



## **Search Engine Optimization Can Optimize Your Site & Bring Targeted Traffic in 48 Hours or Less with a Press Release**

*Internet Expert Ramon E. Dees shows small business owners and independent professionals what not to do if they want a proven process combining search engine optimization (SEO) with the power of a press release (PR) to increase relevant website traffic. This is a high-gain strategy that provides great ROI during recessionary times.*

Atlanta, GA ([PRWeb](#)) January 14, 2009 -- Search engine optimization done through press releases is delivering significant return on investment to small business owners who are looking for intelligent and affordable ways to drive targeted traffic to their websites in this tough economy. Traditionally, search engine optimization uses several tactics that include linking and keyword optimization to drive targeted traffic to websites. According to Dees, one well-written "optimized" press release can increase your targeted traffic in addition to delivering the following benefits:

1. Links from relevant sites back to your website which helps your site rank better
2. Helps your site to rank for very competitive keywords at a flat fee instead of a per click basis
3. Increases the visibility of your message to hundreds - possibly thousands of relevant websites
4. Immediate inclusion of your 'news' into the search engines to be found by prospects who are already searching online

Traditional search engine optimization can be cost prohibitive for small businesses that have smaller budgets, and the process can take several weeks before results are noticed. The beauty of Web PR is its ability to drive relevant traffic to your site within 48 hours or less. PR has been around since 1906. SEO has only been around since the mid 1990s.

Approximately 27 - 30 million people each month access Yahoo News and Google News when searching online. Small business owners can now redirect this existing traffic to their own websites with Web PR.

There is a free report, 8 Warning Signs of Poorly Designed Press Releases, that will provide clearly defined action steps to get the benefits of search engine optimization through the use of a press release. Simply go to <http://www.OptimizedPressReleaseSecrets.com> and download your free report today.

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### **Contact Information**

**Ramon E. Dees**

<http://www.OptimizedPressReleaseSecrets.com>

404-931-3907

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