

# New SEO Press Release Strategy for Freelance Copywriters to Reach Clients Directly



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**New SEO Press Release Strategy**

## For Freelance Copywriters to Reach Clients Directly

Note: It is recommended that you read the entire report before you start writing your press release.

### **The Press Release Game Has Changed**

Gone are the days where only a few editors and reporters get to see your press releases. Gone are the days where only the media has the power to choose to turn your press release into a story and share your story with the world. The rules have changed. *You* are now in the driver's seat and no longer have to rely on the media to get your story out. Media Relations are still important and, at some point, you may feel that it needs to be a part of your communications plan by and large. However, you don't have to wait, hope and pray for your story to get picked up and told. Today, a press release is like any other marketing tool copywriters have at their disposal to enhance theirs or someone else's business. Simply write your press release, following the rules for maximizing the value of your press release (included in this report), and submit it to an online distribution service (press release wires). The rest of the work is done for you.

When you utilize press release distribution services your story is dispatched to the online news services, the likes of which include Google, Yahoo and many, many others. Scores of press releases get to their niche trade and industry web sites also.

### **Declare a Niche Before You Start**

As you may or may not already know, copywriters stand a better chance of being successful when they focus on a smaller market, a niche market. This niche can be based on a particular type of marketing collateral that the copywriter specializes in crafting (e.g., sales letters, web content) or it

can be associated with a specific industry (e.g., software industry or baby/toddler market). Also, it can be a combination of the two.

### **So what are these new rules?**

Speak directly to your market. Once a niche market is established and you have one or more satisfied customers under your belt, write a press release, whose story has value to your readers. Be careful not to promote yourself or your freelance business directly. While you will want to announce your news (e.g., the fact that there is finally a copywriter that caters to the online greeting card community), you also want to create value, perhaps by revealing the methods you used to achieve a successful campaign for your copywriting customer in that niche market. You can do such things as reveal where you conducted the research of your client's target market. Or you can explain how you discovered the exact emotional trigger that produced the strong headline you used.

### **SEO**

Choose three or four niche-related keywords (preferably keyword phrases) with a search volume of 1500 to 3900 to use along with words like "copywriter" or "copywriting" or "freelance copywriter," etc. You don't want to choose keywords/keyword phrases that are highly competitive. You can find out your keywords' search volume by typing them in [Google's free Keyword Tool](#). If your niche market is the democratic politician publicity market, don't use keywords like "Barack Obama" thinking it's going to bring your page to the top; it's not; the competition is too stiff; the search volume is too high. Instead, opt for terms with a lower search volume such as "democrat

candidates” or “democratic conservative.” Include one or two of these long tail or keyword phrases in your headline, in your summary and in your lead sentence.

If SEO is applied properly, you can achieve first-page visibility for the keywords in your press release. Other advantages, include but are not limited to: (a) it makes your website findable; (b) you increase the chance of media coverage; (c) you can get backlinks from news sites that increase your website’s ranking for the keywords you choose; (d) you can rank high in Google News and Yahoo News for the keywords you choose (e) there is an insanely high number of headline impressions over countless new sites, websites and blogs that run RSS headlines, etc.

### **Components to Include In Your Press Release**

#### ► **Headline**

- Do not make your headline more than 90 characters long.
- Remember to include your key word phrase(s) in your headline. If including more than one keyword phrase makes your headline sound awkward and forced, use only one keyword or keyword phrase.
- You want to always have a subject (the niche market), and a strong, active verb. Your headline must state your news announcement clearly.
- Use Initial letter caps, not ALL CAPS.
- You can include the name of your business; **however** don’t include your website address in the headline.
- Don’t use articles (“the,” “a,” “an”).
- Speak in the third person.
- Speak objectively as if you are the reporter writing about this news.

▪Make it exciting and appealing to your target audience.

▶ Summary or Subhead

In two sentences, using one or two of your keywords, digest the major points of your news story. A reader should be able to glance at these two sentences and understand what your press release is about. **Remember** to include a keyword or two in the summary. You want this opening to make the reader **want** to read the rest of the press release.

▶ Lead Paragraph

The lead paragraph contains the “who,” “what,” “when,” “where” and “how” of your story. Just include the facts, no fluff, no hype. Those elements should never appear anywhere, but especially not in your lead paragraph. **Remember** to include a keyword or two in the lead paragraph.

▶ Body

Here you can write subjectively. The supportive details of your story are entered here. Try not to be longwinded. Keep each paragraph 3 to 5 lines long. After you finish writing the first or second paragraph, it would be fitting to add a (self-promotional) quote, but, from the mouth of your client.

*“My day care center increased by twice the number of children.”* Be sure to discuss only one news event per press release. Include links that send potential customers to appropriate landing pages on your website. If this is your first press release and you are announcing that there is finally a copywriter devoted exclusively to the Northeast “Goth” youth consumer, don’t send readers to your “Services” page, send them to your “Portfolio,” “Home,” or “About” page – pages that demonstrate unequivocally that you “get it!” but only if those pages really make it evident that you “get it.”

Equally important, you also want to provide something of value to your targeted audience. If you know of an informative article, free webinar or white paper, (written by you or someone else), in your press release, add a link to an appropriate page of your website, and create a mechanism to

collect your visitors' email addresses on that page (see the end of this section of this report for email marketing-related sites and autoresponders – sites that automatically answer emails for you). You or your autoresponder will then send the visitor the link to the piece you mentioned (or the actual piece itself). Maintain this list of email address providers, as it will come in very handy later.

► Your Freelance Business Information

In two or three sentences, talk about your freelance business history and special credentials. You can craft and include an elevator pitch of sorts. If you've made appearances related to your copywriting niche, even if it wasn't in the capacity as a copywriter, but as someone knowledgeable about the field, include that as well. Include the live link to your website's Home page.

► Contact Information

Include your name, company name, phone number and website address. As to including your email address in your press release, you need to check the rules and recommendation of the press release distribution company you use. Some, perhaps all, have spambot protection. But you must check before you include your email address.

### **More Helpful Tips for the Successful Online Press Release for Copywriters**

- Make sure your press release answers the question: Why should anyone care that there is a \_\_\_\_\_ niche copywriter?
- Use real life examples to illustrate how your copywriting services solved a client's dilemma.
- Proofread from the title to your URL. Often we glance at our contact information because we assume that, of course! we got *that* right. You want to make sure your eyes count 3 "w's" in [www.yourdomain.com](http://www.yourdomain.com), etc.

- Come up with a hook for your story. A hook, also known as an angle or slant, is a unique aspect of a larger topic that you choose to focus on that sets your story apart and makes it appealing to the reader (your targeted reader being someone inclined to want or benefit from your copywriting services). The fact that your industry finally has a niche copywriter who understands how to effectively promote its products and services can be enough.
- Do not use exclamation points.
- Keep your press release between 300 and 800 words.
- Use a 12-point Times New Roman or Arial font. They both make for the best reading experience.
- Grammar and spelling really matter.
- Don't use ticker symbols (symbols the securities and stock industries use to identify companies) without written permission.
- Create a special page on your website for your press releases, then post your press release there. When you do, search engines will, in addition to other things, find the content and rank it according to the words and phrases you use.
- Every word in your press release should be there for a legitimate, value-added, story-telling reason. If it serves no real purpose other than as a filler word or sentence, remove it! The reading masses today will definitely penalize you for it, as our social media-driven readers demand substance, not BS and certainly not sales!
- Post your press release to the social media outlets to help your freelance copywriting business in not only getting traffic, but for the viral waves of traffic and links that come as a result of various activities on these sites. Post your press release to sites such as:

[Digg](#) - a social news site for people to discover and share content from anywhere on the Internet;

[Sphinn](#) - an Internet marketing news and discussion forum; and

[Reddit](#) - a site that serves as a source for what's new and popular online.

- You can write a press release when you have: won an award; secured a huge customer (and have their permission); entered into a new joint venture; received an invitation to speak about your niche market; added a new service to the list of services you provide. You do not have to wait for huge news, but you do have to make it interesting.
- Send out a press release periodically. However, don't bombard the Internet or the people on your mailing list. Once every two or three months is fine. The idea is to offer related information that your niche market will welcome so that you keep the momentum of growing your potential customer base.
- Remember that advice you received earlier in this report about keeping the email addresses you collect? In addition to posting your press release, you will want to send your next press releases to this list, as well, especially since you have been provided with their address previously and thus, you would not be considered spamming them. (**Important Note:** The best way to be sure that you are in compliance is to use trusted email marketing sites that have built in measures that keep up with the latest regulations and meet all the email standards. They (and many of the above-mentioned gurus) also provide email marketing tips to increase the likelihood of your email being opened by your intended recipients. Three of the leading services include [Constant Contact](#), [Aweber](#) and [Icontact](#).

## **BONUS**

The top free online press release distribution sites include:

<http://www.prlog.org/>

<http://www.pressreleasepoint.com/>

<http://www.free-press-release.com/>

<http://www.live-pr.com/en/> - (Google News Listed)

<http://www.newswiretoday.com/>

<http://www.openpr.com>

## About the Author

My goal is to teach copywriters how to write or revamp marketing collateral: websites, brochures, fliers, etc., so that their clients can attract more target customers than they can handle. My mission is to put copywriter's on a highway to success in the simplest, least expensive, yet most effective way imaginable. I want each and every copywriter on my watch to become the better choice when compared to their competitors, because they will know the "guarded" secrets the extremely successful pros know.

I have served in marketing/writing roles for the **American Marketing Association's** New York branch, Downtown Women's Club, Chelsea Piers, Metropolitan College MBA student body, Louise & Lillian Group Family Day Care, Sosa Maintenance, Dynamic Business Growth, Biba4network.com a/k/a the "Connection Queen," Maradex Legal Nurse Consulting, Simplenomics.com, Imagine a New Image, Second50years.com, The Renaissance Charter School (TRCS), New York Health and Wellness Fairs, SEO Design Solutions, Career-Wise Ways and many more.

Over the years, I've written everything from advanced websites to ad copy, from research articles to sell sheets. My formal assignments have included web site assessments, press releases, landing pages, consumer brochure writing and editing, crafting circulars, generating event promotional material, newsletter writing, Internet catalogue digesting, conceptualizing print ads, and creating web site copy for advanced, multi-layered websites.

I earned my BA Degree in **Psychology** from John Jay College of Criminal Justice and worked as a Family Law Paralegal for many years, a career where I spent a large amount of time on projects that required legal and business letter writing and editing. During this time, I edited a Family Law column for the Image publication and produced a "How To" manual for New York's Continuing Legal Education program.