



Small Businesses In The News Teaches Small Businesses Why They Can Benefit From Using Locally Targeted Press Releases

January 17, 2019

January 17, 2019 - PRESSADVANTAGE -

Gaining attention online locally for small businesses is not always the easiest task. Most businesses have trouble ranking online in search engines for local search terms as there is high competition among many similar businesses or they are unsure of how to use Search Engine Optimization to their benefit. As an integral part of an online marketing plan, small business owners can learn how to use press releases to gain more attention in their local area online.

Locally targeted press releases, when written and published properly, are able to provide unending amounts of varying keyword rich content. This type of content is extremely important to a healthy presence online when local customers or clients enter in search terms related to your business. Getting more attention online leads to more calls, emails, visits to a physical location, and in the end even sales.

Press releases now have the ability to be published online to many different reputable news outlets to be

shared directly to a business's target audience. Press releases can be written on a multitude of subjects in relation to a small business, including but not limited to new location openings, new employees, new services or products, upcoming events, new leadership, new websites, accomplishments, awards, etc. Press releases work to spread a business's good news far and wide past what any newspaper or magazine could do and boost visibility online ? in turn creating stronger brand awareness.

Small Businesses In The News is at the forefront of this channel of online marketing, and knows the importance of online press releases. They have published a free downloadable guide that details how to write and distribute press releases online in order to gain attention locally on search engines. This free guide acts as a step-by-step blueprint for small businesses to get their news published to over 100+ news channels online every time. To download the free guide, readers can visit this webpage.

###

For more information about Small Businesses in The News, contact the company here: Small Businesses in The News 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.

Website: <https://www.smallbusinessesinthenews.com>

Email: smallbusinessesinthenews@gmail.com

**SMALL
BUSINESSES**
In The News