

New Press Release Service Offers Business Owners Expert Copywriting And Premium Distribution At Affordable Rates

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Richmond Web Marketing is now offering an all-in-one Premium Press Release Service at surprisingly affordable rates. All press releases are written by a professional and highly experienced copywriter, and then submitted to a Premium Press Release Distribution Service.

The combination of expert writing and premium submission services helps the resulting press release get found online quickly. In addition, with the right keywords, such a press release also offers powerful support to the featured website's search engine optimization (SEO).

The owner of Richmond Web Marketing, Elisabeth Kuhn, Ph.D., is a former linguistics professor and an expert in the persuasive use of language. She left academia because she fell in love with copywriting and online marketing, and has been helping countless business owners and online marketers get the word out about their products and services.

Dr. Kuhn has been writing press releases for her clients for years. However, she's only recently started providing premium submissions as part of her service. Because she was so impressed with the results, she decided to offer her Premium Press Release Service to new clients as well.

It is important to remember that press releases are about news, which requires a careful balancing act between keeping the release factual and free of hype, yet also including the right information to get readers to check out the website or offer.

The consultation Kuhn offers as part of her service is a crucial part of the process. She works together with her clients to find an effective news angle that will both offer maximum exposure and possibly press coverage, while also attracting her clients' preferred prospects.

In an in-depth article about press releases on her website, Kuhn explains how press releases have changed during the last few years. "Originally," she says, "press releases were primarily about attracting the interest of reporters so they would write articles about the company or person featured in the press release."

"With the increasing popularity of the internet," Kuhn continues, "press releases have become more focused on attracting business owners and consumers directly."

While that's still the case, the changes in Google have brought about additional changes in both the available press release services and the effectiveness of press releases themselves, as discussed in more detail in Kuhn's Premium Press Release Services article.

Because premium press release services are so important to making the right impact, Kuhn has decided to offer them at more affordable rates than is usually the case. In fact, at the moment she's offering an additional discount as an introductory offer to celebrate her new service.

More information about Richmond Web Marketing's new Premium Press Release Services and Dr. Kuhn's introductory offer is available at <http://richmondwebmarketing.com/premium-press-releases-increase-visibility-leads>.

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Richmond Web Marketing

Richmond Web Marketing offers comprehensive online marketing services and consulting to business owners in the US and beyond.

Specialties include persuasive copywriting, special reports, and other publications.

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