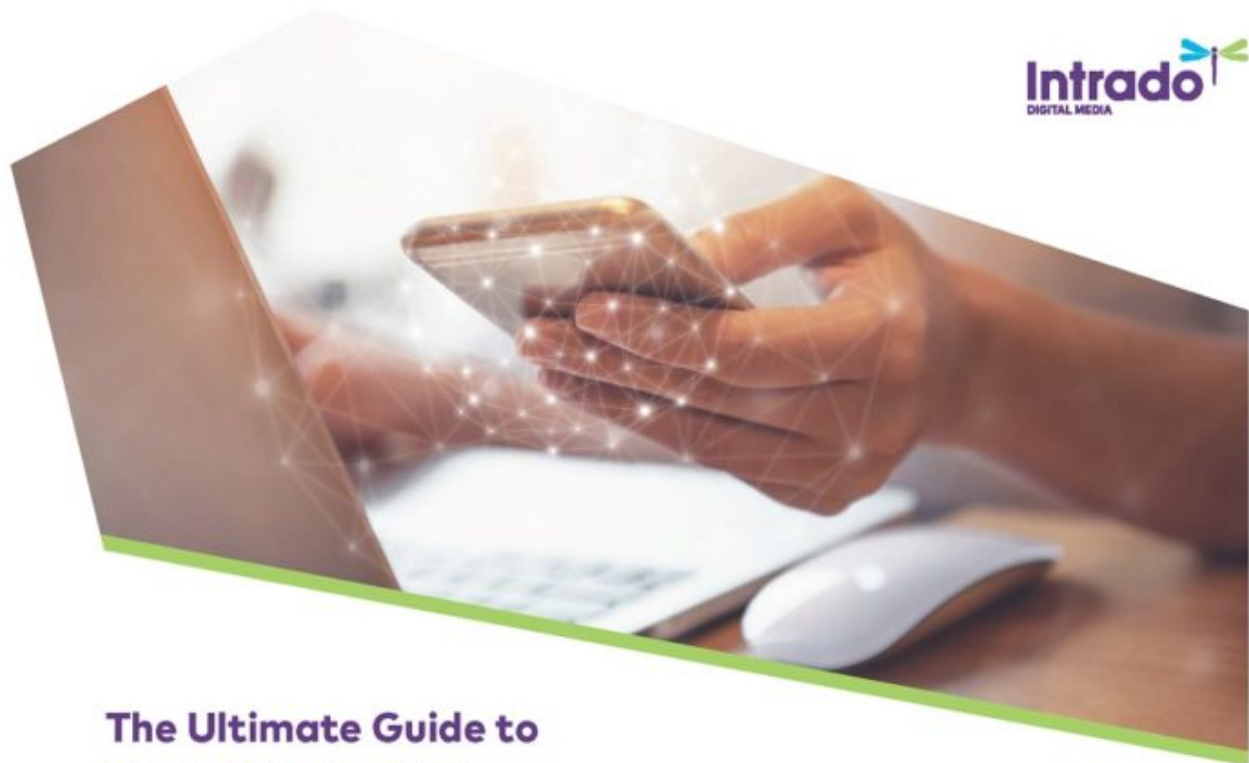


# The Ultimate Guide to Press Release SEO (FREE DOWNLOAD)



## The Ultimate Guide to Press Release SEO

2019 Edition

Information to Insight

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The press release remains an effective tool to distribute news and start conversations – but simply issuing a release does not mean you have engaged your target audience or successfully communicated your message.

Aside from telling compelling stories about your business through clear, concise writing, it's critical to use search engine optimization (SEO)

to optimize your press releases. Without optimization, releases perform less effectively in search, and are less appealing and engaging to audiences.

This guide will help you create better-performing content, whether you work in **PR**, marketing, corporate communications, or investor relations.

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