

Press Release Services

Press Release is a printed statement by an organization regarding its activities which is formal in nature and distributed among the media to create hype. A press statement, news release or press release is a communication meant for the members of the media to inform them about something which has news value.

The objective of Press Release is to increase the visibility of your website, create a brand name and drive relevant traffic to your site. This is exactly what our PR services do as our services are very effective and reliable. They ensure that your PR reaches the targeted people in the media, consumers and analysts. Some of the features of our services are as follows:

- PR writing service.
- PR optimization for better SE placement.
- PR publicity in important news media.

Press Release Guidelines

Press Release is an ingenious way to get adequate exposure to the website and highlight the products and services offered. The following guidelines are kept in mind while writing a Press Release.

- Our expert team approves all press releases before posting.
- Awareness regarding an organization is increased among its numerous members.
- Maintain short length of releases.
- Details regarding who, where, what, address, why and when is to be mentioned clearly in the first two paragraphs.
- When a release is received, we identify the sender or the organization inclusive of the name and phone numbers so as to reach them when necessary.
- Listing of releases as per date to confirm current or future action.
- PR published in one site is not published in others. This prevents duplication.

Why your site needs this service.

The aim of writing Press releases is to attract proper media attention towards the products and services offered by the client's website. A well composed news release has the potential to significantly boost your sales figures and popularize your organization online. This in turn enhances the status of your company and its services. Our proficient writers draw relevant traffic to your website through the usage of keywords and content.

- We offer a comprehensive range of services to choose from.
- Our databases are vast and unique.
- Distribution of Press releases is personalized.
- We maintain responsible and long term cordial relations with our clients.

We are a group of experienced professionals with several years of press release optimization expertise in major search engines like Google, Yahoo, MSN and others. Selection of the right service is highly crucial to your news effectively reaching out to the media. Many firms claim to offer solutions they may not have experience in. We only offer what we can deliver and never claim something which we do not offer. Please feel free to go through our FAQs to know more about us and visit our testimonials section to see what our clients are saying about us, if you are satisfied only then do

hire our services and give us the privilege to assist you in increasing the traffic to your website and maximizing on your ROI.
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