

Using Articles And Press Releases To Get High-Quality Links And Publicity

Writing articles and distributing press-releases is not only a great way to get publicity and sales. In terms of search engine optimization, **newsworthy press releases** and **high-performance articles** devoted to your specific niche are **invaluable to your business**.

And the reason article and press release distribution works so well for SEO is because:

Articles and press-release supply **high-quality one-way links** to your site. And, what is even more important, articles and press-releases provide **excellent, theme-related context** for your links (which search engines place great value on), so using this method will give your site even more weight and prominence in the search engines results.

To save you plenty of time and effort searching for proper resources to submit to, here's an excellent list of quality article directories you should use to submit your articles to:

Articles: Content can be brilliantly written sales copy tied to an advertising campaign and delivering users to a specific landing page with a special offer supporting the campaign. It can be 'plain vanilla' factual data presented for reviewer information and edification only, thus costing commensurately less than campaign copy. The least costly may be to repurpose an existing release or article and modify with a revised message. While least expensive, it is also more likely that a directory editor may identify it as a duplicate content submission and not allow its' posting.

Press Releases: The press and their editors are known for their pickiness and preciseness. Additionally, the volume of requests for inclusion on a daily basis is mammoth, as others submit releases to provide truly new information to the readership, as well as to obtain links back to the writers' domain. To avoid the pitfalls of incorrectly formatting a release, follow the online directives. Make sure the release will appeal to that publications' readership, is pertinent, and is timely information. Follow up with a politely worded note after a predetermined amount of time, but don't bug the editor; this can get you black-balled from the site.

On a mission-critical timeline to introduce your latest product line? To inform your market that facility expansion now includes the latest bleeding-edge technology innovation?

There are specialty PR firms that focus on the dramatic, the timely, and ultimately the expensive, press releases. The disadvantage is obviously the cost, and in weighing the risk to the rewards. The positives for the truly important event or message; the best PR firms, while expensive, also have personal relationships with the key decision makers in a number of core publications.

Due to the specialization that has occurred over the last few decades, PR firms have also segmented themselves into specialty niche firms to maintain the same tight contacts, with the same specialty niche publications.

The smaller firms may be isolated to a few specific industries, but hand-hold their contacts with kid gloves. The larger agencies may have structured departments involving many industries and their niche markets and technologies. What they lack in personalization, they can make up for in technology information, background data, accuracy on first run and finally, street credibility based on overall size and past/current successes.

If your resources are stretched (too) thin, consider contacting your sales representative. They can review a series of options to expedite content delivery. As always, you're in control of your budget and possible outcomes.

Quality article directories		Help
Webpage address ▼	PR	
1 http://freeinternetarticles.com	PR:4	<input type="checkbox"/>
2 http://fireprint.info	PR:4	<input type="checkbox"/>
3 http://www.101articles.com	PR:4	<input type="checkbox"/>
4 http://www.1articleworld.com	PR:3	<input type="checkbox"/>
5 http://www.a1-articledirectory.com	PR:3	<input type="checkbox"/>
6 http://www.a1articles.com	PR:5	<input type="checkbox"/>
7 http://www.ababba.com	PR:3	<input type="checkbox"/>
8 http://www.ablearticles.co.uk	PR:2	<input type="checkbox"/>
9 http://www.acearticles.com	PR:3	<input type="checkbox"/>
10 http://www.acmearticles.com	PR:3	<input type="checkbox"/>
11 http://www.activearticles.com	PR:3	<input type="checkbox"/>
12 http://www.activeauthors.com	PR:4	<input type="checkbox"/>
13 http://www.addarticle-submitfree.com	PR:3	<input type="checkbox"/>
14 http://www.allaboutarticles.org	PR:0	<input type="checkbox"/>
15 http://www.amazines.com	PR:4	<input type="checkbox"/>
16 http://www.answer-site.com	PR:4	<input type="checkbox"/>
17 http://www.anvarticles.com	PR:4	<input type="checkbox"/>
	PR:0	<input type="checkbox"/>

18 http://www.article-blogs.info	PR:0	<input type="checkbox"/>
19 http://www.article-database.com	PR:3	<input type="checkbox"/>
20 http://www.article-domain.com	PR:3	<input type="checkbox"/>
21 http://www.article-mania.com	PR:5	<input type="checkbox"/>
22 http://www.article-monster.com	PR:2	<input type="checkbox"/>
23 http://www.article-store.com	PR:0	<input type="checkbox"/>
24 http://www.articleaccess.com	PR:0	<input type="checkbox"/>
25 http://www.articlealley.com	PR:5	<input type="checkbox"/>
26 http://www.articleavenue.com	PR:3	<input type="checkbox"/>