



# **Small Businesses In The News Teaches Small Businesses How To Market Themselves Locally with Online Press Releases**

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Los Angeles, CA - Writing and online press release for small businesses is no easy task. Furthermore, most businesses do not know that online press releases should be used as an integral part of their online marketing plans. Press releases are no longer used solely as a piece of news for television, but instead have grown to be a great tool for search engine optimization for small businesses online. Online press releases provide keyword rich content that is up to date, ongoing, and always varying. Having SEO optimized content online is pertinent to a website's health and gaining visitors to a website as well as calls and emails or even sales.

Online press releases can be written about a multitude of topics, including but not limited to business accomplishments, awards, new services or products, store openings, new websites, new employees, new CEOs, upcoming events, etc. The list is endless and can even be targeted at a local area or field of interest with specific keywords. These releases can boost visibility online, create a stronger brand awareness, and

spread good news far and wide across the internet for small businesses.

Small Businesses In The News knows the importance of online press releases as part of a marketing plan, and they want to help these organizations learn how to write a proper online press release. Therefore, they have published a free downloadable guide on how to write and distribute online press releases. This free guide details a step-by-step blueprint for small businesses, examples, and information on how to publish the online press releases to 100+ reputable news channels online in order to create strong backlinks. To download the free guide, readers can visit this webpage.

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For more information about Small Businesses in The News, contact the company here: Small Businesses in The News [smallbusinessesinthenews@gmail.com](mailto:smallbusinessesinthenews@gmail.com)

### **Small Businesses in The News**

*Small Businesses In The News is a full-service press release writing agency. We provide Press Release editing, Press Release writing, and Press Release publishing services for your Small Business news.*

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