

In this course we are going to cover how to use my traffic system to generate traffic and sales for affiliate marketing, lead generation, customer acquisition, organic rankings and many other uses. The only limitation to this system is your imagination. There is no guarantee of success or that things will not change as we are using a site that I have no control over.

We are going to be using two different sites which are Yola and Online PR News. Yola is a free website that I have used for the last two years and it is free, we will use this site because I have experience with it and it is very newbie friendly. You can use any website you like as long as you figure out how to apply my system to it.

The second site we will be using is Online PR News. Now you may have used press releases in the past and you may be using press releases now but you may be using the wrong press release site or you may be using it for the wrong reasons. We are going to use a press release as our website to capture leads and sell anything we like.

So let's get started!

The first thing that we are going to do is to decide what we are going to do and what we want to accomplish. For this demonstration we are going to create a press release to sell an affiliate product from Amazon. You can pick anything you like and you will need 2 things, number one you will need a YouTube video that you have created or that you find. Number two you will need the HTML code for your affiliate product which is supplied through your affiliate program (links found at the bottom of the PDF)

The very first step is to write our press release. It needs to be 250-275 words and as close to 250 as possible. You should start the first sentence of the body with your keywords and the keywords should be found anywhere in the last sentence of the body. You will need a title and the title should start with your keywords. You will also need a summary sentence which should have your keywords anywhere in the sentence and the summary should be no longer than 115 characters. You need to have the press release written before you begin as we will be using it as a block of text in the website we build before we use it in the press release. So go ahead and write your Press release and remember that you need to write the press release as if you are writing it to a group of reporters. The press release can have a great sales tone and is written in the third person. This is an example of a press release just so you have an understanding of how it should be written... The boxing promoter walks out with his boxer and tells a group of journalists how his boxer is the best there has ever been, and that he is going to beat his competitor on Friday night. Now this is an example of the third person presenting a sales pitch to a group of journalists who then go out and write news stories. So a press release is a sales pitch in the third person presented to the world's journalists so that they can write a news story and this is how you get the back links and an approval from Online PR News.

So [click here and let's get registered with Yola](#) so we can create our free website and get it set up. When you get to the site just click on the sign up now button to get started as shown in the image below.

[Features](#)

[Pricing](#)

[Site gallery](#)

[Business websites](#)

[Get help](#)

Welcome!

click here to open an account

Log in to your account

Email

Password

Remember me | [Forgot password?](#)

[Log in now >](#)

Don't have an account?
Joining Yola is easy. [Sign up now »](#)



Also featured in:
[THE WALL STREET JOURNAL](#)



[TechCrunch](#)

[Entrepreneur](#)



Enter your registration information as shown in this image and click on the get started now button.

enter your name

enter your email address

confirm your email address

choose a password

un check this box

click here to get started

Sign up and start creating your site

Full name:

ken anderson

Email address:

findit1505@gmx.com

Confirm email:

findit1505@gmx.com

Password:

••••••••

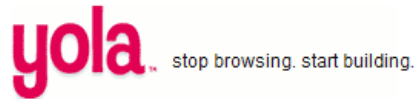
I would like to know about new features & tips.

[Get started now](#)

By clicking this button, you agree to our [Terms of Service](#) and [Privacy Policy](#).

Already have a Yola account?
[Go here to log in »](#)

Click on the choose category button as shown below and then choose professional services.



Let's start building your new site. We will help you pick pages and a style that will fit.

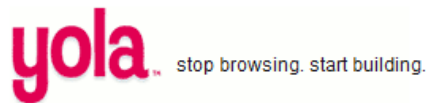
- 1 Pick Pages
- 2 Content
- 3 Pick A Style

Website Category

What kind of business are you running?

choose professional services from the drop down menu

You can choose any name you like for the business name and you could use the same website for multiple press releases and all you have to do is add a new page for each project.



Let's start building your new site. We will help you pick pages and a style that will fit.

- 1 Pick Pages
- 2 Content Questions
- 3 Pick A Style

Website Category

Business Name

For example: Joe's Landscaping

Don't have a business name? You can also enter a name for your website that you can change later.

enter any name you like

un check these boxes

Because you selected **Professional Services**, we recommend the following pages for your website:

(required) **Home** (Welcome your visitors to your home page. This is the first page they will see.)

- About us** (Give your visitors general information about you and your company.)
- Services** (Create a list of all of the services you offer.)
- Testimonials** (Let your past customers tell your future customers how great you are.)
- Contact us** (Tell your customers how to get in touch with you and when you're available.)

click on skip this step

Need more pages?
Don't worry. You'll be able to add, rename or remove pages later.

Skip site setup

Next, a few questions >

Click on the X as shown in the image to continue.

The screenshot shows the Yola website builder interface. At the top left is the 'yola.' logo. To its right, it says 'Your site's web address: Site has not yet been published' and 'Get a custom domain.' Below this is a navigation bar with 'Site Manager', 'Page: index', and a green 'Publish to the web' button. To the right of the button are three colored circles (red, yellow, green) and the text 'Your site isn't published yet. Only you'. Below the navigation bar are buttons for 'Change Style', 'Change Layout', 'Change Background', and 'Add Page'. A yellow tooltip with a close button (X) is overlaid on the right side, containing the text: 'Here's your website! Based on the information you've given us, we've built a website to help get you started. Of course, you can edit, add, or remove anything you like. Click on text to edit it, or start adding photos or widgets using the sidebar on the right. When you're happy with your website, click the "Publish to the web" button to make your site visible to the world. Site Builder Tip: 1 of 3 Next'. A red callout box with the text 'click here' has an arrow pointing to the close button (X) on the tooltip.

Welcome to our site

The next step is to click on the change style button.

The screenshot shows the Yola website builder interface. At the top left is the 'yola.' logo. To its right, it says 'Your site's web address: Site has not yet been published' and 'Get a custom domain.' Below this is a navigation bar with 'Site Manager', 'Page: index', and a green 'Publish to the web' button. To the right of the button are three colored circles (red, yellow, green) and the text 'Your site isn't published yet. Only you can see it.' Below the navigation bar are buttons for 'Change Style', 'Change Layout', 'Change Background', 'Add Page', 'Edit Navigation', 'File Manager', 'Save', 'Refresh', and 'Preview'. A red callout box with the text 'click on change style' has an arrow pointing to the 'Change Style' button.

Welcome to our site

Click here to edit this text.

Click here to edit this text.



Click here to edit this text.

At this point you will click on the free styles selection.

The screenshot shows a 'Change Style' window with a sidebar on the left and a grid of website style thumbnails on the right. The sidebar lists categories such as 'All Styles', 'Premium Styles', 'Free Styles', 'Professional Services', 'Residential & Commercial Services', 'Food & Dining', 'Health & Fitness', 'Beauty & Spa', 'Fashion & Accessories', 'Travel & Tourism', and 'Wedding'. A red arrow points from the 'Free Styles' link to a callout box that says 'click on free styles'. The main grid displays several style thumbnails, each with a name and a price tag: 'Red S...ble' (FREE), 'Monsters' (\$39.95), 'Bright Ideas' (FREE), 'Victoria' (FREE), 'Urban Image' (\$19.95), 'Flower Shop' (FREE), 'Burlap' (FREE), and 'Sharp Image' (\$24.95). At the bottom left, there is a promotional banner for 'Yola Silver' with an 'Upgrade now' button and a list of benefits: Custom Domain Name, Private Registration, Premium Style, and Yola Link Removed. The top right corner shows the currency as '\$ (USD)' with a US flag icon.

We will be selecting the Squeaky Clean template.

The screenshot shows a web interface titled "Change Style" with a current selection of "CleanSlate". The interface includes a sidebar with category filters such as "All Styles", "Premium Styles", "Free Styles", "Professional Services", "Residential & Commercial Services", "Food & Dining", "Health & Fitness", "Beauty & Spa", "Fashion & Accessories", "Travel & Tourism", and "Wedding". A "Yola Silver" upgrade banner is visible in the bottom left, listing benefits like "Custom Domain Name", "Private Registration", "Premium Style", and "Yola Link Removed". The main content area displays a grid of template thumbnails, each with a "FREE" label. A red callout box with the text "click on squeaky clean" and a red arrow points to the "SqueakyClean" template thumbnail.

Change Style

» Change Style

Currently Selected: CleanSlate

\$ (USD) 🇺🇸 ▼

All Styles

Premium Styles

Free Styles

Professional Services

Residential & Commercial Services

Food & Dining

Health & Fitness

Beauty & Spa

Fashion & Accessories

Travel & Tourism

Wedding

Upgrade to **Yola Silver**

- Custom Domain Name
- Private Registration
- Premium Style
- Yola Link Removed

Upgrade now »

NoFrills Denim FREE

NoFrills Gray FREE

SqueakyClean FREE

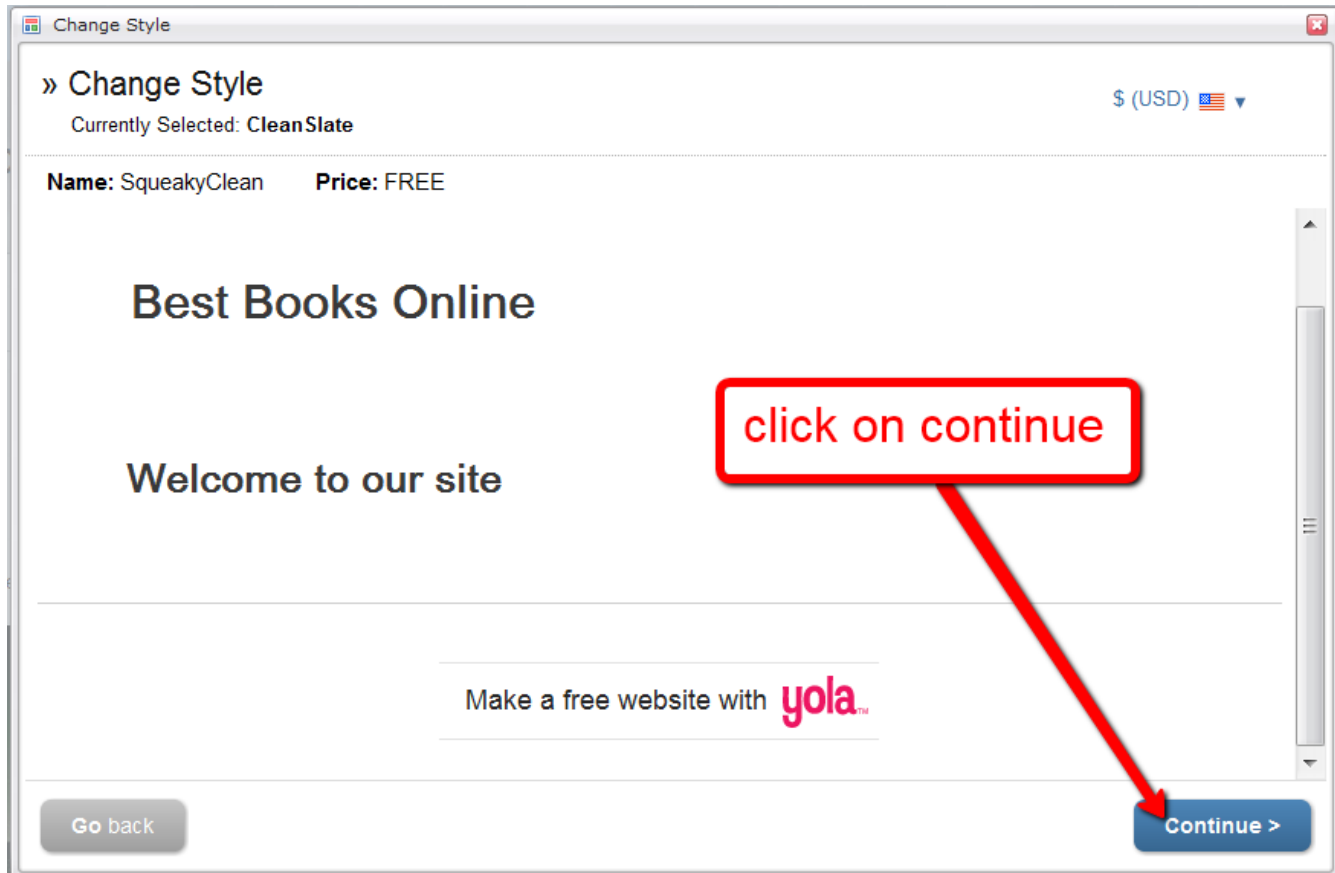
SqueakyClean Black FREE

SqueakyClean Blue FREE

SqueakyClean Corrugated FREE

click on squeaky clean

Just click on the continue button.

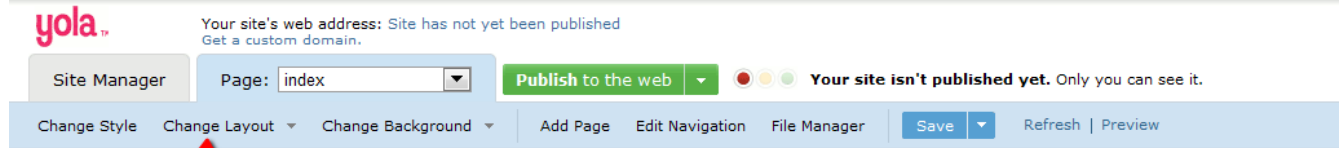


Now we want to delete the default items by following the diagram below.

Best Books Online



The next step is to change the layout.



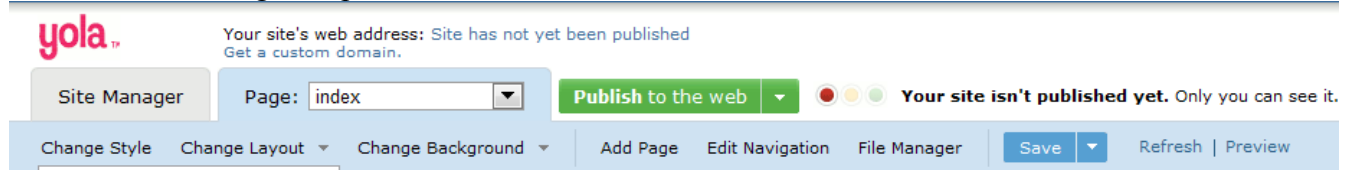
Best Books Online
click on change layout

To get started, click on a **Widget** on the right side of the screen and drag it into this area.
For more help on Getting Started, [click here >](#)

To get started, click on a **Widget** on the right

To get started, click on a **Widget** on th

We will be choosing the option that allows two columns over one.



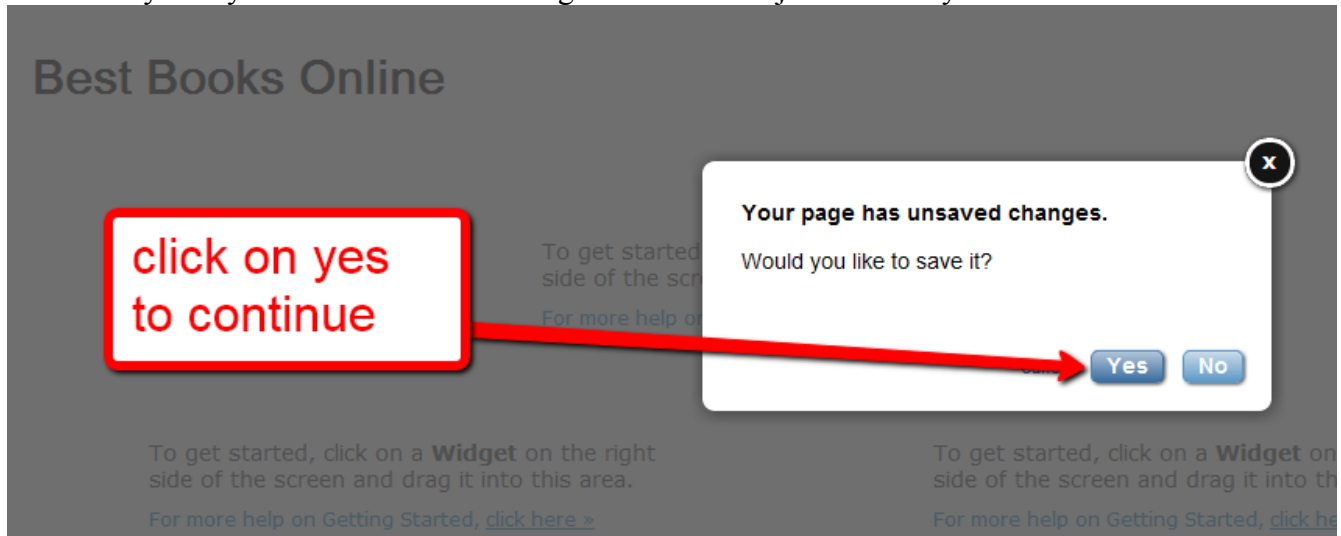
choose the 2 over 1 option

To get started, click on a **Widget** on the right side of the screen and drag it into this area.
For more help on Getting Started, [click here >](#)

To get started, click on a **Widget** on the right side of the screen and drag it into this area.
For more help on Getting Started, [click here >](#)

To get started, click on a **Widget** on the right side of the screen and drag it into this area.
For more help on Getting Started, [click here >](#)

It will ask you if you want to save the changes to the site so just click on yes.



Now we will want to open a new window and go to [YouTube](#) to collect the embed code as shown in the following image. Enter your keywords in the search box and click on search as shown. Now once you find a video you will click on the embed button as shown in the below.



Step one is to uncheck the boxes as shown below and then click on the custom video size of 640 x 385. Now copy the embed code and paste into a text editor such as Notepad.

The screenshot shows the YouTube embed settings for a video titled "President George Bush On Deal Or No Deal". The video player is currently set to 640 x 385. The settings are as follows:

- Include related videos:
- Enable privacy-enhanced mode [?]:
- Play in HD:
- Use iframe embed code (beta) [?]:

The video size options are: 560 x 340, 640 x 385 (selected), 853 x 505, 1280 x 745, and Custom. The Custom option has a Height field set to px.

Annotations with red arrows and boxes:

- "copy the embed code" points to the embed code text area.
- "#1 make sure these boxes are unchecked" points to the four checkboxes.
- "#2 choose the 640 x 385" points to the 640 x 385 size option.

Now delete the entire code highlighted below.

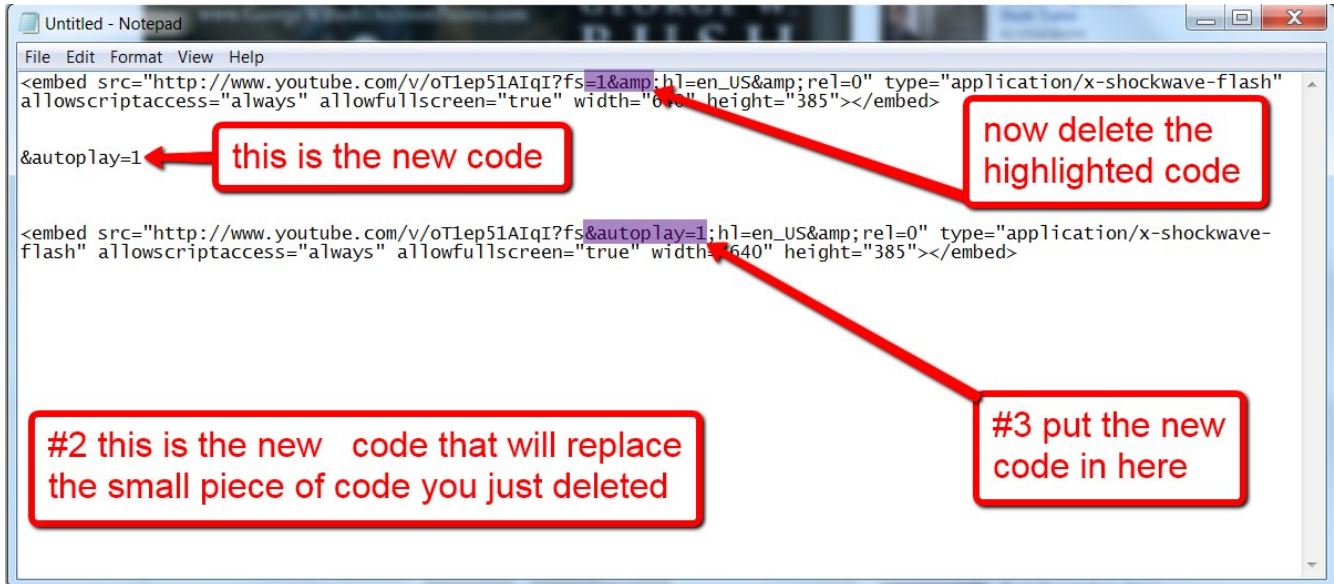
The screenshot shows a Notepad window with the following embed code:

```
<object width="640" height="385"><param name="movie" value="http://www.youtube.com/v/oTlep51AIqI?fs=1&hl=en_US&rel=0"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/oTlep51AIqI?fs=1&hl=en_US&rel=0" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="640" height="385"></embed></object>
```

The code is highlighted in purple. Annotations with red arrows and boxes:

- "delete the high lighted part of the code" points to the highlighted code.

Step one is to delete the highlighted code in the first paragraph you see below which is `=1&`. Step two is to add the highlighted code that is shown below which is `&autoplay=1`. And put the autoplay code into the spot where you deleted the code in the first paragraph. Which means we are removing `=1&` and replacing it with `&autoplay=1`. Now copy the new code which is the HTML for your auto play video.



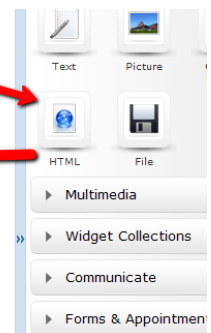
Now go back into Yola and left click on the HTML button and drag it into the upper left column and drop it.

Books Online

To get started, click on a **Widget** on the right side of the screen and drag it into this area.
For more help on Getting Started, [click here >](#)

To get started, click on a **Widget** on the right side of the screen and drag it into this area.
For more help on Getting Started, [click here >](#)

left click your mouse and hold down while dragging the widget into the upper left column

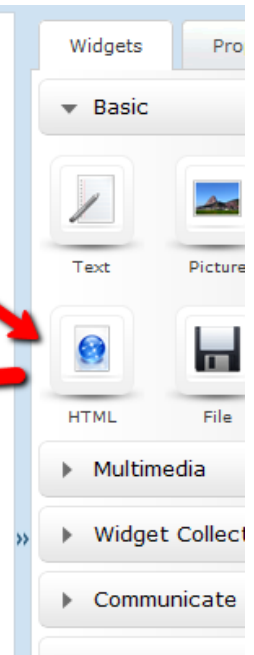


You can now enter the embed code from your YouTube video that we created and stored in your text editor and click on save. Now drag-and-drop the HTML button into the upper right column.

left click the mouse, hold down and drag the html button to the top of the top right hand column

To get started, click on a **Widget** on the right side of the screen and drag it into this area.

[For more help on Getting Started, click here >](#)



a **Widget** on the right side of the screen and drag it into this area.

And then enter the HTML code from your affiliate program and click on save.

your video

get your html code from your affiliate program and drag the html button to the top of the right hand column now just paste in the html code just as you did for the video...right beside the video



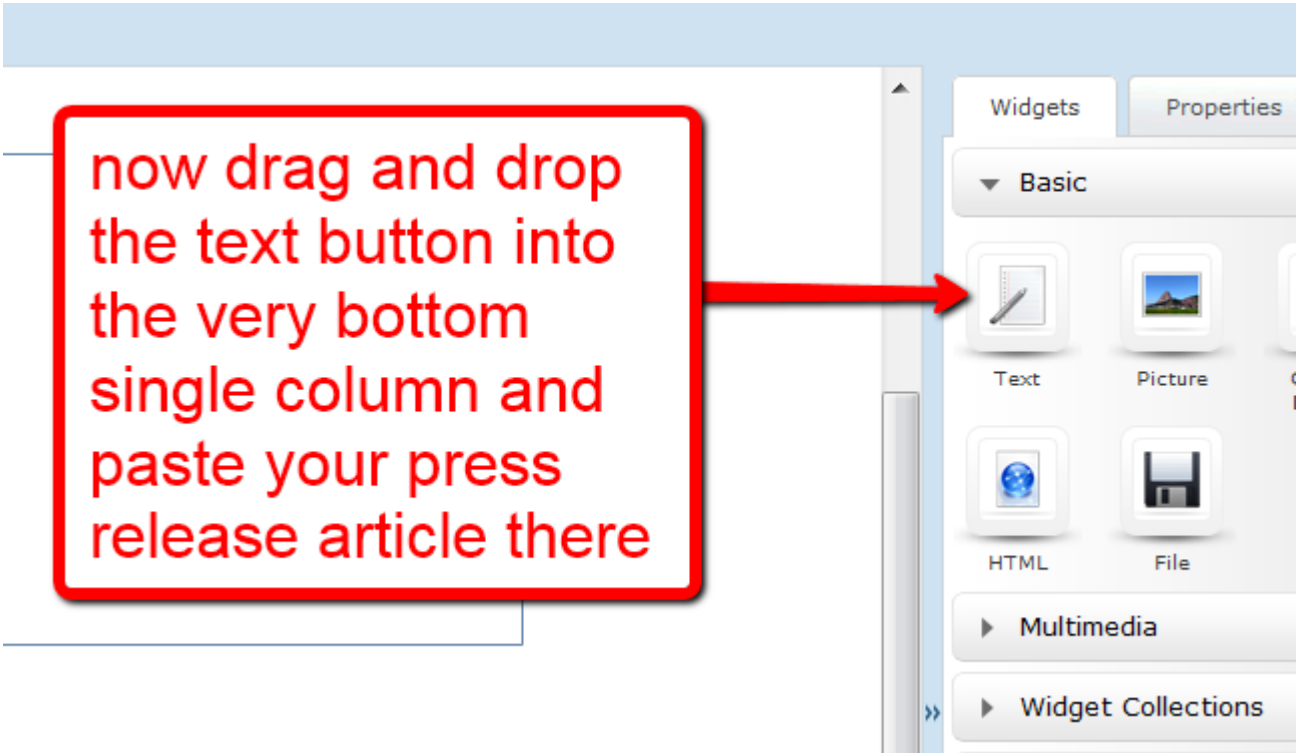
And once again drag-and-drop the HTML but into the upper right hand column and enter the following code `<body onLoad="javascript:scroll(300,90)">` the number in the far right-hand side of the code which is number 90 is the vertical adjustment button, you can increase and decrease this number to adjust the positioning of your video and affiliate link in the press release window.

```
1 <body onLoad="javascript:scroll(300,90)">
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
```

now paste in the javascript scroll code here that you were provided in the pdf

this is the vertical control and can be adjusted by increasing or decreasing the number

Now drag-and-drop the text button into the bottom single column and enter the text from the body of the press release you have prepared.



The screenshot shows a software interface with a 'Widgets' panel on the right. The panel is divided into sections: 'Basic', 'Multimedia', and 'Widget Collections'. Under the 'Basic' section, there are four widget icons: 'Text' (a notepad icon), 'Picture' (a landscape photo icon), 'HTML' (a globe icon), and 'File' (a floppy disk icon). A red callout box with a white background and a red border is positioned on the left side of the interface. It contains the text: 'now drag and drop the text button into the very bottom single column and paste your press release article there'. A red arrow points from the 'Text' widget icon to the callout box.

Now click on the button... Publish to the Web.

yola. Your site's web address: Site has not yet been published
Get a custom domain.

Site Manager Page: index **Publish to the web** ● ● ● **Your site isn't published yet.** Only you can see

Change Style Change Layout Change Background Add Page Edit Navigation File Manager Save Refresh Preview

B I U S A T T T Link



DECISION POINTS

GEORGE W. BUSH

[Decision Points](#)

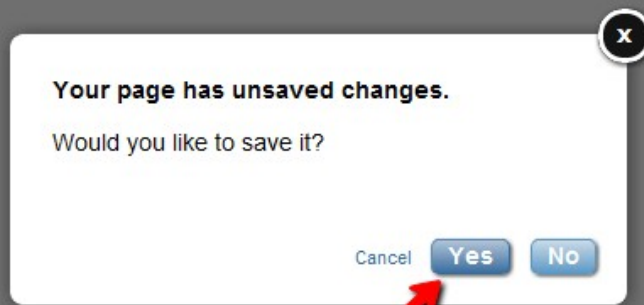
George W. Bush

Best Price \$17.49
or Buy New \$18.77

Buy from **amazon.com**

[Privacy Information](#)

Now you need to click yes to save the page.



click on yes

Now click on the free subdomain option and then click on check for availability and finally click on next step.

yola™ Publish your site to the web. \$ (USD) 🇺🇸 ▼

Pick a domain for your site. A custom domain name (also known as a web address) helps you stand out, is easier to remember and makes your business more professional. For example: **www.yola.com** is our domain name.

Get a custom domain

Upgrade to Yola Silver (for \$47.45/year* and get this domain free)
Includes the Yola branding removed, a premium website style, stock images, and much more. [Learn more](#)
* Price based on multi-year purchase

Get a Yola subdomain

I already own my domain name

now click here to get any name you want that may be available

Once you have a subdomain that is available you will be brought to the page that will show you your actual URL and this will be used in the press release.

The screenshot shows a 'Publish to the web' dialog box. At the top, it says 'Congratulations, your site is published to the web' and displays the URL 'bestbooksonline.yolasite.com'. Below this is a section titled 'Get your own domain name now!' with a list of benefits: 'Improve your chances of being found on Google', 'Have a memorable address for your visitors', and 'No set-up necessary — your website will automatically work on your domain'. A form below the list has a text input field containing 'www.', a dropdown menu set to '.com (\$17.95/year*)', and a blue 'Go' button. A red arrow points from a red-bordered box containing the text 'this is your new domain...click here' to the dropdown menu. Another red-bordered box to the right contains the text 'if it is available click the button to publish your new domain and you will be taken to this screen', with a red arrow pointing to the blue 'Go' button. Below the domain section, there is a checkbox, a link to 'Learn more', and a 'Post to Facebook' button. At the bottom, there are options to 'or use Twitter or Email' and a 'Close' button.

Publish to the web

Congratulations, your site is published to the web
bestbooksonline.yolasite.com

Get your own domain name now!

- Improve your chances of being found on Google
- Have a memorable address for your visitors
- No set-up necessary — your website will automatically work on your domain

www. .com (\$17.95/year*)

(domain free)
ite style, stock images, and much more. [Learn more](#)

Price based on multi-year purchase

Tell people about your update using Facebook:

I've just updated my site using <http://www.yola.com/> See what's changed at: <http://bestbooksonline.yolasite.com>

or use Twitter or Email

Now go to online PR news and create an account and then login and select the \$12 press release package as shown in the image below.

The screenshot displays the 'online PR media' website interface. The header includes the logo 'online PR media Formerly Online PR News', a search bar, and navigation links: HOME, ABOUT, NEWS WIDGET, GUIDELINES, RESOURCES, FAQ, CONTACT.

Four press release packages are listed in a grid:

- FREE Press Release Package** (FREE):
 - 1 Live URL in the Media Contact area
 - Your website displayed in an iFrame
 - Release has no expiration

Buttons: SUBMIT FREE, Compare Package
- SEO Press Release Package** (\$12):
 - All Free Benefits PLUS
 - Image Within Release
 - 3 Anchor Text Links
 - Ad-Free
 - Displayed Above Free PRs
 - Headline Tweet
 - Submission to Google News

Buttons: BUY NOW, Compare Package
- Multimedia Press Release Package** (\$49):
 - All SEO Benefits PLUS
 - Video or Slideshow Embedding
 - Pull Quotes
 - Higher Headline Visibility
 - Tweet & Facebook Buttons
 - Multimedia File Uploading
 - PDF published on DocStoc
 - SEO Title Editing
 - Submission to Associated Press
 - Submission to Top 100 Newspapers

Buttons: BUY NOW, Compare Package
- Maximum Media Visibility** (\$349):
 - All Multimedia Benefits PLUS
 - Professional Editing
 - Highest Visibility on Online PR News
 - PR Newswire Wire Distribution including:
 - Print & Broadcast Media Submission
 - Submission to Industry Trade Journals
 - ReleaseWatch Report
 - Submission to 5,300+ Websites including Yahoo!, AOL.com, CNet News, Forbes & Bizjournals.com

Buttons: BUY NOW, Compare Package

Below the packages is a 'social media' bar with icons for MY YAHOO!, Pageflakes, Add to Google, MY MSN, Windows Live, netribes, newsgator, Bloglines, and Rojo.

The main content area has two sections:

- Add a New Press Release**: Includes an 'Add New' button.
- My Press Release Drafts**: Includes a 'Logout' link.

A red box highlights the \$12 package with the text: "once you have created an account and have logged in you will click on the \$12 option." A red arrow points from this box to the 'BUY NOW' button of the \$12 package.

Now just select the continue button.

online **PR** media
Formerly Online PR News

Search **GO**

HOME ABOUT NEWS WIDGET GUIDELINES RESOURCES FAQ CONTACT

social media >>> [+ MY Yahoo!](#) [+ Pageflakes](#) [+ Add to Google](#) [+ MY MSN](#) [+ Windows Live](#) [+ netvibes](#) [+ newsgator](#) [+ Bloglines](#) [+ Ryo](#)

You Have Selected SEO Press Release Package

Package price: \$ 12.00
You're total bill amount: \$ 12.00

If you have a transaction code, please enter below

» APPLY TRANSACTION CODE

Or

» CONTINUE **click here to continue**

HOME | ABOUT | NEWS WIDGET | SUBMISSION GUIDELINES | FAQ | CONTACT Copyright 2010 Online PR Media

Log into your PayPal account enter your e-mail address and your password and click on log in.

online **PR** media

Your order summary

Descriptions	Amount
SEO Press Release Item price: \$12.00 Quantity: 1	\$12.00
Item total	\$12.00
Total \$12.00 USD	

Choose a way to pay **enter your paypal info**

Log in to my PayPal account **PayPal**

Email

PayPal password

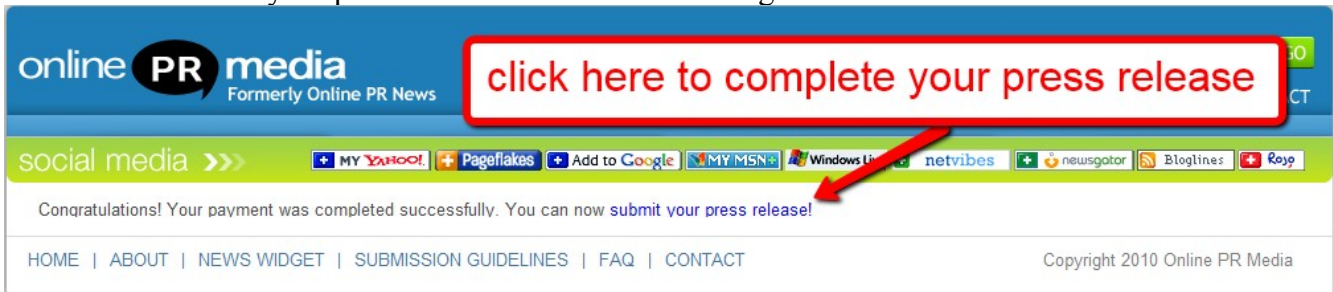
Log In **click here to pay**

[Forgot your email address or password?](#)

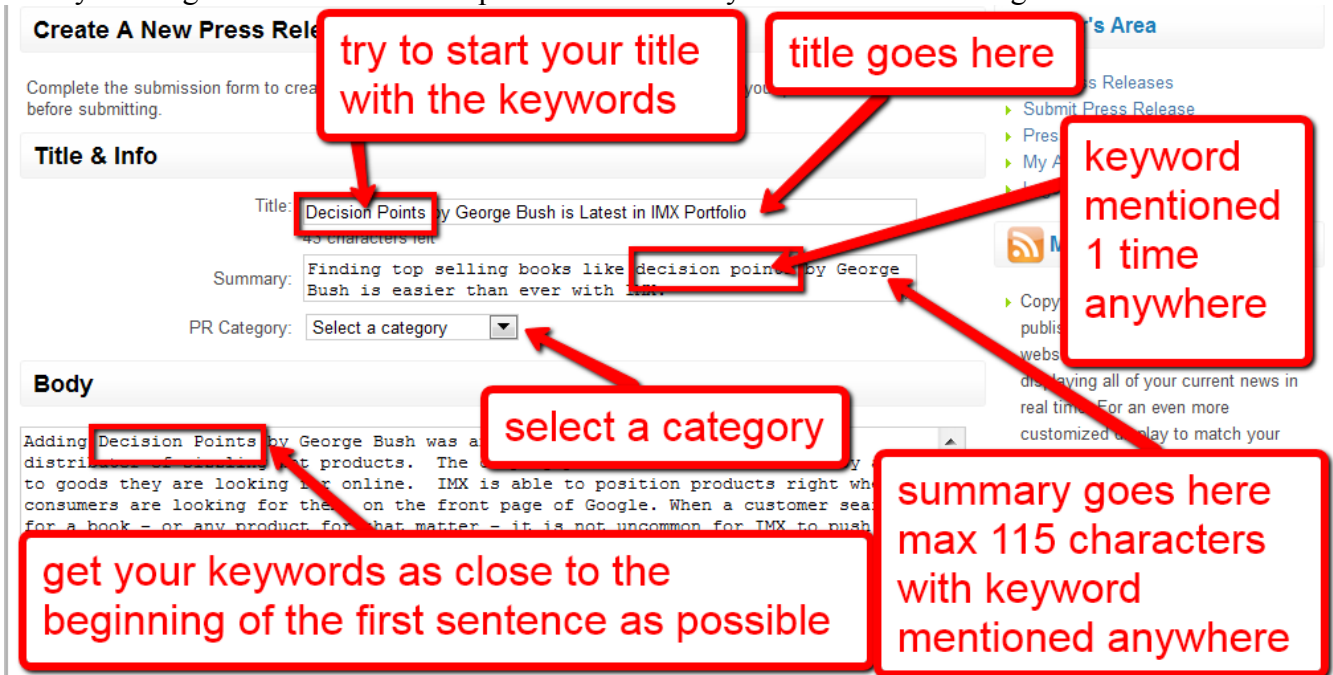
Pay with debit or credit card
If you don't have a PayPal account

[Cancel and return to Online PR News.](#)

Once you have completed the PayPal transaction you will have a congratulations message and you will be invited to submit your press release as shown in the image below.



Now you can go ahead and enter the press release exactly as shown in this image.



Now follow the image below and do exactly as it says and do not enter any fields unless you are specifically instructed to do so... Such as additional keywords and an image.

Display Your Website Below Your Press Release

Using iFrame technology, readers will be able to navigate your website through a 'frame' displayed below your press release. Please enter the URL of the webpage that you would like to display in the iFrame.

iFrame URL:

Disable iFrame: Yes No

Image Upload

Image: [No file chosen]
[Note : Max 600px X 600px resolution and 1Mb size]

Description:

Keywords & Anchors

Keyword-rich anchor text links are a primary factor in helping your site rank higher in the search engines. Please note, keyword phrases over 35 characters will not publish on some distribution networks.

[How to Add Anchor Text Links]

Keyword #1: <input type="text" value="Decision Points"/> 20 characters left	Link #1: <input type="text" value="http://imxplacements.yolasite.com/htt"/>
Keyword #2: <input type="text"/> (maximum characters: 35)	Link #2: <input type="text" value="http://"/>
Keyword #3: <input type="text"/> (maximum characters: 35)	Link #3: <input type="text" value="http://"/>

Now you can enter the distribution time to capture traffic from a specific event. This is where you will also add your contact information, please follow it exactly as it is shown.

Schedule Distribution Time

Choose the "as soon as possible" option if you would like your press release scheduled publication at a future time, select a date a time from the calendar below. Scheduled releases must be at least 12 hours from the time of submission. If your press release requires editing or changes, we will contact you before the scheduled time.

As soon as possible: Yes No

Schedule Publication: EDT (Eastern Daylight Time)

Media Contact Information

Name:

Phone:

URL:

Email:

Address:

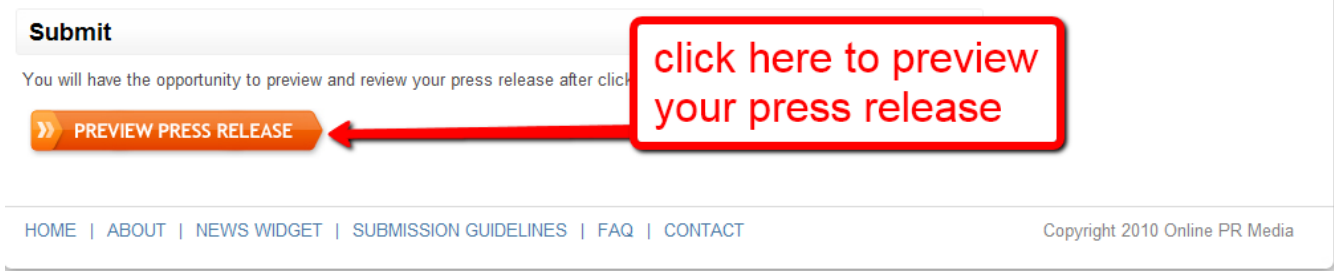
City:

State:

Zip:

Country:

Now that everything is complete you can click on the preview press release button.



Now you can take a look at your press release and ensure that the video has the autoplay feature working and that your affiliate link is visible and if these two items are not showing up in the right position, you can go back into Yola and make the vertical correction as shown previously if needed. When you are confident that everything looks and works as planned click on submit and publish button.



Now click on the home button.

The screenshot shows the Online PR Media website interface. At the top, there is a search bar and a navigation menu with links for HOME, ABOUT, NEWS WIDGET, GUIDELINES, RESOURCES, FAQ, and CONTACT. Below the navigation menu is a social media bar with various icons. A red arrow points from a text box to the HOME button in the navigation menu.

now click on the home button

Decision Points by George Bush is Latest in IMX Portfolio

Finding top selling books like... ever with IMX.

Online PR News – 19-Novem... distributor of sizzling hot prod... online. IMX is able to position... customer searches for a book... of the search results. With just one click, the consumer can be on their way to purchasing the item for which they are seeking. The process can be especially significant during periods of high purchasing volume. Search engines like Google and Yahoo love sites like IMX because they give the consumer a better, easier and quicker experience. All the changes seen in Google lately are designed to create a better experience for the user. If the user is happy with their search, chances are they will come back again and again. That is what Google and Yahoo want. Products like Decision Points by George Bush is clearly a hot selling

Contact Information

Decision Points
prince george BC, v2m 1w4
2506131272

CONTACT AUTHOR

You will now go to the screen confirms a successful submission.

The screenshot shows the Online PR Media website interface. At the top, there is a search bar and a navigation menu with links for HOME, ABOUT, NEWS WIDGET, GUIDELINES, RESOURCES, FAQ, and CONTACT. Below the navigation menu is a social media bar with various icons. A red arrow points from a text box to a green checkmark icon.

this will confirm that your pr was submitted properly

Success!

Your press release has been successfully submitted to Online PR Media. It is now in our approval queue where our trained PR editors will review your news and approve it for posting. If you need to make any changes to your release at any time, please login to your account and edit your submission.

Member's Area

- My Press Releases
- Submit Press Release
- Press Release Report Dashboard
- My Account
- Logout

Now you can click on the my releases button and it will take you to all of the press releases that you have submitted so you can check on their status and also edit them if you like.

The screenshot shows the Online PR Media website interface. At the top, there is a navigation bar with the logo "online PR media" (Formerly Online PR News) and a search bar. Below the navigation bar are four pricing packages:

- FREE Press Release Package** (FREE):
 - 1 Live URL in the Media Contact area
 - Your website displayed in an iFrame
 - Release has no expiration
- SEO Press Release Package** (\$12):
 - All Free Benefits PLUS
 - Image Within Release
 - 3 Anchor Text Links
 - Ad-Free
 - Displayed Above Free PRs
 - Headline Tweet
 - Submission to Google News
- Multimedia Press Release Package** (\$49):
 - All SEO Benefits PLUS
 - Video or Slideshow Embedding
 - Pull Quotes
 - Higher Headline Visibility
 - Tweet & Facebook Buttons
 - Multimedia File Uploading
 - PDF published on DocStoc
 - SEO Title Editing
 - Submission to Associated Press
 - Submission to Top 100 Newspapers
- Maximum Media Visibility** (\$349):
 - All Multimedia Benefits PLUS
 - Professional Editing
 - Highest Visibility on Online PR News
 - PR Newswire Wire Distribution including:
 - Print & Broadcast Media Submission
 - Submission to Industry Trade Journals
 - ReleaseWatch Report
 - Submission to 5,300+ Websites including Yahoo!, AOL.com, CNet News, Forbes & Bizjournals.com

Below the packages is a "social media" bar with various social media icons. The main content area features a red-bordered box with the text "now click on the MY PRESS RELEASES" and a red arrow pointing to the "My Press Releases" link in the "Member's Area" sidebar. The "Member's Area" sidebar includes links for "My Press Releases", "Submit Press Release", "Press Release Report Dashboard", "My Account", and "Logout".

Now if you click on the press release title it will take you to a preview. The following diagram summarizes the SEO structure of the press release.

The screenshot shows a press release titled "Decision Points by George Bush is Latest in IMX Portfolio" on the website "online PR media". Red callout boxes with arrows point to various SEO elements:

- keyword at beginning of title**: Points to the word "Decision" in the title.
- keyword anywhere in summary**: Points to the word "Decision" in the first sentence of the body text.
- keyword at the beginning of the 1st sentence in the body**: Points to the word "Decision" in the first sentence of the body text.
- keyword anywhere in the last sentence of the body**: Points to the word "Decision" in the last sentence of the body text.
- your video**: Points to a video player showing the book cover and a person.
- your offer**: Points to a product listing for "Decision Points" by George W. Bush, including a price and a "Buy from amazon.com" button.

NOW YOUR PRESS RELEASE IS COMPLETE! [Click here to see how it should look.](#)

Now let's talk about some backlinking strategies... If you are following a news story that will not last very long you can do a single press release. If the competition is strong then you can link 2 press releases together like this.... Press release A has no anchor text links, then create press release B and then link this press release back to press release A with your keywords as the anchor text. Now there is no limit to the number of press releases you link together but remember it should be done in a vertical structure. For example press release C links to press release B which links to press release A and press release a has no links other than your affiliate HTML code beside your video.

You can also link to your press release through conventional methods using any back linking strategies that you may have. You can also do article back links and social bookmarking. If you were going to use the press release as a website you should have a regular back linking schedule for your press release so that it is getting new and fresh back links on a regular basis.

Now let's talk about some traffic strategies! You can use Google trends and take a look at the hot searches for the day and just make sure that you use the exact title of the hot searches if you can tie the term into a press release as your keyword. You can also go to Amazon to see their top 100 best-selling products once you have signed up with them as an affiliate marketer. There are a large number of affiliate programs available and I highly recommend [Amazon](#) and [Commission Junction](#).

One of my great sources for traffic is watching daytime TV such as Oprah, David Letterman, Jay Leno, The View and Ellen DeGeneres. These are just a few examples of daytime TV and what I look for is guest speakers releasing a book or a product and I also look for bands that may be playing on the show. You can release 1 press release at the end of the show and 1 more press release 15 minutes later as most searches are done at the end of talk shows.

Another great source for affiliate marketing is looking at the daily news headlines and seeing if you can build an affiliate press release around news subjects, just make sure that you use the keywords that are making headline news.

You can use this system to obtain customers for your off-line business by putting out a press release with an offer that is too good to refuse and once you have obtained customers you can use the press release with a custom video and a lead capture box which you can have forwarded directly to your customer through an auto responder.

You can also use the system to rank for local search terms and for local businesses who want to rank highly on Google and you can use the press release as your website.

The uses and applications of this system are almost limitless. Use your imagination and custom tailor the press release to any application you can think of.

If you would like assistance i would be happy to help you achieve your goals with one-on-one coaching for a one-time fee of \$200, please send me an e-mail at Findit1500@gmx.com or call me on Skype at Speedyken1 if you would like personalized one-on-one coaching.

I want to thank you for your donation and I wish you the best of success.

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