Ways To Make Your pr wire Release Visible with Press Release Power

PRESS RELEASE POWER

Increase the Visibility of Your PR Wire Release

If you've ever had the experience of sending out a press release, only to have your release fall flat on its face in the email inboxes of potential journalists, then you know that there's a lot more work involved than just writing up a good piece of content. It takes strategy, focus, and a deep understanding of how journalists operate in order to make sure your pr newswire release gets read by someone other than your mom.
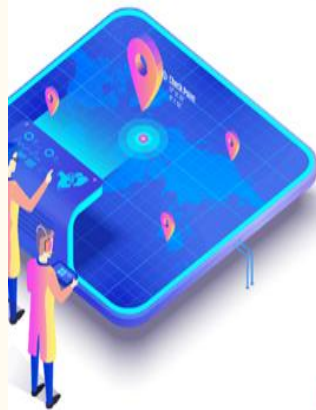
Use The Right Keywords

Keywords are the most important part of your press release. When you're thinking about what keywords to use, the first thing you should do is make sure they are relevant to your press release. If they aren't, then there's no point in using them at all!

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Optimize For Mobile Devices

Optimizing your <u>pr wire</u> press release for mobile devices is an important step to ensure that it's visible and readable on every device. It can be difficult to get the right balance between formatting and content in a way that works well on small screens, but there are some simple tips you can follow.

- Use responsive design: The best way to make sure your press release looks good across all devices is by using responsive design. This means creating an HTML5 file that adjusts its layout depending on the screen size of the device being used (e.g., tablet or desktop).
- Use mobile-friendly fonts: When possible, use font families designed specifically for easy readability at small sizes—like Roboto and Open Sans—instead of default web fonts such as Arial or Helvetica Neue. These fonts offer more distinct shapes than generic serifs do when viewed from a distance; furthermore, sans-serifs tend make text look less cluttered so it appears more legible on smaller screens without sacrificing legibility overall.* Use a mobile-friendly layout: You should avoid using images with large shapes (for example photos) because they take up too much space when scaled down onto smaller screens

Consider A Video Release

A [global news wire](#) release is a great way to get your message across. It's much easier to connect with the viewer and grab their attention than it is by just sending out an email or text.

The reason why we recommend this method of marketing is because it's highly effective at grabbing people's attention, and once they've seen your video release, they're likely to share it on social media sites like Facebook or Twitter or Instagram!

Don't Forget About Social Media

Social media is a powerful tool for promoting your press release. It's important to use the right hashtags, however; you want your content to be seen by as many people as possible. The best way to do this? By using some of the following social media platforms:

- Facebook
- Twitter
- Instagram

BENEFITS OF PRESS RELEASE DISTRIBUTION

BRANDING   REPUTATION

COST-EFFECTIVE   COMMUNICATION

SEO   VISIBILITY

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Try these tips to make your press release as visible as possible

- Use the right keywords.
- Optimize for mobile devices.
- Consider a video release instead of text-only business wire news releases, if possible. A visual presentation of your story might be more compelling to readers than just reading it in black and white.
- Don't forget about social media! You'll want to make sure that you're posting relevant content on all platforms (Facebook, Twitter and LinkedIn). This will increase the chances that someone finds their way back to your website after reading one of these posts!
- Make sure everything is easy-to-read and understand so people won't have any problems following along with what they're being told about yourself or company's products/services."

Make Your Press Release Easy To Find, Read, And Understand

- Use headings, subheadings and bullet points.
- Use short paragraphs.
- Use a consistent style throughout your **globe newswire** release.
- Use a clear and simple layout that makes it easy for people to read the content of your press release in one sitting without having to take breaks or pause the reading at any point because of poor formatting or layout issues on their computer screens (or phones).
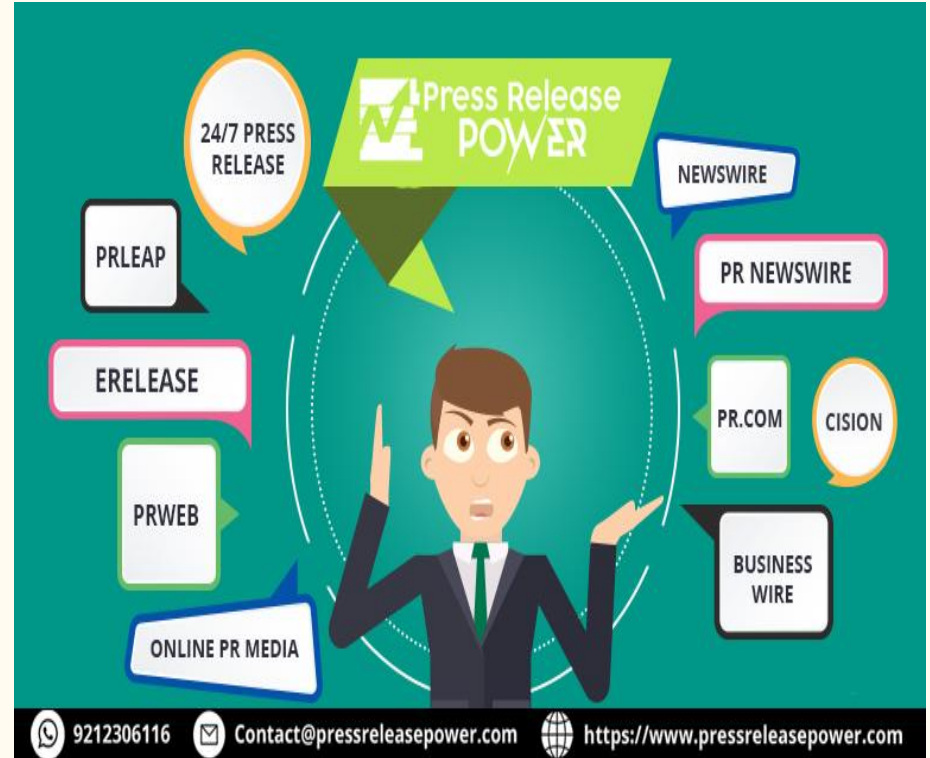
Conclusion

We hope you find these tips helpful in making your press release more visible. If you want to learn more about how we can help with your next prnewswire campaign, contact us today!

Get in Touch!

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