

Press releases are one of our favorite methods of generating traffic. It's low cost, and if done properly, it can drive thousands upon thousands of hits.

The key is finding the proper angle to making your content, website or product launch “newsworthy.” We were considering writing a quick guide to writing these press releases, but there's a great guide [here](#) by Shopify that we just couldn't beat. Go read it over.

You can also use BLACKBEAR to help you generate content for your release (i.e., for background information related to your industry.) Once we have the press release written, we submit it using the following free press release services:

<https://www.prlog.org/>

<https://www.newswiretoday.com/>

<https://www.pr-inside.com/>

<https://www.acnnewswire.com/>

<https://www.pr.com/>

<https://www.openpr.com/>

<https://onlineprnews.com/>

<https://www.1888pressrelease.com/>

<https://www.24-7pressrelease.com/>

<https://www.pressbox.com/>

<http://www.prfree.org/>

<https://prurgent.com/>

<https://www.issuewire.com/>

<https://MarketPressRelease.com/>

Note: This is just a small list. New Press Release websites are appearing all the time. The more PRs you distribute, the better your rankings become, as long as you see that the press releases being published are professional.

I would NOT pay for a press release on any of these sites. If you want to pay for a press release, which will give you a stronger flow of traffic and backlinks, there are far better options than the ones above (such as Webwire.com and PRweb.com). Using free press releases will be a great start for you.

Big Secret Tip: Free press release services have gotten a bad rap, but in all honesty, they're a really powerful tool that have given us targeted traffic and high PR backlinks. Use them wisely!

To get keywords to use in your press release, use Google's Keyword Tool to generate 3-5 "key" high-traffic phrases related to your product or market, or use BLACKBEAR's Keyword Tool to get diverse ideas. *Bonus points for using both!*