



# **Small Businesses In The News Giving Away A Free Guide On Writing and Publishing Locally Targeted Press Releases**

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Marketing small businesses locally is no easy task. Ranking high in search engines for target keywords and search terms is extremely important for small businesses that are trying to compete online locally. Online marketing plans are based on the platform of great content, and press releases are the cornerstone of great content. They can be written on a multitude of never-ending topics and are easily optimized for search engines.

Search engine optimization is beneficial for small businesses, as it is a great way to get noticed online from their target audience. When locally targeted press releases are written and published properly, press releases are steeped in keyword rich content that provides a solid online presence and in turn garners more attention online including more visits to a business's website, more calls or emails, and even more sales or brick and mortar visits.

Since Small Businesses In The News knows how important it is to rank locally online in search engines, they have created a free guide that details how to properly and successfully write and publish a press release online. Small businesses can learn how to tell all of their good news including but not limited to new CEO's or owners, new businesses, new locations, upcoming events, new websites, accomplishments, awards, new employees, etc.

If small businesses would like to stand out among their competition, they can download the free guide and read the step-by-step blueprint to writing and publishing press releases of their own to over 100+ news channels online. To download the 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.*

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

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