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## Press Releases Help Improve SEO Presence for Small Businesses

Press releases can be a powerful tool, if leveraged correctly. Don't just send them, file them to a popular section of the company Web site as well.

"Every business has a reason to use press releases, but they should continue to use them long past the initial date they were sent out," explains Cher Murphy, president of Cher Murphy PR, a public relations firm with offices in Miami and Virginia. "Having an online press section is an effective way to bring traffic to the site, which will help translate to more business."

Every day, there are millions of online searches. Businesses that effectively use search engine optimization (SEO) are successful in showing up in the results, which ultimately drive traffic to their site.

"Many people, needing a product or service, don't necessarily know a company's name or Web site address, so they start by doing online searches," says Murphy. "If a company has a press section with releases that contain SEO terms, they have a good chance of coming up in the search results. It's an easy and cost-effective way to bring potential customers to a site."

In creating an online press section, businesses should always make sure the releases have been optimized. Use SEO keywords that are relevant to the business, service, and geographic location. Scatter the keywords throughout the release. Always have a link from the release to the company site. Leave the releases online, even after they are considered old. The more options a company has for coming up in search results, the better.

"SEO press releases are great at pulling in Web traffic," adds Murphy. "Not only can they be used on a company's site under a press section, they should also be released online to help create even more traffic for the site."

Many people do research regarding products and services online before going to make a purchase. Creating an SEO press release section on the company Web site is a powerful way to help new customers find your business.

Cher Murphy PR is a full-service public relations agency with offices in Miami and Virginia, focusing on small-business public relations management. Public relations veteran Cher Murphy, who has had experience working in large agencies as a vice president, writer, editor, client account specialist, and media relations professional, started the firm. For additional information, visit <http://www.chermurphypr.com/>.

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