

## 7 Deadly Mistakes of Press Release Writing eBook Released

*New free e-book shows businesses how to avoid the 7 deadly mistakes that reduce the effectiveness of press releases. The full color e-book reveals to readers how to write press releases designed for maximum search engine optimization and visual impact.*

February 2, 2009 (FPRC) -- LA QUINTA, CA -- Christine O'Kelly and Tara Geissinger, founders of the SEO press release submission site Online PR News, show businesses how to write more effective press releases with their new full-color e-book.

The e-book, titled 'The 7 Deadly Mistakes People Make When Submitting Press Releases - And How You Can Avoid Them,' is free to download at <http://www.onlineprnews.com>.

As more businesses write and submit online press releases, the more essential it has become for those businesses to learn how write press releases effectively.

"83% of people who submit to Online PR News are not taking advantage of simple techniques they could apply to make their press releases more search engine friendly and to encourage readers to click through to their website," says Christine O'Kelly, co-founder of Online PR News.

O'Kelly says that making any of the 7 deadly press release mistakes not only reduces the effectiveness of the press release itself, but can damage a company's reputation. Because published press releases exist online indefinitely, a poorly written piece, or one that looks sloppy online can reduce a potential customer's perception of the company.

The book not only covers mistakes made when writing press releases, but also common errors people make when submitting press releases online.

"The book highlights the 7 deadly mistakes we see in a surprising majority of the press releases submitted. With just a few little tweaks, most of the press releases we receive could be transformed from so-so, to great! It doesn't just cover the writing of search engine optimized press releases, but how to submit them so that they look great online," explains O'Kelly.

A quick and easy read, 'The 7 Deadly Mistakes People Make When Writing Press Releases' highlights each critical and common mistake, and shows exactly how to avoid them.

"By making just a few simple changes in the way press releases are written and submitted, businesses can enjoy far more online exposure. It's not uncommon for companies to spend the time to write and submit press releases, yet completely miss simple ways to further their search engine optimization strategy," says Tara Geissinger, co-founder of Online PR News.

About Online PR News: Online PR News is a free press release submission site offering a variety of features including image uploading, pull quotes, live links, and an SEO press release upgrade package for \$6. The company is passionate about helping businesses gain more visibility online and connect companies with their target audiences.

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