

5 tips for great online press releases

1. Release titles should be short and snappy, yet informative, and attract a reader's interest. Remember that most, if not all, recipients will only ever see this element of the release in their email application. Plus Google and other search engines will use the title of release when indexing the release where it is republished. Here is a good example.

[“Gigafone makes mobile advertising easy with Ochre “](#)

From just 7 words and 49 characters (including spaces!) we can establish:

- it relates to Gigafone if this company is known to the recipient;
- it relates to advertising on mobile phones if either of these things interest the recipient;
- it is about a new product, Ochre; and
- its differentiator in the industry is that this will now make doing this easy.

A lot of information in such a short space.

2. Use multimedia to enhance your story. Try to include an image or other accompanying information whenever relevant or appropriate. This will allow the receiver to produce a more attractive piece of content for their readers and also images are often searched for specifically, e.g. via Google Images, which means there are more ways that your story will be found. Make sure though that multimedia files are never sent as attachments, as editors and bloggers do not like to receive content in this way. Instead provide them with direct links to available content hosted on your website or via a distribution company such as RealWire.

3. Use hyperlinks to benefit you and the readers of your news in a number of ways:

- if sites leave these links in and they include links to your website there is the potential for this to bring Search Engine Optimisation benefits;
- they provide receivers of news with a very quick link to other related information that could assist them when writing an article or a blog post and therefore cut down on their research time; and
- they mean that people who find your release directly e.g. through search engines are given a much easier way of finding out more about the story if they are interested.

4. Include a 'Notes to Editors' or 'About' (the company) section at the bottom of the release. This should include any information not mentioned in the release itself, for example when the company was launched, where the headquarters are located etc. Effectively a brief overview of who you are. But note the use of the word “brief” and try and keep it to around 100-150 words.

5. Contact details should always be included so that any receiver of your news knows who to contact if they want more information.