



# **Small Businesses In The News Teaches Businesses Why To Write a Press Release and How To Choose The Right Keywords For a Press Release**

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Los Angeles, CA ? A strong online presence is important for small businesses, and the majority of businesses today cannot survive without a strong online marketing plan. Online marketing plans are mostly based on content marketing, meaning creating content that is focused on publishing and distributing original content for a targeted audience online. The need to create good, original online content can be make or break for a business online. It can be hard to reach search engines, create strong backlinks to a website, and rise to the first page in a Google race against many other similar competitors online.

Small Businesses In The News is trying to help small businesses, or businesses of any size, to create a system of never-ending, useful, and keyword rich content for them to disseminate online. Through the Small Businesses In The News platform, owners or marketing professionals can order a press release to be written on any topic and be published online to over 100+ reputable news organizations with a strong presence online. These posts piggy back off of the presence of the news channel and allow the creation of strong

backlinks to the small business website. These links result in more traffic, more emails and calls, and even more sales in the long run.

In order to know more about how press releases can help a business, business professionals can download and read *Small Businesses In The News* free guide, a *Step-by-Step Blueprint For Small Businesses To Writing A Great Press Release*. This new guide details why small businesses should write press releases, how to use them properly, and to write press releases, and how to choose the right keywords for a press release.

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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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