

How to Dominate

Google SEO

**(Search Engine Optimization)
Using Press Releases**

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Second Edition (2017)

About the Author:

My name is Yan Huang. I am the CEO of Press Release Jet. I am a vetted digital marketer with over 16 years of experience creating and marketing websites. I also am Google Adwords and Analytics certified. I am genuinely passionate about what I do with digital marketing. I have been doing SEO (search engine optimization) before the industry has been forged and before the term have been coined back in the late 1990's with a 'Dragon Ball Z' fan site that have reached over 10,000 unique visitors per day with just organic search traffic. Today, keeping up with the latest Google algorithm changes, I help businesses generate targeted traffic using press releases and converting that traffic into lead generation and online sale revenue!

Dedication:

I am dedicating this book to my amazing, beautiful wife Marianne. She has been my pillar to my success. She has kept me motivated and inspired. I love you, Marianne.

Preface

In this book, I will show how to dominate Google search results using press releases with proven strategies that I have personally used, deployed and seen results with. I have also seen the same success with Press Release Jet customers again and again and again who have used these strategies.

There are 3 primary methods of getting to the top of Google using press releases:

- Getting to top of Google Search
- Getting to top of Google in Google News
- Getting to top of Google using SEO backlink building

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I. Knowledge Graph Dropped: Back to Classic Google Search

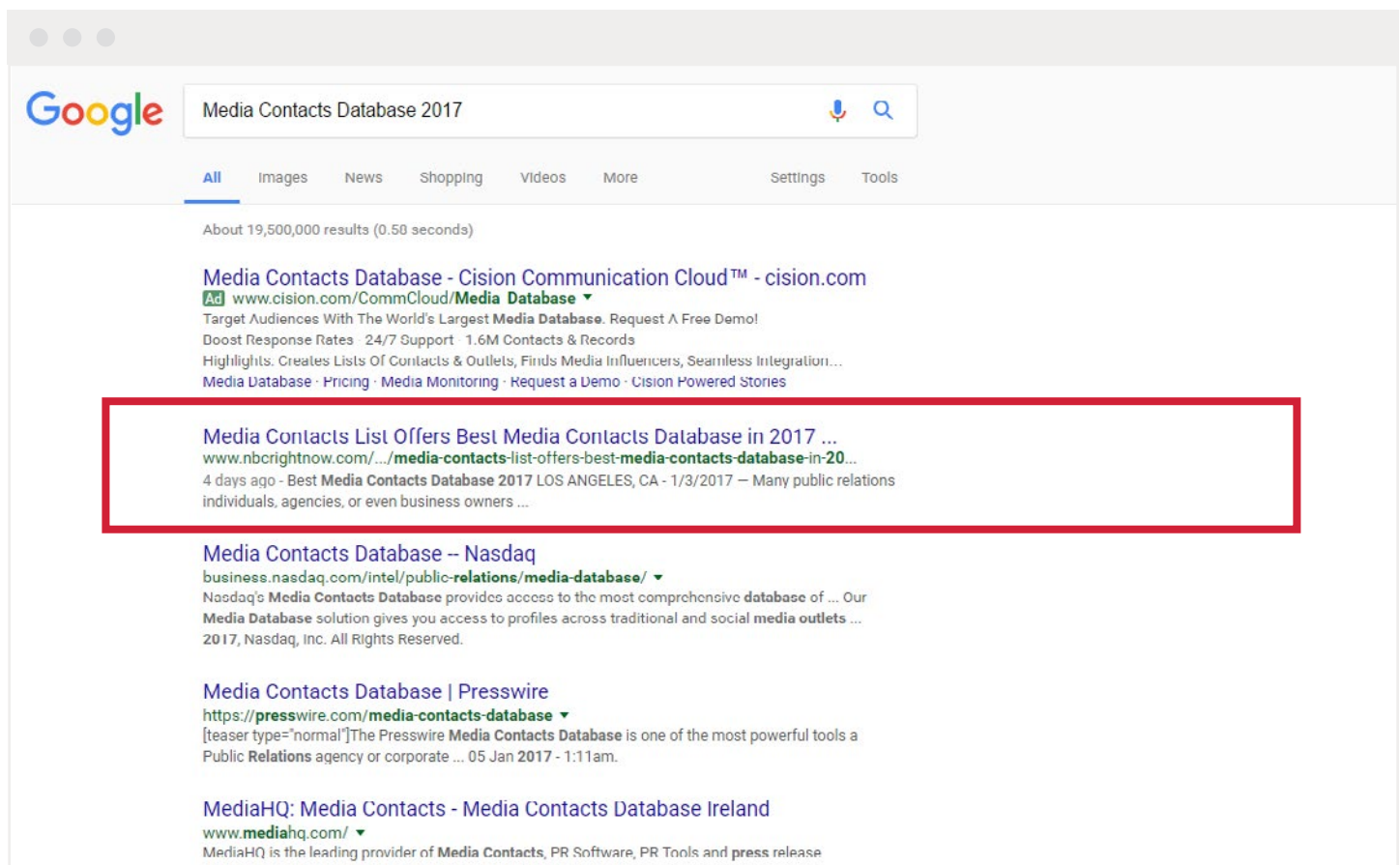
What is Knowledge Graph?

In the previous version of this book, I mentioned Google Knowledge Graph. Knowledge Graph was Google's massive database of information compiled by crawling or scraping the web. This information gets indexed and organized, which is referred to as graphing (hence the name Knowledge Graph).

As part of Knowledge Graph, Google pulls news releases into an "In the news" section. However, the Knowledge Graph snippets on Google's search engine results pages (SERP) was removed from Google in November 2016 due to low click through rates (CTR).

Power of Press Releases for Google Search

In the past, Google pulls news releases into their Knowledge Graph. While this has been dropped, the GOOD NEWS is that press releases still get ranked on the top of Google for their relevant search terms, which is pulled from the press release headline and body. This may actually work even better than in the past because the organic search results yield a higher click through rate (CTR) than the previous Knowledge Graph snippets.



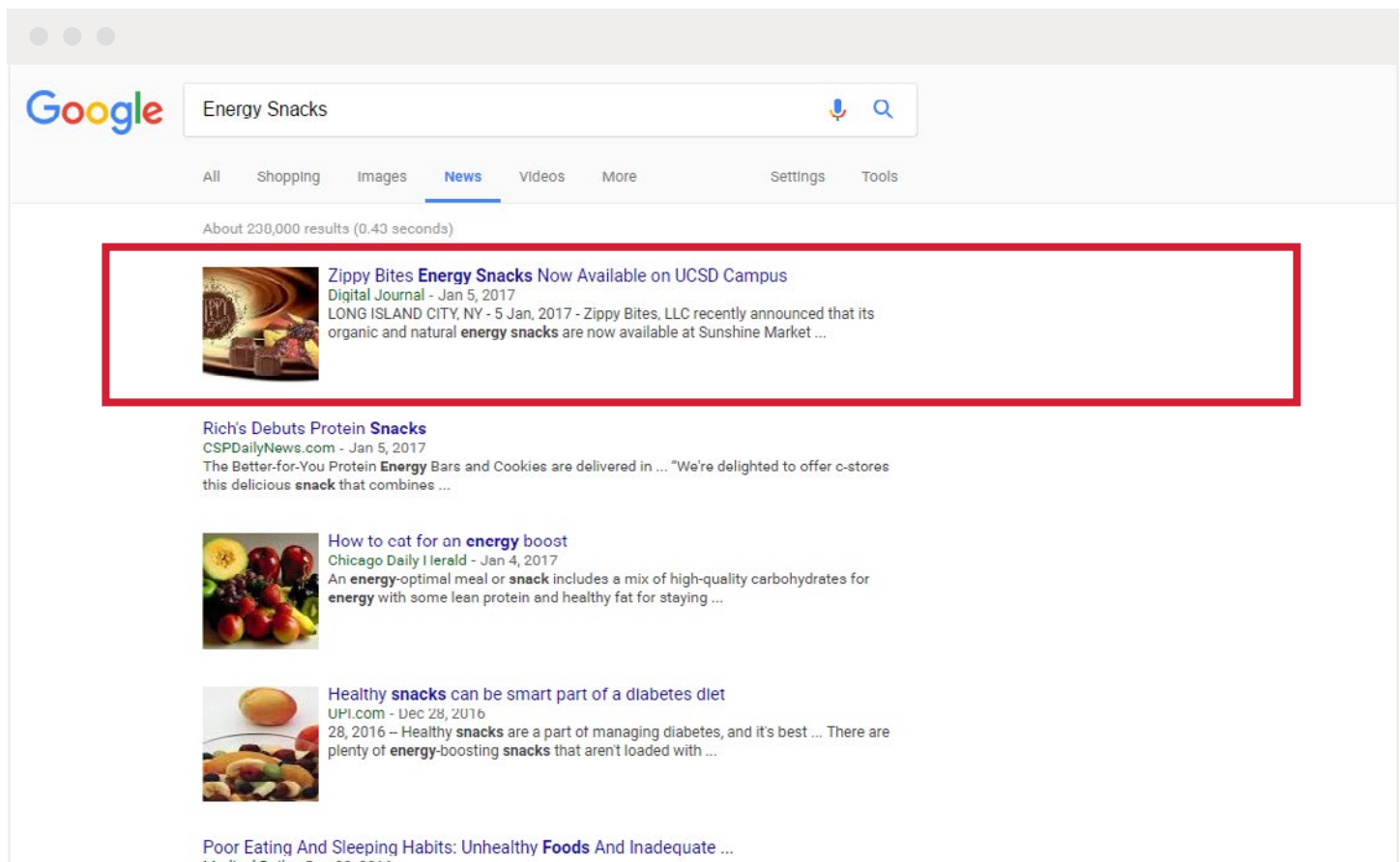
II. Google News and Its Relevancy

In 2014, Axel Springer, Germany's largest news publisher, decided to prevent Google from using their content unless Google pays them (not something Google does or will do). Axel Springer's traffic plummeted immediately by 80% from Google News. Two weeks later, the news publisher caved and allowed Google index their content.

Such allegories teach us an important lesson: leverage Google instead of fighting it. Google News serves value to you because you get traffic from:

- Audience searching on Google News directly
- Audience searching on Google Search (Knowledge Graph from Part I)
- Audience from Google Alerts, which notifies the user when there are news releases on topics that they are interested in
- Tons and tons of independent news sites, industry journal sites and niche blogs that aggregate content based from Google News
- Online news readers and apps that syndicate content directly from Google News.

Getting to Google News is straightforward. You can do so by submitting a press release using Press Release Jet but read on: you want to make sure the keywords you are optimizing for matches up with what your audience is searching.



The screenshot shows a Google search for "Energy Snacks" on the News tab. The search results are as follows:

- Search Query:** Energy Snacks
- Results:** About 230,000 results (0.43 seconds)
- Result 1 (highlighted with a red box):**
 - Title:** Zippy Bites **Energy Snacks** Now Available on UCSD Campus
 - Source:** Digital Journal - Jan 5, 2017
 - Snippet:** LONG ISLAND CITY, NY - 5 Jan, 2017 - Zippy Bites, LLC recently announced that its organic and natural **energy snacks** are now available at Sunshine Market ...
- Result 2:**
 - Title:** Rich's Debuts Protein **Snacks**
 - Source:** CSPDailyNews.com - Jan 5, 2017
 - Snippet:** The Better-for-You Protein **Energy** Bars and Cookies are delivered in ... "We're delighted to offer c-stores this delicious **snack** that combines ...
- Result 3:**
 - Title:** How to eat for an **energy** boost
 - Source:** Chicago Daily Herald - Jan 4, 2017
 - Snippet:** An **energy**-optimal meal or **snack** includes a mix of high-quality carbohydrates for **energy** with some lean protein and healthy fat for staying ...
- Result 4:**
 - Title:** Healthy **snacks** can be smart part of a diabetes diet
 - Source:** UPI.com - Dec 28, 2016
 - Snippet:** 28, 2016 - Healthy **snacks** are a part of managing diabetes, and it's best ... There are plenty of **energy**-boosting **snacks** that aren't loaded with ...
- Result 5 (partially visible):**
 - Title:** Poor Eating And Sleeping Habits: Unhealthy **Foods** And Inadequate ...
 - Source:** Medical Daily - Dec 28, 2016

III. Search Engine Optimization: The Elephant in the Room

SEO or search engine optimization is the big elephant in the room. SEO is the process of getting into the organic search results of search engines, particularly Google. It can make or break businesses.

Recent statistics show that local searches are becoming an even more powerful influence on sales. It has been found that 72% of consumers doing local searches end up visiting a store within 5 miles of them, and 43% of consumers perform research while in-store. ¹

I consider good SEO to be an art that consists of keyword research, reverse engineering search results, competitor analysis and creativity to craft useful content and most importantly, driving quality backlinks or links from other websites going back to your own site. There has been massive debates whether press release backlinks help SEO, and I'm here to tell you that it does. You can read more from this article that I wrote for further evidence: [How Press Releases Help SEO Proof Provided!](#)

Here is a summary overview of leveraging press releases for SEO:

1. Do keyword research to find out what your audience is interested in. 48% of marketers identify keyword research as their most successful SEO strategy². I recommend using the Google Adwords Keyword Planner Tool, which is free but you need to create a Google Adwords account. You can watch my YouTube video [How to Do Keyword Research using Google Adwords](#)
2. Create a page on your website with the topic you have picked out. Make sure the title tag and permalink matches up (consult your webmaster about this) and be sure to mention your keyword and variations of your keyword in the body but make sure it is not spammy and that you are not just forcing keywords into it.
3. Write a press release with the topic in your headline, mention the keyword /variants of the keyword a few times in the body, link those keywords to the page on your website that you've created.
4. Submit your press release using [Press Release Jet](#).

Unlike the first two methods of getting to the top of Google, SEO is a long term strategy. It can take weeks or even months for your website to rank for certain key terms, depending on the organic search competition in your industry. You may need to send multiple press releases with the method I outlined above before you start seeing your website in Google's organic search results.

I recommend sending a press release once a week because it will help your website go up in the SERP (search engine results page) results and if you are already on top, it helps you maintain your top SERP rankings so you can continue to dominate on Google.

¹ Da Cunha, Margot. (2016, Jan. 11) "8 Super-Fascinating Digital Marketing Stats Revealed at SMX East." Retrieved from <http://www.wordstream.com/blog/ws/2015/10/06/smx-east>.

² McEvoy, Mike. (2016, Jan. 27). "150 Digital Marketing and SEO Statistics to Know in 2016." Retrieved from <http://www.webpresencesolutions.net/150-digital-marketing-seo-statistics-2016/>.

V. Maximizing Your Conversion Rate

Most small businesses and local businesses are not that concerned about branding; they simply want more leads or sales. Oftentimes though, the point of branding for small businesses and local businesses is missed because business owners have a traditional understanding of branding (eg. Nike, Coca Cola, etc.).

The importance of branding for most small businesses is that it helps solidify your brand and builds confidence in your business for your audience when they search for your brand.

Case Example: You are looking for a service (eg. creative services, legal services, manufacturing, etc.). You find "ABC Company" and "XYZ Company" so you run a quick Google search on both companies. The first one shows no results. The second company shows their website listing, several of their company pages, their LinkedIn profile, their Facebook business page and press releases pertaining to their company. Which service provider would you go with?

This is the importance of branding your company within the Google/organic channel/medium that your audience will be looking for you; it is heavily linked to conversion optimization. In fact, 72% of marketers say that good SEO has helped them achieve their marketing objectives³.

The best way to accomplish these objectives is to capture them as leads first, and then convert them into paying customers later on either through a marketing sales funnel, which can include calling your customer to give them an initial consultation so you can ask for the sale later on. If lead generation is the objective of your business, it is your job to make sure the website directs them to filling out a lead capture form or calling a phone number. Your lead capture form needs to provide something of value to the customer such as a free consultation, receiving a free guide or even offering a discount on your services when they subscribe.

Whether you are capturing leads or generating sales, it is vital to have proper tracking set up. You can find instructions on how to set up Goals in Google Analytics at <https://support.google.com/analytics/answer/1032415?hl=en>.

If you are using Wordpress, I recommend that you install a plugin called Yoast SEO, which will help facilitate your on-site search engine optimization and follow this tutorial to set up goals. <https://yoast.com/setting-google-analytics-goals/>.

³ Sullivan, Laurie. (2015, Nov. 25) "SEO: Link Building, Keyword Research Becoming Most Challenging Tactics." Retrieved from http://www.media-post.com/publications/article/238866/seo-link-building-keyword-research-becoming-most.html?utm_source=Webbiquity.com.

Google

All Maps Images News Shopping More Settings Tools

About 10,500 results (0.47 seconds)

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 Contacts. IMS Deltamatic S.p.A. Address: Via Cav. Beretta, 25. City: 24050 Calcinato (Italy) ... Email: info@imsdeltamatic.com website: www.imsdeltamatic.com

IMS Deltamatic S.p.A. kicks off a new development phase - WDRB 41 ...
www.wdrb.com/story/34202662/ims-deltamatic-spa-kicks-off-a-new-development-phase
 21 hours ago - MILANO/BERGAMO - 1/6/2017 (PRESS RELEASE JET) - IMS Deltamatic S.p.A. strengthens its capital structure because of the investment by ...

IMS Deltamatic Spa | Machines Italia
www.machinesitalia.org/company/ims-deltamatic-spa
 The IMS Deltamatic Spa designs and produces customized machinery for the web-converting industry (IMS and OMM brands) and for the automotive interior ...

IMS Deltamatic Group | LinkedIn
<https://www.linkedin.com/company/ims-deltamatic-group-s-p-a>
 See who you know at IMS Deltamatic Group, leverage your professional network, ... Kasper Machine Co; Castellini Officine Meccaniche S.p.A.; Italtiprespa Spa ...

All IMS DELTAMATIC S.p.A. catalogues and technical brochures ...
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IMS Deltamatic S.p.A. kicks off a new development phase - KFVS12 ...
www.kfvs12.com/story/.../ims-deltamatic-spa-kicks-off-a-new-development-phase
 MILANO/BERGAMO - 1/6/2017 (PRESS RELEASE JET) - IMS Deltamatic S.p.A. strengthens its capital structure because of the investment by Coeclerici S.p.A. ...

IMS Deltamatic S.p.A. kicks off a new development phase - Spokane ...
www.klq.com/story/34202662/ims-deltamatic-spa-kicks-off-a-new-development-phase
 MILANO/BERGAMO - 1/6/2017 (PRESS RELEASE JET) - IMS Deltamatic S.p.A. strengthens its capital structure because of the investment by Coeclerici S.p.A. ...

GOEBEL IMS ★
 Automation Company
 Website Directions
 Address: Via Cav. A. Beretta, 25, 24050 Calcinato BG, Italy
 Phone: +39 035 835 5111
 Hours: Closed today
 Suggest an edit
 Reviews
 Be the first to review
 Write a review Add a photo
 Send to your phone
 People also search for
 Novauto Srl Car Dealer
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 Calcinato - via Beretta Bus Station
 La Meccanica Spa, Cost... Packaging Company
 Open Imballaggi Packaging Company
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Google

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OUR TEAM
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Guardion Health Sciences, Inc. completes registration with SEC ...
www.wdrb.com/.../guardion-health-sciences-inc-completes-registration-with-sec-become
 3 days ago - 333-209488) of Guardion Health Sciences, Inc. ("Guardion" or the "Company"). Accordingly, Guardion is now a public reporting company.

Guardion Health Sciences, Inc.: Private Company Information ...
www.bloomberg.com/research/stocks/private/snapshot.asp?privcapid=301579755
 Guardion Health Sciences, Inc., a specialty health sciences company, develops and distributes a line of medical foods that restores the macular protective ...

Guardion Health Sciences | crunchbase
<https://www.crunchbase.com/organization/guardion-health-sciences>
 Guardion Health Sciences is dedicated to applying a scientific discipline and pharmaceutical approach to the development of safe.

IV. Conclusion

Press releases are the way to go if you are trying to dominate Google. I have outlined the 3 primary methods of getting to the top. Press Release Jet is the only press release distribution company that makes sense to help you achieve the results you want, and here is why:

Our [Premium Press Release Distribution](#) at JUST \$75 is the [industry's highest ROI package](#). No other competitor offers such a return on investment.

Press Release Distribution Service	Plan used to Compare	Cost of Single Press Release	# of Media Site Placements	ROI (# of Placements / Cost)
Press Release Jet	Premium	\$75	400	533.33%
PR Newswire	US1 + Photo	\$1,195	350	29.29%
PR Web	Premium	\$369	150	40.65%
eReleases	PR Pro	\$499	350	70.14%
PR Buzz	"Unlimited"	\$299 per year	2	17.39%

* Even giving PR Buzz customers the benefit of the doubt and assuming you can write and publish a PR every week for a year, it still yields one of the industry's lowest ROI. PR Buzz is a [complete scam](#).

[Start Your Press Release Order Today!](#)