

Creating Content with Press Releases

By Gary Antosh

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Writing articles and creating content for your website may seem like an impossible task - consider using Press Releases (PR) to build a site.

In this report we'll give you some ideas on using a Press Release as a starter for creating website content. First we need to cover some basics for using Press Releases on your website.

You'll find press releases from federal, state and local governments, large and small companies, political candidates, non profit organizations and even private individuals. You'll find websites that do nothing but bring you the latest press releases. Finding press releases isn't a problem.

The purpose of a press release is to draw attention, make people notice, inform of something news worthy, introduce new products, etc. Companies want you to use their information; it's FREE publicity for them.

Downside to Press Releases

Press Releases do carry a down side. Although companies maintain departments full of professional writers, many organizations take a press release and publish it without making any changes.

STOP – Don't follow their lead.

Publishing a press release "as is" creates duplicate content on your website. You'll find some press releases picked up by hundreds other websites. You've got SLIM chances of your "article" beating hundreds of other "copies" for the Top 10 at the search engines.

Aside from the fact your "article" may become buried in the search engines, it's possible the search engines may look at you site and/or articles and list none of it because all the content is duplicated.

Don't copy – Rewrite

Press releases do a wonderful job of informing, but do not take into account keywords or keyphrases. As you've learned from eBooks you need to focus a least on a keyphrase and adding a theme would make things even better.

Upside of Press Releases

Starting with a Press Release gives you a core to begin creating a new unique article for your site. The organization has done much of the research. Your job now shifts to becoming an editor and wordsmith.

Finding Press Releases

News happens every second and people write about every subject imaginable. For this reason you'll find companies which do nothing but distribute the latest news. To begin your search for press releases in your niche start by visiting the manufacturers or news makers of the products your site focuses on.

If your site focused on Cell Phones, visit the phone manufactures websites like ATT, Nokia, Samsung, Verizon and look for a Press Release, Media or News link.

Press Release Sources

<http://news.google.com>

<http://news.yahoo.com>

<http://prnewswire.com>

<http://prweb.com>

Selecting a Press Release

When selecting a press release make sure it is labeled a "Press Release" and not a news story. For this reason I recommend using the above services and then going direct to the source.

When selecting a Press Release for your site consider using what I call "evergreen" releases. The information in these press releases will not become outdated quickly. For example: "The XYZ company posted higher earning during the 4th quarter of 2004". If your site deals with financial matters it may be fine but generally use press releases that can span long periods of time.

Time of a real example...

Let's locate a Press Release and turn it into a usable article. We'll use one of my favorite phrases as an example: Wireless Cell Phone.

Doing a quick search at Google for - wireless cell phone press release – and looking through the results I located a press release at <http://www.attwireless.com> The headline read:

Cell Phone Users: Time for a Self-Assessment?

New Survey Finds Many Report Discourteous Wireless Phone Use by Others - But Few Admit to It Themselves

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After a fast review I found a few topics which we could focus on.

- **Cell Phone etiquette**
- **Not using or knowing features**

Let's create an article to post on our site.

Take a look at the original...

Wireless Cell Phone Users: Time for a Self-Assessment?

New Survey Finds Many Report Discourteous Wireless Phone Use by Others - But Few Admit to It Themselves

For Immediate Release: Thursday, July 01, 2004

Basking Ridge, N.J. - If you consider yourself a courteous cell phone user, you might want to think again.

In a recent survey of wireless phone subscribers, 42 percent responded that most Americans rarely or never use their cell phone in a courteous manner. Yet a whopping 95 percent claimed that they personally are a courteous cell phone user at least most of the time.

The non-scientific "person-on-the-street" survey was conducted during the past week among 200 wireless phone subscribers, half in New York City and half in Los Angeles. AT&T Wireless commissioned the survey to see if attitudes had changed since it released similar findings one year ago. July of each year is "Wireless Etiquette Month."

"It seems we may still judge our own cell phone use as being more courteous than those around us consider it to be," said Mark Siegel, vice president of public relations, AT&T Wireless. "Perhaps courtesy is in the eye - or rather the ear - of the beholder."

"But the good news is that most wireless subscribers do believe others are courteous users at least most of the time," Siegel continued. "And wireless subscribers are becoming familiar with phone features that can promote courteous use."

In fact, an overwhelming 94 percent of survey respondents agreed that in some situations it is courteous to set a cell phone ringer to "silent" or vibrate" -- and 89 percent claimed to have done so.

In addition, 69 percent of survey respondents agreed that in some situations sending a text message would be more courteous to those around them than making a voice call. Nearly half the respondents (46 percent) reported that they use text messaging.

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Moreover, while 42 percent of respondents apparently believe that their fellow cell phone users need a lesson in wireless etiquette, 58 percent did agree that most Americans are courteous cell phone users at least most of the time.

So what can be done to raise America's cell phone courtesy quotient? AT&T Wireless recommends that cell phone users take a fresh assessment of their own behavior and consider the following tips:

Avoid "cell yell."

You typically don't need to shout to be heard.

Remember that your turn-offs may be pleasing to others.

If you're in a location where a ringing phone may disturb others - such as a restaurant, museum, library, theater, or on public transportation - turn off your phone and let any calls go to voicemail. Or simply set your ringer to "silent" or "vibrate."

Take it outside.

If you need to place a call while you're in one of these locations, step outside before doing so. Some public places, such as movie theaters and trains, may have designated areas where cell phone use is permitted.

Use your thumbs.

In some situations it may be more courteous to those around you if you quietly send a text message rather than place a voice call.

Ask before you click.

As with any other form of photography, don't use a camera phone where taking pictures is prohibited. And ask permission before snapping someone's picture.

Before getting started editing I went to <http://nichebot.com> and did a quick search for "cell phone etiquette."

The below words searchers used the root phrase "cell phone etiquette."

public places
proper
workplace and school
college
users
what is
emily post
office usage

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Remember our initial search at Google: wireless cell phone press release.

We'll focus on **wireless cell phone** as the primary keyphrase and **cell phone etiquette** as the secondary keyphrase.

Using <http://nichebot.com> again we did a quick search for **wireless cell phone**. The below words searchers used the root phrase "**wireless cell phone.**"

verizon
plans
cingular
models
activation
cheap
ring tones

Let's combine both sets of phrases.

Verizon
plans
cingular
models
activation
cheap
ring tones
public places
proper
workplace and school
college
users
what is
emily post
office usage

Time to start writing...

Read through the original Press Release and rework the article including some of the phrases found at <http://nichebot.com>. It's as simple as that.

Wireless Cell Phone Users: Practicing Cellphone Etiquette

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When using your **wireless cell phone** do you use **proper cell phone etiquette**? Do you use your wireless connection differently at the **office** than in **public places**? Maybe you consider yourself a courteous user, however others may not.

Recently in a survey of **wireless phone** users, 42 percent replied that most Americans rarely or never use their **cell phone** in a courteous manner. But a whopping 95 percent consider themselves a courteous cellphone user at least most of the time.

Did you know each year the month of July is "**Wireless Etiquette** Month"? "Perhaps courtesy is in the eye - or rather the ear - of the beholder" says Mark Siegel, vice president of public relations, AT&T Wireless. "It seems we may still judge our own **cell phone** use as being more courteous than those around us consider it to be."

"But the good news is that most **wireless** subscribers do believe others are courteous users at least most of the time," Siegel continued. "And **wireless** subscribers are becoming familiar with **phone** features that can promote courteous use."

94 percent of survey respondents, an overwhelming percentage agreed that in certain situations setting a **cell phone** ringer to "silent" or vibrate" is proper **etiquette** and courteous. In fact, 89 percent claimed to have used the "silent" or vibrate" phone feature.

How can you improve or show proper cell **etiquette**?

Text Only Please

For starters become familiar with your **cell phone** features. Most of all the wireless providers from ATT, **Verizon**, **Cingular** and others offer **models** and **plans** which include text messaging. Nearly half the respondents (46 percent) to the survey reported they use text messaging. Learn how to send and receive text messages.

Going Silent

Although you may enjoy one of the fancy **ring tones** available, others may not. If you're in a **public place** where a ringing phone may disturb others - such as a museum, **office**, restaurant, **college** or **school** classroom, library, theater, or on **public** transportation - let the calls go to voicemail. Or simply set your ringer to "silent" or "vibrate." May sure you check your voicemail regularly.

Step Outside

If you're in one of these locations and you need to place a call, step outside before dialing. Some **public places**, have designated areas where **cell phone** use is permitted such as movie theaters and trains.

No need to YELL

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Unless there is a lot of background noise you don't normally need to yell while talking and let everyone else "enjoy" your conversation.

Ask Before You Snap

The above items are good starters but you'll find another. As **cell phones** now can include a camera, remember a common courtesy in photography - ask before you snap. Don't use your camera **phone** and take taking pictures it is prohibited. Ask permission before snapping someone's picture.

Practicing a little cellphone **etiquette** and courtesy makes your **wireless** phone more enjoyable for you and others around you at **work, school** an in **public**.

We've taken a press release and reworked the content to create an original article. The article deals with the same subject as the original, but we've brought in associated keywords and phrases to provide useful content for the searcher.

Check you Press Releases when you're stumped for article ideas.

Keep Creating Content!
Gary Antosh

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[Web Content Made Easy](#)



Leverage your time by hiring writer to produce content:

[How To Create Website Content FAST!](#)