The Media Ant Press Release Template

Headline

Search engines rely heavily on “page titles” to determine ranking – in this case the press release headline. The headline should be not more than 12-15 words long, for proper indexing by news websites. The headline should be straight forward, devoid of jargons, with the most important news right in front.

Sub-title

A sub-headline provides the flexibility to add the key points of the story right at the beginning. It can be a one-line gist or 2-3 bullet points.

Release Body

It is very important that the release focuses on a clearly identifiable, single topic that will be of interest to your target reader. The news body should have “meaningful” (useful and interesting for your target audience) keywords and phrases to make your press release easy to search, read, and shared through social networks. This will boost search engine ranking for your news, resulting in more earned links.

Hyperlinks

Use links in your release to direct your readers to additional content, which can be product pages, campaigns, reviews, FAQs, etc. They will help you drive measurable traffic to your site though context-appropriate links.

Text Formatting

To highlight the main points in your press release you can use bold, italic, underlined and bulleted text. This will emphasize your message while providing a quick way to browse through the news without losing the gist and the flavor of your key message.

Sub-headlines

While the sub-headlines help to structure the article, they are a good way to add more keywords that could not be added in the headline.

NOTE: Typically an ideal word count for a news release should be 500 words, in order to hold the readers’ attention. Financial news can be as long as needed.

Multimedia

Journalists and media professionals are today expecting multimedia assets with each news release. Embedded images also increase your release’s reach in search engines. Remember to make your images and videos compelling and consumer friendly. Google Images receives a massive amount of search traffic and drives readers back to your release.

Optimize your images by making sure they have clear file names that accurately describe the images.

Caption

Every multimedia asset should include a ‘descriptive’ caption.

Contact Information

It is very important to include phone numbers and email addresses where journalists can follow up. The information should be up to date and complete. Including a social media handle is a great practice.

Company Logo

The company logo must be included at the top of every release to build recognition. It's generally the first image people find when looking for your brand or company name.

Stock Ticker

If your company is publicly traded, include your exchange, stock symbol. This maximizes access and search functionality of your press release.

Boilerplate

It's standard to use a boilerplate at the end of the press release. The boilerplate contains information about the company – what is their expertise, what services they offer, where are they located, etc. The information must be up to date, and the writing strong and crisp. This is also a great opportunity for SEO and optimizing the company's social media platforms.