

## Enhance Your Press Release With Formatting Codes

### What Are Formatting Codes?

Formatting codes are code bits that you can place at the beginning and end of words within your press release to create a style. This style may be in the form of bold text, italicized text, underlined text or text that links to your web site.

This is an excellent way to link keywords back to your website to enhance your search engine optimization, and increase your rankings within key search engines. These are the only codes that may be used on our web site. These are not to be confused with standard HTML programming. Formatting codes only appear on the 24-7PressRelease website.

### Is There A Cost To Use Formatting Codes?

Formatting code is available with paid press releases of \$49 and higher. Adding formatting codes will allow you to add more life to your press release and will help with your search engine ranking.

## How Use Formatting Codes Within Your Press Release

**ADD BOLDING:** Use the start `[b]` and end `[/b]`

`[b]`All this text is bold`[/b]` Any text outside the `[b's]` is not bold.

**ADD ITALICS:** Use the start `[i]` and end `[/i]`

`[i]`All this text is italicised`[/i]` Any text outside the `[i's]` is not italicised.

**ADD UNDERLINES:** Use the start `[u]` and end `[/u]`

`[u]`All this text is underlined`[/u]` Any text outside the `[u's]` is not underlined.

### ADD LINKS TO YOUR PRESS RELEASE

Use: `[url=http://www.yourwebsite.com]`Text that will be linked`[/url]`

**Example:** If you wanted the words **Press Release Service** to be linked and go to <http://www.24-7pressrelease.com>:

`[url=http://www.24-7pressrelease.com]`Press Release Service`[/url]` for news release dissemination.

### ADD ACTIVE EMAIL ADDRESS

Use: `[email=info@24-7pressrelease.com]`Email Us Here`[/email]`

## Common Mistakes To Avoid

- ✓ Use the square brackets `[ ]` and not the `{ }` brackets
- ✓ All formatting codes must be used in pairs
- ✓ Do not combine the bold `[b]` code with link code `[url=http://www.yourwebsite.com]`
- ✓ Do not leave spaces in between your formatting codes

Wrong `[url=http://www.24-7pressrelease.com]` Press Release Service `[/url]`

Correct `[url=http://www.24-7pressrelease.com]`Press Release Service`[/url]`