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New At Aplus.net

February 2009

- ▶ Aplus.net is now offering two different plans for a [WebImage website](#).
- ▶ Our [Premium Shopping Cart](#) is a secure and robust eCommerce solution to manage your online store.
- ▶ PRWeb is the latest addition to our growing lineup of Marketing Resources.

Featured Blog posts

- [10 Factors to Consider When Choosing a Dedicated Server Provider](#)

- [Usability: A Developer's Perspective, Part 1](#)

- [The Mysteries of Good Website Design Revealed](#)

For Immediate Release: Maximizing PR for Fun and Profit



"Why should my company put out a press release?" Quite simply, you need to let people know you exist. Press releases can raise your visibility, drive more traffic to your website and build rapport with important media contacts. So whether you're a small boutique business with two employees or a multi-million dollar corporation, the right press release can generate tremendous exposure and improve brand recognition within your target market.

The key to writing a good press release is news that is "newsworthy." Carefully consider your topic and how it pertains to a specific audience, industry, issue, or community. Examples include announcements of new products or a strategic partnership, awards, a new book, events, a human interest story, legal updates, government legislation, and political campaigns. Make sure your news is timely and that it focuses on something that truly sets you apart.

Presentation is also critical to the success of your press release. Start with the basics. Use PR best practices by following a [standard format](#). Keep your writing clear and concise. Answer all of the "W" questions (who, what, where, when and why). Include new media elements such as integrated resource links, video, images, tags, and social bookmarking. Optimize your keywords so it's more likely to get picked up on various sites and news search engines such as Google™ News and Yahoo!® news.

PRWeb provides a complete package of online tools, tips and distribution channels to help your company get noticed. [Check out our new PRWeb page in Marketing Resources.](#)

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Buzzword: Social Media Release

The social media release (SMR) is transforming the face of online PR. SMRs represent a newer, simpler way to format and distribute press releases – and one that takes full advantage of today's online social networking tools. Its streamlined look emphasizes contact info, core facts, pre-approved quotes and links to relevant coverage (your site or others). It also makes full use of RSS feeds, tags, and social bookmarking sites –where possible, embeds audio, photos, videos and other images. In short, SMRs are designed to get the conversation going, making it easier to share content and spark threads while giving readers the ability interact with you directly or indirectly.

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