



Small Businesses In The News Launches a Free Guide Teaching How to Write a Press Release and Think of Topics For a Press Release

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Los Angeles, CA ? Small Businesses may have trouble ranking online in search engines for desired keywords and key phrases. This is because in today?s world of internet marketing, there is a strong concentration of competition among almost any field of services or products. Everybody is competing for the top spot online, and many of those positions now cost a lot of money to hold. Solid content marketing plans are allowing many businesses to rise on Google or other search engines for specific keywords or key phrases. Content marketing can consist of any sort of writing or content that is posted online by a business, and creates strong backlinks to their website through keyword rich content. This content needs to be useful to the businesses target audience as well as informative.

Small Businesses In The News wants to help small businesses of all kinds to be able to create better content marketing plans and use a new form of content marketing online. This new form of content marketing, press releases, allows small businesses to pull from a well of never-ending content topics that are useful for

marketing a business online and that will catch a target audience's attention.

Online press releases can be spread far and wide across the internet, meaning that they will create over 100+ strong backlinks to the businesses website every time that they are posted through the Small Businesses In The News platform. Having this many news channels online speaking about and publishing content from a business will alert Google and other search engines that the content on this businesses website is both relevant and correct, meaning search engines will pull these pages to the top of searches for specific keywords and key phrases.

Small Businesses In The News is offering a free guide that allows business owners and marketing professionals to better understand how to successfully write and publish press releases online in order to gain more traction on their website, visits to their location, calls, emails, and in the end ? sales. The free guide includes information on how to write a press release and how to think of topics for a press release, which can sometimes be the hardest part. The guide is available now for free download off of their website here.

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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

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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