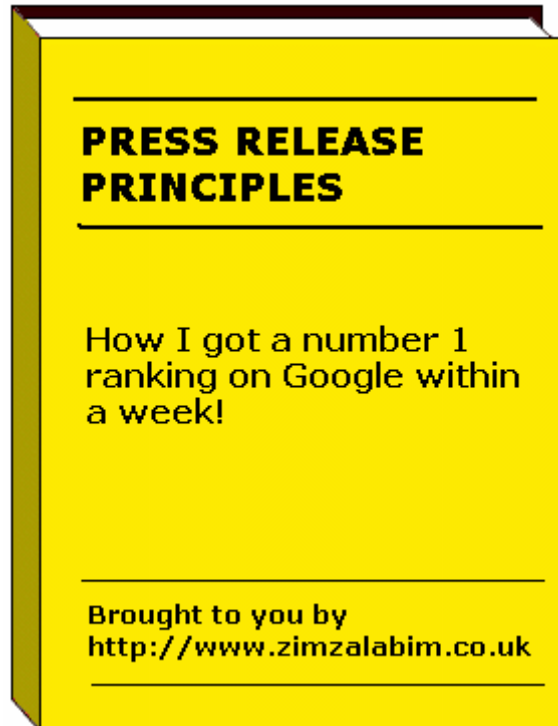


**Press Release Principles**  
**How I Got A Number 1 Ranking On Google with a week!**



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## **Introduction**

In this ebook, I'm going to show you, step-by-step, how I took a new niche web site to a number 1 search ranking on Google within a week of registering the domain name without spending as much as one penny on advertising – in fact all I did to “promote” the site in question was submit one press release, which cost absolutely nothing!

And I'll show you the screen dumps to prove that number 1 ranking. Thanks to it, the web site in question quickly began to generate income for me almost from day one – just through that single free press release submission.

Press releases are often overlooked as a marketing tool – but as I'll show you in this ebook, press release submission has the potential to be a potent, powerful addition to your armoury for promoting your web site, affiliate products etc and help to earn you additional income.

It worked for me – and it could work for you too. Read this ebook through a few times, make notes, get thinking then why not give it a try.

Press releases are not just for professional journalists. Anyone – including YOU – can write a press release quite easily. I'll even give you a template later.

Press releases are cheap – just a few moments of your time – and can be widely submitted for free or little charge.

Your press releases can include your web site URL so if it gets picked up and published on the internet you'll be getting automatic back links to your site as well as the exposure. This can boost your search engine ranking.

As I said a few paragraphs up the page, I used the exact method outlined in this ebook to take a new site to a number 1 ranking on Google and earn money from it from day 1.

Now I'll show you how I did it.....read on.....!

## **The Anatomy of a Press Release**

Think of a press release as a short "advert" for your company, web site, product or service. A brief article which has something to say but not necessarily "hard sell." That may turn people off and mean it won't get published.

Instead – formulate your press release to be newsworthy (a unique selling point perhaps) and include links back to your web site so the reader knows where to go should they wish to find out more.

For example if your web site, product or service you are promoting is about dog training then your press release could write a few paragraphs on say 10 tips to train a dog to walk to heel and not pull on the lead. You could go on to say that this is just one of the things your dog training web site covers, include some other benefits in the "about" bit at the end with the URL of your site.

Write it in such a way to make people want to visit your site after they've read your press release.

So, what makes up a press release?

### **Headline**

A short, snappy, relevant headline that will grab the reader's attention

### **Summary**

A short paragraph to summarise your press release at a glance. What's it about – a second opportunity to grab the reader's attention.

### **Main body**

This is the "meat" of your press release. The point(s) you're wanting to put over. Keep it reasonably short and to the point. Don't "ramble" or you'll turn the editor off and you'll probably never get published.

### **Contact information**

How people can contact you should they wish additional information. And don't forget to include a link to your web site!

I've prepared a sample press release template for you which is included as a separate file. Edit it as you wish to suit your own purpose.

## **Tips For Writing Your Press Release**

Now a few pointers to help you with the writing of your press release:

Include a “compelling” (but relevant) headline if possible. Grab the reader right away

Keep it brief, relevant, succinct and to the point – don’t make any wild claims or exaggerations.

Put the most important, powerful wording in the first couple of paragraphs.

Don’t issue your press release just for the sake of it. Wait until you have something to say which is newsworthy.

Aim for somewhere between 200-500 words. You want to keep the reader’s attention.

Think of your press release as a “mini web site.” In effect, that’s exactly what it will become if published online so include relevant key words for the search engines to pick up as they index your published press release. Aids your search engine ranking.

Proof read your press release carefully before submission – absolutely no spelling or grammatical errors.

Include links back to your web site within the press release body if appropriate and certainly in your contact details. Again, aids your search engine ranking.

## **Promotion Using Press Releases**

Have you realised now how you can use a press release to promote your web site or say an affiliate product by using a nicely prepared press release. It has a "doubled edged" potential to gain publicity and exposure for your web site or product and enhance search engine ranking at the same time.

Including your URL within the body of your press release and your contact details will mean that it's picked up and indexed by search engines which can mean many, many back links pointing to your web site over time.

And using a compelling headline and initial paragraph will make people want to read your press release and find out more. More attention = more visitors to your web site = increased exposure = increased potential to make a sale of an affiliate product you are promoting from your site.

Or if you use AdSense on your site, more visitors via your press release can enhance your AdSense earnings. You don't even need a web site to use a press release for to promote a product. No – really. Here's how.....

Back to the dog training example, let's say you've found a great dog training product on somewhere like [Click Bank](#) then instead of using your affiliate link in the press release, register a relevant domain name (costs very little) and forward the domain to your affiliate link.

For example you may register a domain name relevant to the product and just forward it to your [Click Bank](#) affiliate link for the product you wish to promote.

Include a link to your domain in your press release, any visitors will be directed automatically to your [Click Bank](#) referral link and you'll get a commission on any sales.

Hopefully I've triggered your imagination at this point. What are your hobbies, what interests you, what subjects do you have a particular knowledge of, what can you write about easily.

Get the idea.....? Good.

Now – here's the actual step-by-step example of how I got that number 1 ranking within seven days just by submitting one no-cost press release.

## **Case Study – Actual Step-By-Step Example**

Ok – here is the exact, step-by-step process I went through to take a brand new web site to a number 1 Google ranking within seven days. And I'll show you the screen shots to prove it.

First – I needed an idea for a very “niche” web site. Nothing to do with the usual subjects of internet marketing, making money, free stuff, whatever. I wanted something very targeted. A niche within a niche if you will. So niche within niche I'd have minimal competition.

So I started to scribble down possible subjects and used a great bit of free software to help with my research. It's called Good Keywords. See <http://www.goodkeywords.com/> for details. What it essentially does is show you the number of searches a certain word or words have had per month on certain search engines.

I was looking for something which had a reasonable number of searches per month but not a huge amount. I didn't want a great deal of “competition.”

Nothing I thought of gave me what I was looking for. The harder I tried to think, the harder it became. So I gave myself a break – which, as it turned out, was exactly the answer and gave me my “Eureka” moment.

I own racing greyhounds. It's great fun, but that's another story. Every Sunday mornings I visit my dogs at the trainer's kennels, take them for a walk and give them a packet pf beef slices as a little treat. They love it.

This particular Sunday, another owner was walking his greyhounds. After our walk, this other owner was fussing his dogs when he (owner, not dog...) pulled a nasty face. I asked what was wrong. The reply came back that the dog had “farted” – or passed wind in polite terms. A spot of flatulence The smell was not pleasant.

And – that was it. Eureka! I'd found my niche within niche. My web site would be on dog flatulence. It was something I had knowledge of through my greyhound ownership so could write a web site using that prior knowledge and experience.

And I could insert Adsense and a few relevant [Click Bank](#) products to monetarise the site.

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I got home, fired up Good Keywords and typed in "dog flatulence." It showed me that there had been 136 searches for that term on Overture. It doesn't show Google searches but I figured I could multiply that 136 by a reasonable factor – more people will search Google.

So – I figured that was that. Dog flatulence it would be. My reasoning being that people searching for dog flatulence advice would be very targeted visitors – they really want to know how to cut down on their dog passing wind.

Next – I did some quick research in to what kind of money pay-per-click advertisers were offering for "dog flatulence. To do that, I fired up some more free software called PPC Bid Browser. See <http://www.ppctoolkit.com/products/bidbrowser/>. This shows the approximate amount advertisers are bidding per click on Overture.

The PPC Bid Browser results for "dog flatulence" indicated a maximum bid of up to \$0.49. Again, I figured Google advertisers would be paying more so I was content that "dog flatulence" would be potentially profitable.

My next step was to search Google for "dog flatulence." I noticed that the search results did not seem to show dogflatulence.com and I wondered if it was registered to anyone or not.

I use GoDaddy to register my domains. At time of writing, a .com costs just \$8.95 per year. Peanuts. So I logged in to my account. Dogflatulence.com was available for registration – so I bought it on the spot.

Excellent. Now I had the most relevant domain name I could hope for relative to my niche. Now to build the accompanying web site. If you don't know how to put together a web site of your own, check out the bonus items folder and you'll find something in there which may help.

After you've built your site, you'll need to host it somewhere. This is also very cheap and affordable. I'd suggest [Lunar Pages](#) to you.

So – using my knowledge of dog flatulence, I put together a one page site and included AdSense code and some dog-related products from [Click Bank](#). Now I had two ways of earning from the site – AdSense and Click Bank sales. You know where to find the site if you'd like to check it out – <http://www.dogflatulence.com>



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Right – site built and live in the internet. Next job was to promote it a little to attract visitors. This is where the press release came in to play.

I wrote a few paragraphs for my press release being sure to link back every mention of “dog flatulence” back to the web site. And also included a link at the “further information” bit at the end.

To try and immediately grab attention, I called the release “Dog Flatulence – Does Your Dog Fart?” Now – if you had a dog with a bit of a wind problem, you’d probably read on from that headline wouldn’t you?

Now I had to submit my new press release. The place I chose to do that was <http://www.pressbox.co.uk>. It’s a free service. Just visit their site and click the “add your release” link. Enter your details, insert your press release and submit it. They will email you as soon as it is accepted – usually takes a day or two.

Now – that’s all there is to it. There are any number of other free press release submission sites out there. Just do a search for “free press release submission.” I’ve listed a few later on in this ebook.

At this point, I did nothing else to promote dogflatulence.com at all. I thought I’d see if my little experiment would work. A couple of days went by – nothing. “No worries,” I thought, “it’ll take a short while to get distributed and people to see the press release and links.”

A day or so later I checked my AdSense account – Bingo! Dogflatulence.com had started to get traffic and clicks. It had already started to pay me back for the minimal outlay it cost. Very soon each click would be pure profit!

My hosting account statistics log showed me that I was getting traffic from Google with the search term of “dog flatulence.” And even some hits directly from the links in the press release.

So what did I do next.....? I fired up my internet browser, went to Google.com and searched myself to “dog flatulence.”

What came up (forgive the terrible cliché) blew my socks off. Scroll on to the next page for the actual screen shots from my search results.....

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Here's what came up on Google.com. You can see that my new seven day old web site was already number six on Google.com.

Google Web Images Groups News Froogle more »  
dog flatulence Search Advanced Search Preferences  
Search:  the web  pages from the UK

Web Results 1 - 10

**Help Your Dog Get Over a Gas Problem**  
Gas relief for you and your dog. **Dog flatulence** has got to be, by far, the worst smell I've ever encountered, aside from the delightful scent of something ...  
[dogs.about.com/cs/generalcare/a/flatulence.htm](http://dogs.about.com/cs/generalcare/a/flatulence.htm) - 21k - [Cached](#) - [Similar pages](#)

**Dog thong flatulence gas odor smell**  
Flat-D **Flatulence** odor control products for those who care offers Dogone Thong.  
[www.flat-d.com/thong.html](http://www.flat-d.com/thong.html) - 16k - [Cached](#) - [Similar pages](#)

**Natural Cures for Excessive Dog Flatulence - Canine Intestinal Gas ...**  
Herbal remedy that naturally cures unpleasant symptoms of **flatulence** and gas in pets - Canine and feline intestinal gas remedy.  
[www.nativeremedies.com/petalive/flatulence-preventer-dog-canine-intestinal-gas.html](http://www.nativeremedies.com/petalive/flatulence-preventer-dog-canine-intestinal-gas.html) - 56k - [Cached](#) - [Similar pages](#)

**Does your dog have Gas?, Farting Dogs, Gasy Dogs, Stinky Dogs**  
Does your dog have Gas?, **Dog Breed Information Center®**, Farting Dogs, Gasy Dogs, ... **Flatulence**, it can be a problem in some dogs. What causes it? ...  
[www.dogbreedinfo.com/gas.htm](http://www.dogbreedinfo.com/gas.htm) - 30k - [Cached](#) - [Similar pages](#)

**Stop Dog Flatulence**  
Having a dog with excessive **flatulence** problems can become more than just an ... This is an extremely important problem to solve. **dog flatulence** issues may ...  
[www.stopdogflatulence.com/](http://www.stopdogflatulence.com/) - 10k - [Cached](#) - [Similar pages](#)

**Dog Flatulence Dog Gas Problem Canine Flatulence Dog Farting**  
**Dog flatulence** information. ... **Dog Flatulence** - does your dog "fart" and would you like to help him or her reduce that **flatulence** problem? ...  
[www.dogflatulence.com/](http://www.dogflatulence.com/) - 16k - [Cached](#) - [Similar pages](#)

**Dog Flatulence - Gas in Dogs & Dog Constipation. Dogs that FART most**  
About **Dog Flatulence** and **Dog Gas** or Constipation and a site that will help you better understand your dog.  
[www.seefido.com/html/dog\\_flatulence\\_and\\_constipatio.htm](http://www.seefido.com/html/dog_flatulence_and_constipatio.htm) - 39k - [Cached](#) - [Similar pages](#)

**Dog Flatulence & Dog Gas Farts**  
Learn basic dog health care tricks for home use. Use our online veterinary, the veterinarian, vet guide to cover basic health issues.  
[www.seefido.com/online-dog-vet/html/dog\\_flatulence.htm](http://www.seefido.com/online-dog-vet/html/dog_flatulence.htm) - 29k - [Cached](#) - [Similar pages](#)

The above search was conducted on Sunday 14 January 2007. Just seven days after I'd uploaded the site to the internet and submitted that one press release through pressbox.co.uk it already had a first page search result ranking on Google.

I really wasn't expecting that at all.

Nor was I expecting what happened next. See the next page for what I'm talking about.

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I clicked in the “pages from the UK” radio button. It got even better as you can see. For UK sites (my hosting is UK based) my new domain of <http://www.dogflatulence.com> was ranked number 1 and the press release itself was number 3. How cool is that!

Google Web Images Groups News Froogle more »  
dog flatulence Search Advanced Search Preferences  
Search:  the web  pages from the UK

Web Results 1 - 10

**Dog Intestinal Problems ?** Sponsored Links  
www.nzymes.com Help for Gastrointestinal problems: digestion, diarrhea, nausea, & gas.

**Pet Flatulence**  
uk.Best-Price.com/Pets Find a huge choice all around pets and save up to 75%!

**Dog Farting Problems?**  
Stop-Dog-Flatulence.Reviewica.com Is your dog's flatulence disgusting you? Learn how to get rid of it.

**Dog Flatulence Dog Gas Problem Canine Flatulence Dog Farting**  
Dog flatulence information. ... Dog Flatulence - does your dog "fart" and would you like to help him or her reduce that flatulence problem? ...  
www.dogflatulence.com/ - 16k - Cached - Similar pages

**Wind**  
However, in far more cases owners present their dog with flatulence and intermittent diarrhoea and looking perfectly well in themselves. ...  
www.isabellevets.co.uk/health\_advice/dog/info/flatulencedog.htm - 14k - Cached - Similar pages

**Dog Flatulence - Does Your Dog Fart.**  
But if you dog does have a spot of flatulence you'll know it can be embarrassing ... What follows is general help and advice relating to dog flatulence for ...  
www.pressbox.co.uk/detailed/Health/Dog\_Flatulence\_-\_Does\_Your\_Dog\_Fart\_96160.html - 12k - Cached - Similar pages

**BBC - h2g2 - Farts and Flatulence**  
Apart from some ingredients of a diet, flatulence can also be caused by deficiencies like ... If you cannot blame the dog because there aren't any around, ...  
www.bbc.co.uk/h2g2/A67350R - 64k - Cached - Similar pages

So I'd gone to number 1 within seven days and just by submitting one press release at no cost at all.

In fact, my total outlay was just \$17.90 – domain registration costs for two years at \$8.95 a year through GoDaddy. A few AdSense clicks or just one Click Bank sale and it's profit all the way.

My hosting was already paid for but you can pick up hosting through Lunar Pages at a very affordable monthly fee. Ongoing costs are just the domain registration fees.

Of course, search engine rankings are extremely fluid and the site may not retain the rankings you see on the screen shots but whilst it is up there, it will attract traffic automatically. Naturally, I will be undertaking other promotional methods such as traditional link exchanging to get more visitors to the site.

So there you have it – my actual case study of how I got a number 1 Google ranking inside seven days just by submitting one free press release and at a total outlay of just \$17.90.

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Can you see the potential here – this is something can could be repeated again and again for almost zero outlay. And each site has the potential to earn you money practically from day one.

Press release submission is just one weapon in the web site promotion arsenal available to you. The case study I've gone through with you was my first experience of using press releases – and I can tell you for sure it won't be the last.

I can't guarantee you a number 1 ranking – I wish I could – but I hope by sharing my press release submission experience with you I have set you thinking about your own projects you can implement.

And if you do, I wish you nothing but success.

Over the page I've prepared a quick summary of the steps I took. An "at a glance" action-plan for you.

## Summary

- Make a list of subjects which interest you, you have experience of and can write about easily.
- Narrow that down to seek a “niche within a nice.”
- Use [Good Keywords](#) and [PPC Bid Browser](#) to explore number of searches and advertiser bid prices for your chosen topic. Use the results as a guide.
- Register a domain name relevant to your chosen topic. GoDaddy is great for this as not only are their process extremely competitive their domain registration process “suggests” alternatives if your chosen domain is already taken.
- Take out a hosting package on which to place your new web site on to the internet. [Lunar Pages](#) are suggested.
- Build your web site. Check out the Basic HTML ebook in the bonus folder if you don’t know where to start. Upload it to your hosting package when the site is ready.
- Use AdSense and [Click Bank](#) products to earn money from your site.
- Write your first press release and submit it for free through [PressBox.co.uk](#).

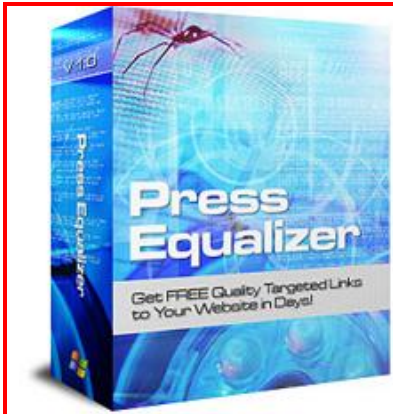
As you’ve read – that’s exactly what I did to take <http://www.dogflatulence.com> to number 1 within seven days of uploading it.

After that,

- Use other press release submission services if you wish. A brief list is included a few pages further on in this ebook.
- Don’t stop there – employ the traditional site promotion methods such as reciprocal link exchanges.
- Repeat, repeat repeat.

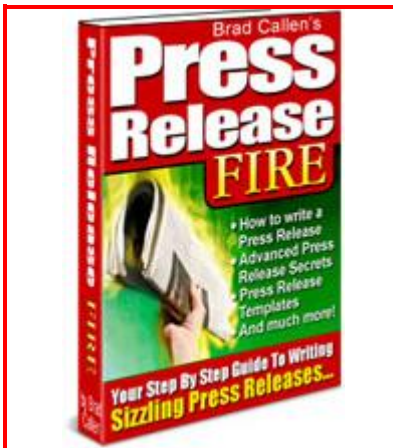
## **Suggested Resources**

If reading this ebook has really whetted your appetite and you want to delve in to press releases a little more, check out these great press release resources.



"Instantly Unleash The Explosive Power Hidden Behind This Well-Guarded Secret To Dominating Key Search Engine Rankings In Under 7 Days Using This Embarrassingly Simple 'Backdoor' Shortcut!"

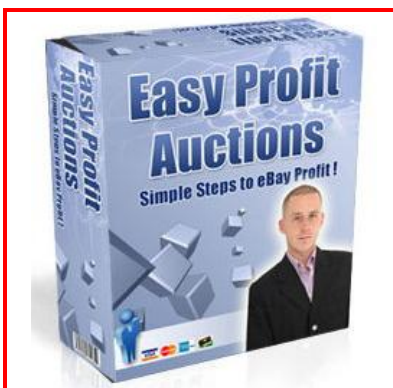
**[CLICK HERE FOR MORE INFO](#)**



"The Secret Technique That Took A Brand-New Website To The #1 Spot On Yahoo And Google For The Most-Searched Term Online - In Less Than 24 Hours - Without Spending A Single Penny!"

**[CLICK HERE FOR MORE INFO](#)**

**If you sell on eBay, or want to sell on eBay, then I strongly suggest you check out Easy Profit Auctions RIGHT NOW.**



"Discover How A 24-Year-Old Welsh Construction Worker Turned A Little-Known (But Perfectly Legal) eBay Loophole Into A Traffic-Pulling Magnet, Effortlessly Creating List After List Of Rabid, Push-Button Buyers--And Pocketing \$110,243.62--In Just A Few Short Months!"

**[CLICK HERE FOR MORE INFO](#)**

## **Press Release Submission Sites**

Here's a brief list of press release submission sites. They are pretty much all free, but with a costed option for those who want that.

A search for "press release distribution" will give you more that you can handle!

PRESSBOX

<http://www.pressbox.co.uk>

CLICK PRESS

<http://www.clickpress.com/releases/>

I-NEWSWIRE

<http://www.i-newswire.com/>

FREE-PRESS-RELEASE

<http://www.free-press-release.com/>

FREE PRESS RELEASES

<http://www.freepressreleases.co.uk/>

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