

# SEO Consultant Study Recommends New Strategy For Writing Press Releases

*SEO consulting company press release study offers advice to advertising agencies and marketing firms on writing press releases for maximum search engine visibility.*

Brian Pasch, SEO Consultant with Pasch Consulting Group announces results from a [b]search engine optimization study[/b] which reviewed the impact that press releases can have on search engine rankings and company visibility.

Press releases are taking on new life for Internet marketing as business owners are discovering that their press releases often show up in Google searches more than their own website marketing pages.

With the advent of automated electronic press release services any business can have a press release distributed to major news feeds in minutes. However, the study showed that many advertising agencies are not writing press releases that work effectively for search marketing.

[b]"If your company issues press releases and would like added Internet marketing exposure, and links back to your website, you must rethink the traditional methods for creating press releases"[/b] said Pasch. With thousands of press releases being added to news streams each hour, the study suggests how to create an effective document that accomplishes your marketing goals and that also builds traffic back to your website.

Brian Pasch believes "the study will challenge peoples thinking on creating press releases. Most companies are missing an opportunity for connecting with their target audience on the Internet using the simple, but powerful tool of the press release". [b] The study contends that if press release titles are filled with "fluff" they will never be indexed and seen by a company's target audience.[/b]

To read the results of the study, copy the link below:

<http://www.seonj.com/articles/writing-effective-seo-press-releases.html>

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