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Press Release Distribution Service Enhancing Search Engine Optimization and Visibility?

Is a Press Release An Effective Method Of Advertising?

/24-7PressRelease/ - February 19, 2007 - There is no doubt about it. As far as marketing ideas go, a press release will definitely give you the best bang for your buck.

Why is the press release such a great strategy to have in your pocket for marketing online? Think of it like this. If you currently spend marketing dollars on pay-per-click advertising, you might be paying upwards of \$1.25 - \$3.00, per click or more depending on the industry you are in. Pay per click ads will generally limit your ad to approximately 20 words, give or take a few.

Using a press release distribution service such as 24-7 Press Release Newswire, <http://www.24-7pressrelease.com>, which was again just nominated #1 for press release distribution services by TopSeos.com for February 2007, will allow you up to 375+ words.

As far as performance goes, it is not uncommon to see a \$45 press release receive 200 – 500 views with 10,000+ headline displays after a week or two. This works out to \$.09 - \$.22 per click, for a 375 word press release. As a bonus, the site also includes your keywords and title within the meta-tags of the html code which helps with search engine optimization. On top of this you can embed links into keywords on the site itself!

Michael Iwasaki, Public Relations Advisor with 24-7PressRelease.com comments "We don't recommend users stop using pay per click advertising, however to use a press release within your marketing strategy is definitely a bonus. At only \$45, our site <http://www.24-7pressrelease.com> gives excellent distribution, allows users to attach images, and gives users access to statistics. Statistics include number of headline displays, press release views, number of times the press release was emailed along with complete cost breakdowns for 'cost-per-headline-impression' and 'cost-per-view'." This may be in part why 24-7 Press Release was nominated as #1 for press release distribution.

About 24-7 Press Release Newswire

24-7PressRelease.com is a leading provider of both press release distribution services and news syndication for those looking for free news content on their web sites, providing nearly 200 channels of news in both plug & play java script and RSS format.

For more information, visit:

http://www.24-7pressrelease.com/view_release.php?rID=21592