

Title:

Press Release: Why SEO Experts Should Not Use Press Releases

Word Count:

506

Summary:

Learn why your SEO company should not pay hundreds of dollars to PR companies.

Keywords:

seo, search engine, press release, marketing, internet, technology, press

Article Body:

Rumor has it that press releases are the next big thing in the SEO business, and many companies

By definition, a Press Release is a kind of news item released by the company on whom the news

Why Will Your Press Release Be Trashed?

- 1) Unless you are writing a press release about Microsoft, Adobe, Sony or one of the other meg
- 2) Unless you are announcing a truly revolutionary product or technology (which I assume you a
- 3) Unless you plan to spend millions of dollars and then just by sheer volume your site will g
- 4) Any press release, even if it has been accepted, will remain on the different pages for jus

Conclusion:

A press release is useful if you wish to contact the press and maybe get some free publicity,

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