



Five Sparrows LLC

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Press Releases

Optimization, web-based distribution, and wire service options for small businesses

Promote your business over the wire, out on the web, and build multiple, quality inbound links to your web site at the same time!

In the past, press releases were mostly used by big businesses to get news coverage for their company events and announcements. Today, press releases are far more accessible, affordable, and a lot more powerful than ever before, making them a great addition to any small business marketing strategy.

Five Sparrows press release services enable you to publish important news and events about your business, while also creating inbound links to your web site in multiple places on the web. To make your press release even more powerful, we use specific optimization techniques to make sure your press release keeps working for you well after its release date.

Your press release can be picked up not only in the traditional news outlets, but also by online media outlets and social networking sites that promote your company to their audiences, while also planting multiple, high-quality inbound links that can help boost your search engine rankings.

Five Sparrows' optimized press releases include:

- Formatting to journalistic and professional standards
- Optimization for up to 3 keyword phrases per release
- Optimization for headlines, sub headlines, and body headings (as appropriate)
- Body text optimization, including keyword variations and alternate usages
- Anchor text links back to your web site and/or landing pages

Web Press Release Distribution Services

Your optimized press release will be hand-submitted to at least eight major web press outlets, to traditional wire service outlets, or a combination of both! We also provide you with a complete work-summary report of your press release once the distribution process is complete.

Ready to Get Started?
Toll Free: 877-451-0145

Press Release Services Can Include:

PRESS RELEASE WRITING WITH OPTIMIZATION

- Professionally written press release content
- Written to journalistic standards
- Search engine optimization of content to target up to 3 keywords/keyphrases
- Embedded inbound links to your web site or other high-value web content

OPTIMIZATION-ONLY SERVICES

- Search engine optimization of your pre-written press release
- Content optimization to target up to 3 keywords or keyphrases
- Embedded inbound links to your web site or other high-value web content

ONLINE DISTRIBUTION SERVICES

- Professional distribution to 8 - 10 major online media outlets including Google News and local web media
- Custom HTML link coding and anchor text links for web submissions
- Image and video optimization for press release multi-media

WIRE SERVICE DISTRIBUTION

- Wire service distribution to International, U.S., Regional, or State using a nationally recognized wire service
- Optional multi-media packages available

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