



DIRECT ONLINE MARKETING

Press optimization helps you influence reporters' stories and increase business opportunities.

What's the Problem?

Actually, there are two:

1. Reporters come up with story ideas based on Google search results.

Reporters use search engines to find story ideas that haven't been written and that their editors will like. For example, they might type "[your client] fraud" or any other hot topic. If your client isn't showing up, you can expect a negative article to be written. If one or more links appear - from a site displaying the release, blog posts or news articles written in response, or the client's press section - your client has a much better shot at a **favorable article**.

2. PR firms are losing clients and getting budgets slashed as clients seek to get more out of press outreach, especially within the search engines.

The major press distribution services are now offering "press optimization" to address this need, although often without really knowing how to do it or offering any keyword insight. Helping your client's media exposure plus its site rankings and traffic **makes your services even more valuable**.

What Press Optimization Is

Press optimization is a specialized offshoot of search engine optimization that attempts to increase search rankings by gaining recent, relevant links that are important to Google, Yahoo!, and Bing. You're already creating great content about something related to your client's business to gain positive media exposure. By subtly modifying the content, you can also help increase your client's natural search rankings.

How Press Optimization Benefits You

By offering these services to clients already asking for it, you are able to:

- * Expand your offerings
- * Gain new clients
- * Up-sell existing clients – all without additional and expensive hiring and training.

Good News: You're still on the ground floor...but for how long? A major, multi-national corporation recently released a press optimization RFP and received just two responses, both from small, non-PR organizations. That won't happen again in 2010!

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What We Do

To Optimize Your Press Releases

We provide a range of services dependent on a client's needs and budget, including:

- * **Keyword research** - the key for any optimization effort. If you're not targeting the right keywords, you're wasting your time.
- * **Rewriting press releases** to target those keywords, including links back to your client's site
- * **Distribution**, if needed
- * **Setting strategy** for quarterly and annual timeframes

Why Direct Online Marketing™

We understand search engines and know how to optimize press releases (and Web sites) to move our clients up in the rankings: our search industry affiliations include designation as a **Qualified Google Advertising Company**. Our fully trained staff can turn around work on very tight deadlines, and we're happy to work behind the scenes or as a named partner - whichever you prefer.

Call 800.979.3177 Today

To Learn More

Getting started is fast and easy. Call us at 800.979.3177 and ask any questions you have about the process. Then try us out. Let us optimize one of you client's press releases and see how it works out. If you – and the client – are satisfied, we can partner together on other projects and shape strategies for influencing the Web.

About Direct Online Marketing™

We are a full service internet marketing firm specializing in press optimization, paid search marketing, search engine optimization, online reputation management, and blogging. Our clients come from a range of public and private sectors, including financial, sports, industrial, legal, entertainment, music, political, economic development, health care, retail, and federal government.

In addition to our firm and employees carrying certifications from Google, Yahoo!, and Microsoft, we regularly are invited to write, speak, and give interviews to a range of publications and venues, including Advertising Age, Search Engine Strategies, and more.



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