



## **BusinessYield's SEO Press Release Checklist**

Creating an SEO-friendly press release involves a combination of traditional press release elements and SEO techniques to ensure maximum visibility and impact. Here's a comprehensive checklist to guide you:

### **Pre-Writing Phase**

1. Identify Your Target Audience
  - Define who you want to reach.
  - Understand their needs and preferences.
2. Set Clear Goals
  - Determine the primary objective (e.g., brand awareness, product launch, event promotion).
3. Keyword Research
  - Identify relevant keywords and phrases.
  - Use tools like Google Keyword Planner, Ahrefs, or SEMrush.

### **Writing Phase**

1. Compelling Headline
  - Include primary keyword.
  - Keep it under 70 characters.
  - Make it catchy and newsworthy.
2. Strong Opening Paragraph
  - Summarize the key message.
  - Answer the who, what, when, where, why, and how.
3. Body Content
  - Use a natural and engaging tone.
  - Include secondary keywords.
  - Maintain a logical flow of information.
  - Add quotes from key personnel or stakeholders.
4. Multimedia Elements

- Embed relevant images, videos, or infographics.
- Use alt text for all images with keywords.
- 5. Anchor Text and Links
  - Include relevant links to your website or related content.
  - Use keyword-rich anchor text naturally.
- 6. Call to Action (CTA)
  - Clearly state what action you want the reader to take.
  - Make the CTA prominent and persuasive.
- 7. Contact Information
  - Provide clear contact details for media inquiries.
  - Include a boilerplate about your company.

## **Post-Writing Phase**

1. Proofreading and Editing
  - Check for grammar and spelling errors.
  - Ensure clarity and conciseness.
  - Verify factual accuracy.
2. Formatting
  - Use subheadings, bullet points, and short paragraphs.
  - Ensure readability on various devices.

## **Optimization Phase**

1. Meta Description
  - Write a compelling meta description (under 160 characters).
  - Include primary keyword.
2. Title Tag
  - Optimize the title tag for search engines.
  - Include the primary keyword.
3. URL Slug
  - Create a concise and keyword-rich URL.

## **Distribution Phase**

1. Select Distribution Channels
  - Choose reputable press release distribution services (e.g., PR Newswire, Business Wire).
  - Share on your website's newsroom or blog.
2. Social Media
  - Promote on your social media channels.
  - Use relevant hashtags.
3. Email Outreach
  - Send to your media contacts and industry influencers.
  - Personalize the email pitches.

## **Monitoring and Follow-Up**

1. Track Performance
  - Use tools like Google Analytics to monitor traffic.
  - Track social media engagement and mentions.
2. Media Coverage
  - Monitor for any media pickups.
  - Thank journalists and share their articles on your channels.
3. Analyze and Improve
  - Review what worked and what didn't.
  - Adjust future press releases based on insights.

By following this checklist, you can enhance the SEO performance of your press releases, increase their visibility, and achieve better engagement with your target audience.