

CASE STUDY:

Do Press Releases  
Work?

Marketers**MEDIA**

The logo for MarketersMEDIA features the word "Marketers" in a dark grey sans-serif font, followed by "MEDIA" in a bold, red sans-serif font. A thin red line forms a circle around the text, with a small red dot at the top right of the circle.

# Do Press Releases Work?

*Case Study: Is Press Release USELESS, or USEFUL?*

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## Introduction:

There's been rumors speculating if press releases can help boost a site's ranking on search engines. Many say yes, others say no way.

Google's engineer, Matt Cutts made a comment on Google's forum thread that links within press release will not benefit your ranking.

We are equally interested to know if Press Release still works, or we should dump it into the nearest bin we have.

After all, our sister company runs a newswire service. It's in our best interest to know if Press Release is still helping SEO, otherwise...it will call a directional change in our business.

## The Press Release Backlinking Test:

So we decided to run a test. Here's what we did:

We need to decide on a keyword and to do it in a controlled environment so other factors or variables will not contaminate the result of the test.

To avoid other competition factors and possible ongoing SEO efforts by other parties, we have to make sure that the keyword must not have previously existed, and most importantly, it must not have meant anything to the search algorithm before the test.

So we decided to create an anagram out of "Press Release". Appending our sister company's initial to the seemingly meaningless string of texts, we arrived at "leasreepressmm".

# leasreepressmm

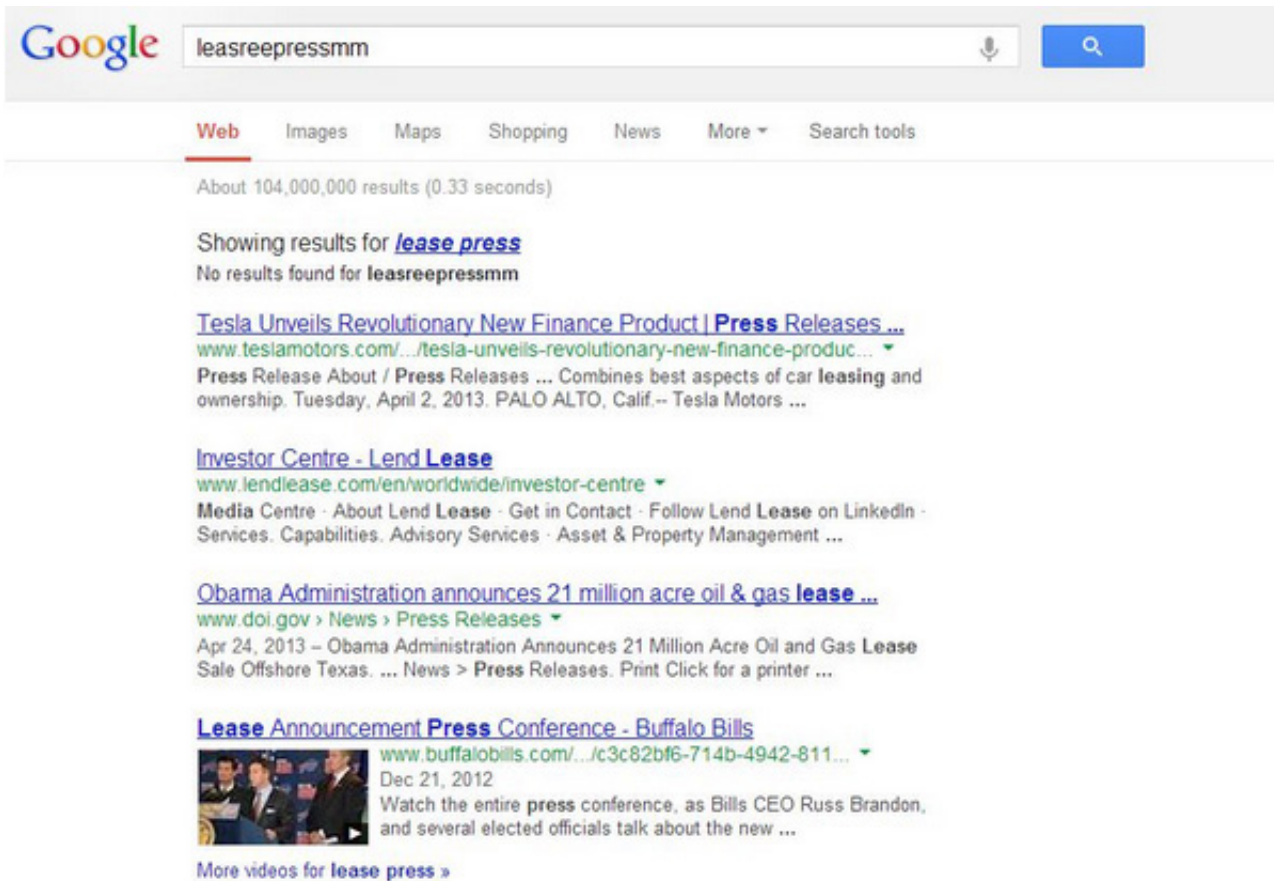
Continuing the test, this keyword, "leasreepressmm" will be used in a Press Release. It will be anchored and hyperlinked to Matt Cutts blog at: <http://www.mattcutts.com/blog/>

You can tell that we are trying to SEO the keyword "leasreepressmm" and see if Matt's blog will be successfully lifted and ranked into the first page of Google.

If this pressures the search results to at least show some movements on Matt's blog ranking on that particular search term, it would have meant that the test was successful.

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We captured a screenshot of leasreepressmm keyword search prior to the test:



We can see Google has a problem identifying an appropriate result sets for this search term.

The results returned are messy, which includes listing mainly from the "leasing/lending" cluster.

We do have to applaud to Google for a good job in showing "press release" and "news" type of result. Somehow they know the search term "leasreepressmm" has a hint of "press release", which it did.

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So this keyword was a good candidate that:

- 1) Matt's blog was not ranked for the term prior to the test
- 2) The keyword was meaningless to Google, results were speculative
- 3) The keyword was alien enough that it should not attract other parties SEO'ing for this term during the test

So the keyword: leasreepressmm

Target page: Matt's Blog at <http://www.mattcutts.com/blog/>

Outbound page: A press release wire, and their syndicating partners' pages

We wrote and published the press release here:

<http://marketersmedia.com/daniel-tan-refutes-matt-cutts-claim-about-press-releases-not-affecting-page-rank-value/12309>

Obviously, it's in our best interest to use our sister company's newswire for the test.

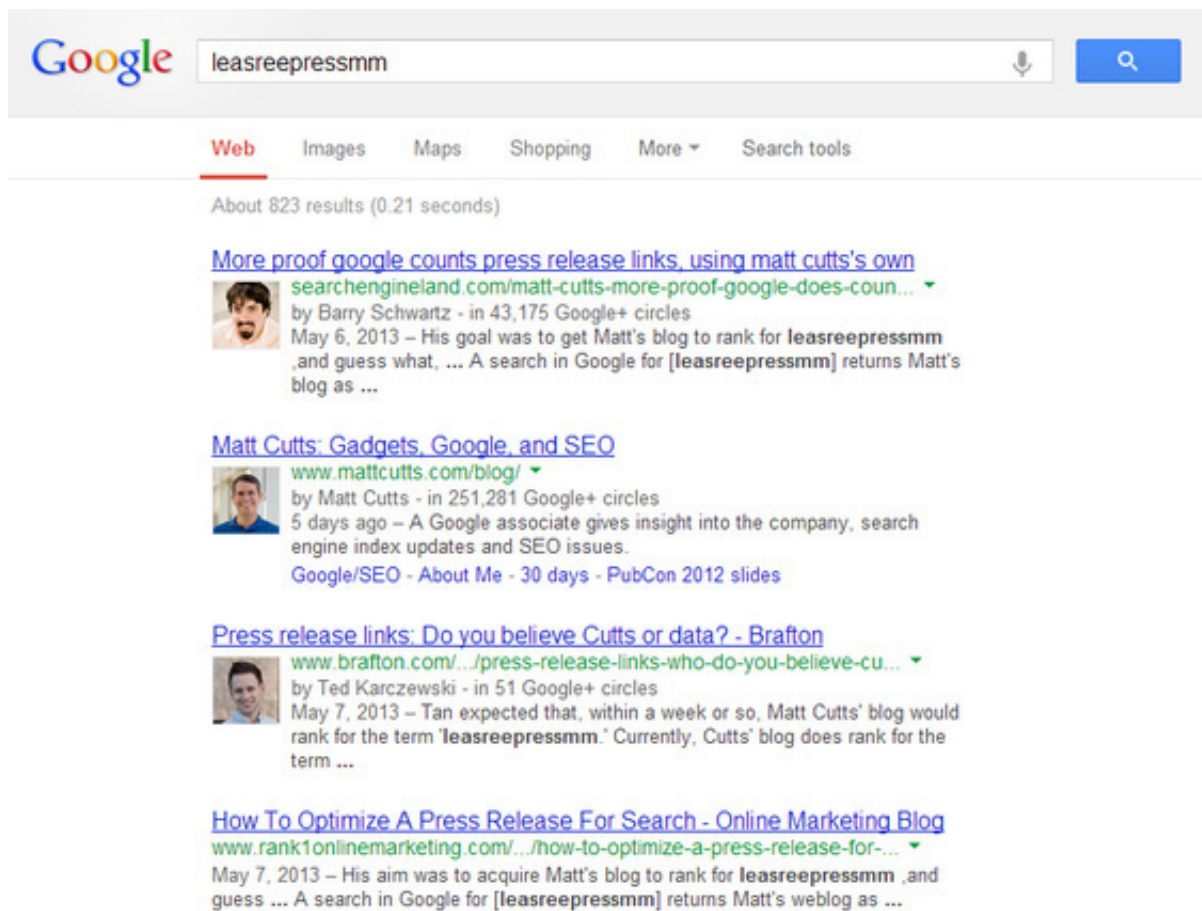
Also note that the backlinks did not only come from this single release itself, but from all the 400+ other media placements that the newswire reaches. In other words, we are getting more than 400+ backlinks pointing to Matt's blog. Yes, they are all duplicates, which is interesting to note too! We would see how this affect Google's decision in ranking a site.

We continued to monitor the search result changes over the period...

## The interesting result.

On May 28th, Matt Cutt's blog showed up at the #2 listing for the search term.

The result is a real delight. We had a meeting shortly after that to put more SEO focus into Press Release. If you used a press release before, guess you would want to do the same!



The screenshot shows a Google search interface with the search term "leasreepressmm" entered in the search bar. Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The search results are displayed below, showing "About 823 results (0.21 seconds)".

The first result is titled "More proof google counts press release links, using matt cutts's own" and is from searchengineland.com. It includes a profile picture of Barry Schwartz and text stating it was published on May 6, 2013, and that his goal was to get Matt's blog to rank for "leasreepressmm".

The second result is titled "Matt Cutts: Gadgets, Google, and SEO" and is from www.mattcutts.com/blog/. It includes a profile picture of Matt Cutts and text stating it was published 5 days ago, mentioning a Google associate's insight into the company, search engine index updates, and SEO issues.

The third result is titled "Press release links: Do you believe Cutts or data? - Brafton" and is from www.brafton.com. It includes a profile picture of Ted Karczewski and text stating it was published on May 7, 2013, and that he expected Matt's blog to rank for the term "leasreepressmm".

The fourth result is titled "How To Optimize A Press Release For Search - Online Marketing Blog" and is from www.rank1onlinemarketing.com. It includes text stating it was published on May 7, 2013, and that his aim was to acquire Matt's blog to rank for "leasreepressmm".

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Not only did Matt's blog ranked successfully for the search term, Google has been able to collect a relevant set of results related to the search term.

We just made a new meaningless string of text...meaningful!

Over the period of our test, our story was also picked up by SearchEngineLand. You can see their URL ranking #1 on the result set, authority matters!

Many were surprised with the findings and mostly happy with the result. Backlinks from a press release does benefit your site's ranking!



**Danny Sullivan** Mod → Sean McGinnis ·

This test involved a press release, from a press release service. The link used anchor text pointing at Matt's blog. The blog started ranking for those terms. That's an obvious ranking benefit, and from a press release. And if the page is ranking, it's gaining PageRank from that link.

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## **Conclusion**

And of course SEL was not the only who made a story out of it, a quick search in Google showed that many SEO leaders followed up with their own observation, test and report.

This is a solid proof that news distributed by MarketersMedia.com into news archives and media is being read and actively track by top name journalists & bloggers. As long as the PR is of quality, the possibility to get your story picked up is always there!

Final note: If you are looking for more ways to build backlinks, or wish to diversify your PR efforts, it may be a good idea to start one with MarketersMedia.com today!

Hope you enjoy the findings in this report!

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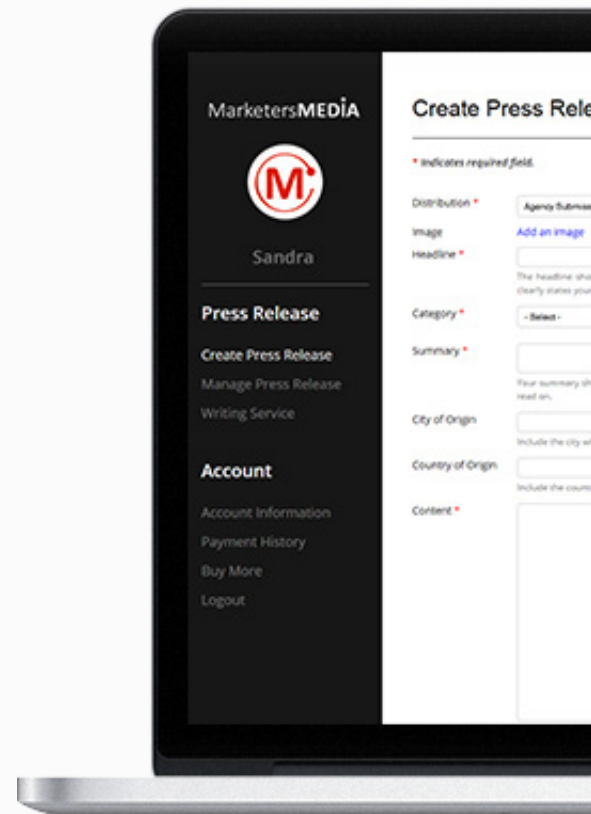
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