



All companies want to brag something about their products or services. Owners always want to let the whole world know about their companies to get more customers and to increase their [read more](#) sales. This is where online marketing takes place.

You must have a good online marketing strategy to have a successful online business. There are lots of ways to capture the attention of your potential customers. You can have all the available advertising tools online such as advertising on the search engines, online advertisements, affiliate programs, newsletter distribution through email and a lot more.

One of the best ways for cost effective marketing is creating a press release for your site. There are many press release services available on the Internet, you can choose whether you like it to be free or paid. Of course there were lots of differences between those two services. On free press release services, the features are limited. Like on some press release distribution sites, you cannot insert HTML tags, and you cannot upload your images. On the other hand, paid press release services can have your release featured on their site. In short, your release can be more visible. But keep in mind that money alone will not guarantee that your press release is read by your targeted visitors. You must also have an appealing announcement to attract visitors and readers.

Creating a press release for your site is not enough, you have to take another step, which is publishing your release and getting it read by your targeted readers. Publishing a press release can help your search engine optimization work. By having your link on your release pointing to your site, you can acquire more backlinks and you can also boost your web site promotion.

Acquiring backlinks is very important in search engine optimization. The more backlinks you have, the greater the possibilities to have a higher page rank in Google. The higher your page rank, the greater the possibilities to have a higher search position for your particular keyword. The higher your search engine position, the more traffic you get for your site. Remember that most of the researches only click those links on the top pages. They wouldnt waste their time searching on the 100th page. Search engines also rely on backlinks to determine how popular a website is. The more websites linking to your site is a good indication that your site is reliable and offers something useful to your visitors.

The main purpose of a press release is to let your products, services, or companies be known. In short, its about promotion. Create an interesting and attractive press release and choose a good press release distribution site for better promotion and for successful search engine optimization.