher@Mequoda.com](mailto:Christopher@Mequoda.com)

Hopefully you now have more information on  
the wonderful world of online PR!