

# Enhance Your Press Release and SEO Press Release Distribution 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. (Codes may be found below). These are the only codes that may be used on our web site. These are not to be confused with standard HTML programming.

## Is There A Cost To Use Formatting Codes?

Formatting code are 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. This does not mean that you are going to instantaneously be ranked higher, but will act as a tool to assist in higher rankings if used properly.

## How Use The Formatting 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 text " 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]` info@24-7pressrelease.com `[/email]`