

How to Dominate Google Search Results Using Press Releases



Written By Yan S. Huang, CEO of [Press Release Jet](#)

About the Author:

My name is Yan Huang. I am the CEO of Press Release Jet. I am a vetted digital marketer with over 15 years of experience creating and marketing websites, and I also am Google Adwords and Analytics certified. I am genuinely passionate about what I do, and I have been doing SEO (search engine optimization) before the industry has been forged and before the term have been coined back in the late 1990's with a 'Dragon Ball Z' fan site that have reached over 10,000 unique visitors per day with just organic search traffic. Today, keeping up with the latest Google algorithm changes, I help businesses generate targeted traffic using press releases and converting that traffic into lead generation and online sale revenue!

Preface

In this book, I will show out how to dominate Google search results using press releases with proven strategies that I have personally used, deployed and seen results with. I have also seen the same success with Press Release Jet customers again and again and again whom have used these strategies.

There are 3 primary methods of getting to the top of Google using press releases:

- Getting to top of Google using Knowledge Graph “In the News”
- Getting to top of Google in Google News
- Getting to top of Google using SEO backlink building

Table of Contents

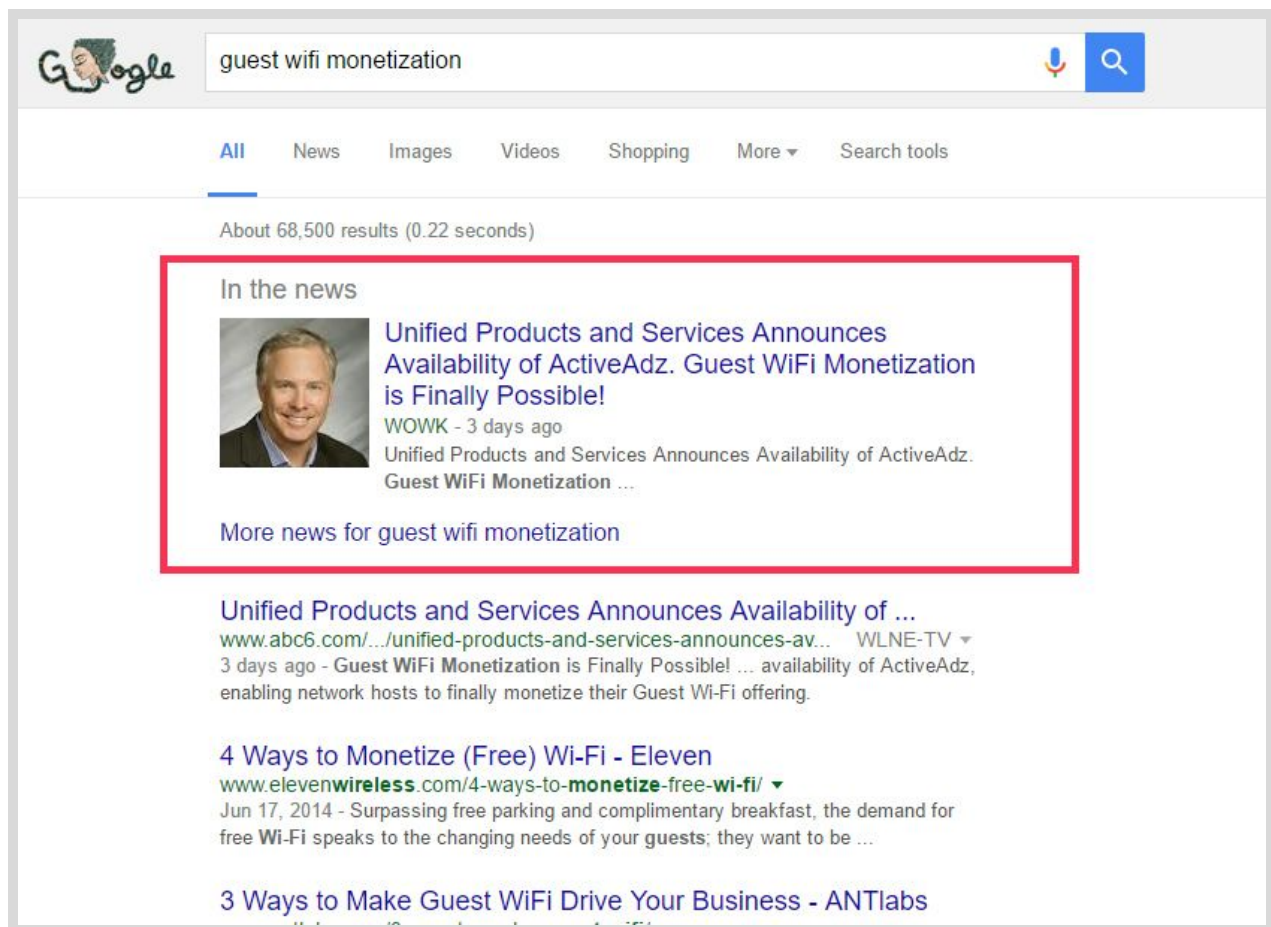
- I. Knowledge Graph “In the News”
- II. Google News and Its Relevancy
- III. Search Engine Optimization: The Elephant in the Room
- IV. Conclusion

I. Knowledge Graph “In the News”

What is Knowledge Graph?

It is Google’s massive (*massive* here is really an understatement) database of information compiled by crawling or scraping the web. This information gets indexed and organized, which is referred to as *graphing* (hence the name Knowledge *Graph*).

As part of Knowledge Graph, Google pulls news releases into an “In the news” section. Most importantly, Knowledge Graph gets displayed at the very top of Google.



The screenshot shows a Google search interface for the query "guest wifi monetization". The search results page displays "About 68,500 results (0.22 seconds)". A red rectangular box highlights the "In the news" section, which includes a profile picture of a man, a news headline: "Unified Products and Services Announces Availability of ActiveAdz. Guest WiFi Monetization is Finally Possible!", the source "WOWK - 3 days ago", and a truncated snippet of the article. Below the highlighted section, there are three additional search results with headlines: "Unified Products and Services Announces Availability of ...", "4 Ways to Monetize (Free) Wi-Fi - Eleven", and "3 Ways to Make Guest WiFi Drive Your Business - ANTIabs".

Screenshot taken on 3/21/2016 from a real Press Release Jet customer.

Understanding How Knowledge Graph Pulls Information

There has been a movement lead by W3C (World Wide Web Consortium) called the Semantic Web, which refers to search engines seamlessly understanding the

relationships between phrases, synonyms, antonyms, connotations, conversations, lexicology and their underlying meanings. Google has been on the cutting edge forefront of this with their artificial intelligence learning machine known as RankBrain.

As an example, somebody might search for “GOP”. In the past, Google might return search results with just the term “GOP” in it. But in the recent years especially after the Google Hummingbird algorithm update in 2013, Google is able to infer the context of your search query so a search for “GOP” now may return results with “Republican” or “Donald Trump” (Republican candidate frontrunner).

This is **important** because it frees you from forcing keywords into your headlines and content when a different way of phrasing it may read much better to your audience.

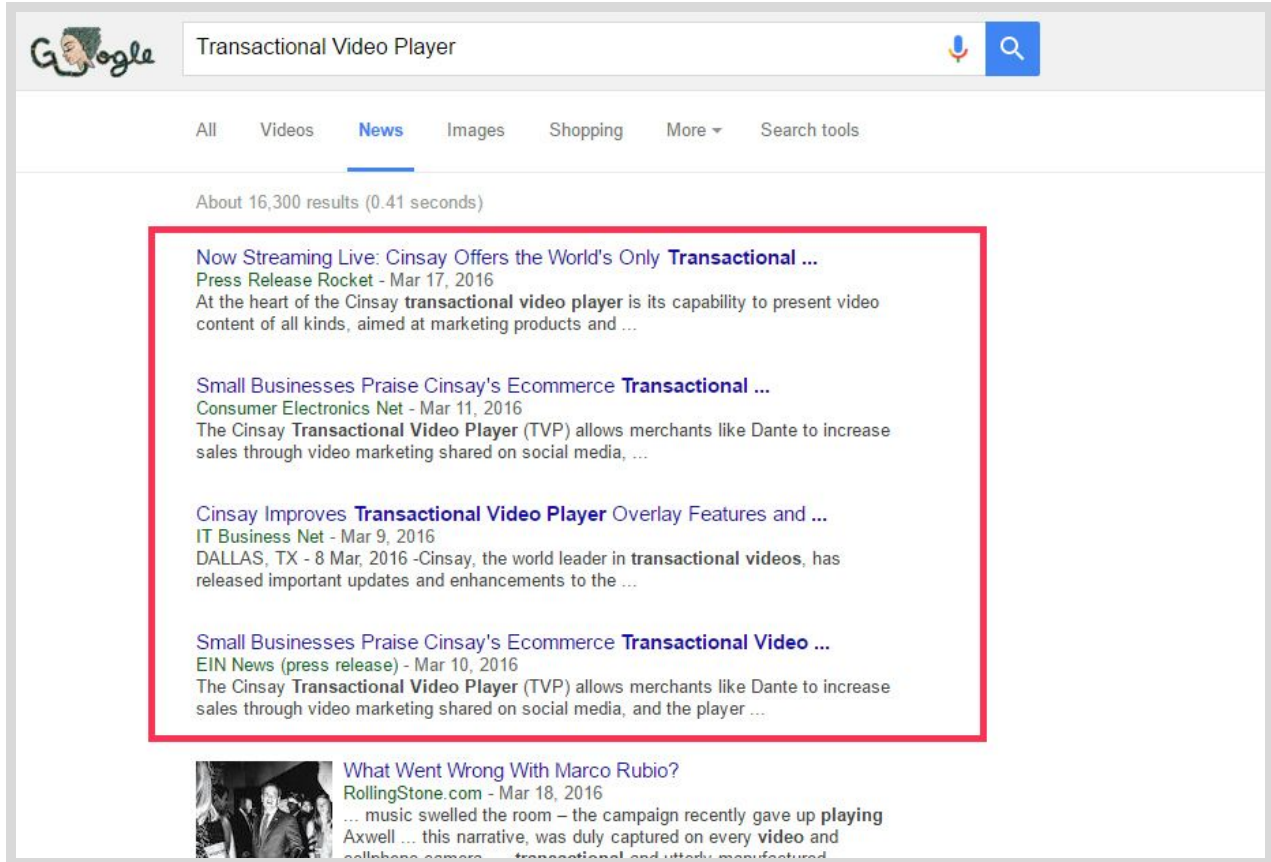
Because Google understands context, they can also tell the difference between spammy press releases and newsworthy headlines. This is **important** to note because the former may not lead to your press release getting pulled to the top of Google’s Knowledge Graph.

Since Knowledge Graph pulls from Google News, read on to the next chapter.

II. Google News and Its Relevancy

In 2014, *Axel Springer*, Germany’s largest news publisher decided to prevent Google from using their content unless they Google pays them (not something Google does or will do). Axel Springer’s traffic plummeted immediately by 80% from Google News. Two weeks later, the news publisher caved and allowed Google index their content.

Such allegories teach us an important lesson -- leverage Google, not fight them.



Screenshot taken on 3/21/2016 from a real Press Release Jet customer.

Google News serves value to you because you get traffic from:

- Audience searching on Google News directly
- Audience searching on Google Search (Knowledge Graph from Part I)
- Audience from Google Alerts, which notifies the user when there are news releases on topics that they are interested in
- Tons and tons of independent news sites, industry journal sites and niche blogs that aggregate content based from Google News
- Online news readers and apps that syndicate content directly from Google News

Getting to Google News is straightforward. You can do so by submitting a press release using Press Release Jet but read on -- you want to make sure the keywords you are optimizing for matches up with what your audience is searching.

III. Search Engine Optimization: The Elephant in the Room

SEO or search engine optimization is the big elephant in the room. SEO is the process of getting into the organic search results of search engines, particularly Google. It can make or break businesses.

I consider this to be an art that consists of keyword research, reverse engineering search results, competitor analysis and **creativity to craft useful content** -- and most importantly, driving quality backlinks or links from other websites going back to your own site. There has been massive debates whether press release backlinks help SEO, and I am here to tell you that it does. You can read more from this article that I wrote for further evidence: [**How Press Releases Help SEO - Proof Provided!**](#)

Here is a summary overview of leveraging press releases for SEO:

1. Do keyword research to find out what your audience is interested in. I recommend using the Google Adwords Keyword Planner Tool, which is free but you need to create a Google Adwords account. You can watch my YouTube video [**How to Do Keyword Research using Google Adwords**](#)
2. Create a page on your website with the topic you have picked out. Make sure the title tag and permalink matches up (consult your webmaster about this) and be sure to mention your keyword and variations of your keyword in the body -- but make sure it is not spammy and that you are not just forcing keywords into it.
3. Write a press release with the topic in your headline, mention the keyword / variants of the keyword a few times in the body, link those keywords to the page on your website that you've created.
4. Submit your press release using Press Release Jet.

Unlike the first two methods of getting to the top of Google, SEO is a long term strategy. It can take weeks or even months for your website to rank for certain key terms, depending on the organic search competition in your industry. You may need to send multiple press releases with the method I outlined above before you start seeing your website in Google's organic search results.

I recommend sending a press release once a week because it will help your website go up in the SERP (search engine results page) results and if you are already on top, it helps you maintain your top SERP rankings so you can continue to dominate on Google.

IV. Conclusion

Press releases are the way to go if you are trying to dominate Google. I have outlined the 3 primary methods of getting to the top. Press Release Jet is the **only** press release distribution company that **makes sense** to help you achieve the results you want, and here is why:

Our Premium Press Release Distribution at **JUST \$75** is the **industry's highest ROI package**. No other competitor offers such a return-on-investment.

Press Release Distribution Service	Plan used to Compare	Cost of Single Press Release	# of Media Site Placements	ROI (# of Placements / Cost)
PR Web	Premium	\$369	150	40.65%
PR Newswire	US1 + Photo	\$1,195	350	29.29%
Press Release Jet	Premium	\$75	400	533.33%
eReleases	PR Pro	\$499	350	70.14%
PR Buzz	"Unlimited"	\$299 pear year	2	17.39% *

* Even giving PR Buzz customers the benefit of the doubt and assuming you can write and publish a PR every week for a year, it still yields one of the industry's lowest ROI. PR Buzz is a complete scam.

[**Start Your Press Release Order Today!**](#)

Sincerely,



Yan Huang
CEO of Press Release Jet