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# **Get Free Publicity with an SEO Press Release**

The press release has long been the staple of publicity campaigns. Although it is still a powerful tool, you need to adapt it for Search Engine Optimization for online publicity campaigns.

You can choose from a wide number of press release services to distribute your press release online. In order to get free publicity, and the maximum publicity benefits from your release, you should employ the strategic use of keywords--specific words and phrases that people use when doing a search online.

Because this article is about public relations, it contains several related keywords such as publicity, free publicity, get free publicity and public relations.

Some of these keywords are searched more often than others. Those that have the highest number of searches also have the most competition for people's attention and top search engine placement. Of the phrases above, public relations has the most searches and the highest competition. Get free publicity has the least.

Be sure to spread the keywords throughout your press release. You should use one word or phrase in the headline, another in the first paragraph and then several throughout the body of the release.

Be careful not to get too keyword happy and load up the release with them. Scatter some here and there so that they seem, and are, an organic part of the release. This piece probably has too many keywords, but since it is an article about keywords, it is kind of hard to avoid.

The keywords you choose must relate to your business and website. After all, what good is SEO if the keywords don't bring visitors? That means if you're in the clothing industry, don't write a press release full of keywords about cars.

So how do you find good keywords and learn how popular they are? You can use the Google keyword tool for free. Just type in some keywords and Google will tell you how many searches there are for each of them and suggest some others for you to consider.

Danek S. Kaus is a journalist and Public Relations Expert. He is the author of "You Can Be Famous! Insider Secrets to Getting Free Publicity." You can get [More Publicity Secrets](#) and learn how to [Be Interviewed on Radio Talk Shows](#)

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