



Writing an Effective News Release

Making sure your words get read.

A well-written press release remains one of the most effective ways to deliver news to your stakeholders. It lets you concisely provide key information about new products or corporate news. The release can be distributed in various ways, including on your website and through solutions such as CisionWire.

However, unless your release is well written, it may end up being read by only a small percentage of those you're trying to reach. The keys to writing an effective release include:

Make sure it's about the news. Think of yourself as a potential customer – or a reporter. What would *really* interest you? It could be new products, new locations, new employees, or compelling community service programs. Look at the outlets you want to reach, and see what's "news" in their eyes.

Write in a news-story fashion. Include the important information in the first paragraph. Tell the reader what you're announcing and why it's important. Don't include too many details, technical information, or confusing jargon. Your goal is for the reader to clearly understand your announcement by reading the first paragraph – then to read more because the news is relevant.

Make it easy for search engines to find. Basic search engine optimization (SEO) is nothing more than including words and phrases people are most likely to use when searching for information about your company, industry, products or services. Develop a list of these key words, then make sure they're in the headline and the first paragraph of the release.

Keep it short and to the point. For most news, 400 words should be enough to tell the story.

Trying to cram too many details into a release can make it unreadable or uninteresting. If you need to go beyond 400 words, make sure the additional information is really necessary. You may have the makings of a separate release that also drives home your company narrative.

To quote or not to quote? Eliminating unnecessary executive quotes can keep your release concise. Unless it's a powerful endorsement or extremely important statement of direction, think twice about including quotes in every release. Few publications or blogs use them verbatim.

Spell-check it, and make sure it's grammatically correct.

Think of it as part of a long-running company story. By taking these small steps today, you should notice an immediate improvement in search traffic coming your way. When you build on these efforts, you'll soon watch your name move higher and higher on search engines' rankings.

Even if your release gets shortened significantly (or goes unpublished), it's part of a narrative about your company. For example, imagine that journalists and stakeholders search your industry online and see a series of monthly releases from you about new employees, a new branch location, or major new customers. That tells them that your company is growing and setting itself apart from the pack, and would be a great subject for a story or blog post – even a sales inquiry.

Examples of effective press releases are easy to find online. Here are some of [Cision's recent releases](#). They give you an idea of the style and tone you should consider when you write your own.