



Unlock Search Visibility for Your News

SEO Best Practices Checklist

Business Wire helps your news get discovered—not just by journalists, but also by search engines. Follow these strategies to optimize your press releases for search and reach your audience more effectively.

✓ Keyword Strategy

- Choose 1–2 primary [keywords](#) (e.g., brand names, campaign [hashtags](#)) and 2–3 supporting terms.
- Use the primary keyword in your press release headline, subheadline, and multimedia captions.

✓ Headline & Subheadline Optimization

- Front-load your main keyword in the [headline](#).
- Use clear, action-driven language to boost clicks in search results and social media.



✓ Release Summary & Callout Text

- A [Release Summary](#) appears with your press release on BusinessWire.com and offers a valuable keyword opportunity.
- [Callout Text](#) can be used to highlight key quotes, data, or insights—great for both readers and search engines.

✓ Link Placement & Anchor Text

- Add 1–2 relevant [links](#) near the top of your release.
- Use descriptive anchor text like “download our annual report” instead of generic phrases like “click here.”

✓ Multimedia Enhancement

- Include at least one [image or video](#).
- Write a caption with primary keywords—this also serves as alt text, improving SEO.



✓ Geographic Distribution & Local SEO

- Target your [press release distribution](#) to specific countries, regions, states, or cities – the geographic areas where your news will resonate best.
- For local search visibility, include city, region, or country names in your content and keywords.



[Business Wire](#), a Berkshire Hathaway company, has been the global leader in press release distribution and regulatory disclosure for over 60 years. Trusted by thousands of organizations worldwide, Business Wire provides innovative solutions to deliver news with accuracy, reach, and impact.

Ensure your story gets heard. If you would like more information on how Business Wire can help your business, please [contact us](#) today:

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