

Web Distribution & SEO Service



Consumers, investors and business-to-business decision makers routinely use search engines before they buy or form opinions. It's critical that your company, product or brand is available on the web and at the top of searches.

Extend the life of your message.

Sending your press release to journalists using MediaSource's research database is a powerful method to convey your message. By adding Cision Web Distribution you expand your message by distributing it to thousands of websites and hundreds of RSS feeds allowing you to communicate directly with your audience. Extend the life of your message from a few days to as many as six months, and tailor future messaging by monitoring reports that detail how users accessed your release.

Make the spiders work for you.

In addition to distributing your release on the web, you can also take advantage of our Search Engine Optimization (SEO) feature, which allows you to dramatically

increase the availability of your release to consumers who are researching via search engine. The SEO process tweaks your press release to ensure that it is easily and properly indexed by search engine spiders and, therefore, readily available when someone searches for relevant keywords. By optimizing your press release, you increase the chances that your news will appear at the top of a web search and will reach your audience directly.

Key benefits of Web Distribution & SEO Service:

- Distribute your release directly to thousands of high-traffic news websites including Yahoo!, MSN, The Globe and Mail, Toronto Star, and CNN. An increasing number of people receive their news on the web and you want to increase the chances that your news is available to them.
- Your news goes directly to your audience. When you target only journalists, they may or may not

choose to publish your stories. Reach consumers directly by posting your news on widely searched websites.

- Optimize your press release to increase the chances your news release will appear at the top of web searches and is readily available to consumers, investors and decision makers.
- Get detailed release tracking that provides a report within 24 hours with the links to where your press release appeared, and receive an SEO report that tells you what keywords were used to find your news release as well as the search engines that were used and the number of searchers who clicked through to your website.

Cision provides the most comprehensive media database to distribute your company messages. Now we offer the convenience of extending your distribution via the web which allows you to expand your audience with a few simple clicks.

