

# Quick Start Guide: Trial Account - Creating a Newswire Press Release

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- Before going to the *Write an Article* tab in the header <http://newswire.net/articles/create> Make sure that you have completed the steps in the [Quick Start Guide: Joining Newswire](#) – including filling out your profile completely.
- Press releases are only **for writer-level members**. You have been given a Free Trial membership account that will allow you to write one press release. If this message appears, you can purchase a subscription [here](#) or contact [support@newswire.net](mailto:support@newswire.net) for more help. 
- Remember! When in doubt click the question mark icon for an explanation of the part. 

## Title

Article Title    
0 of 70 Max characters

1. Create a title. Title must announce your news in a **simple declarative statement**. Title cannot be a question, exclamation, command, instruction, advice or call to action.
  - First letter of each word in the title must be in capital letters, except for connecting words like 'the', 'a', 'an', 'and', 'or', 'is', 'was', 'are', 'were', 'with', 'for', 'from', 'to', 'by', 'of', 'at', 'in' etc.
  - Do not use non-alpha numeric characters, punctuation, special characters like \*, : ? ! # - ' ' " " or website address (URL) in your title.
  - Minimum 20 characters and maximum 70 characters are allowed in title.

## Category

Category   Bonus Category 

2. Choose a Category. Select a category that is most reflective of the voice of your article; news or press release. News articles are not written about a single company, and cannot contain contact information for a company. Most often 'Press Release' will be the appropriate category if you are writing news pertaining to one company.

3. Choose the Bonus Category. This category best classifies your article. This can be by either topic or location. Bonus categories help readers and syndication partners find your news.

## Abstract

Abstract/Meta  
Description   
0 of 256 Max characters

4. Abstract/Meta Description is short summary of your news that will be displayed between title and body, and in search engine results. The abstract should present the essence of your news announcement to in **two or three sentences**, max of 256 characters. **Key words** should be used in the first 50 characters of your article description. The abstract can be original, or cut from a portion of the article. No URL's or links allowed.

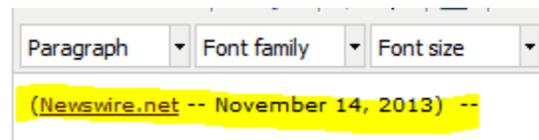
## Body

Article Body   
89 of 1500 Minimum 6000  
Maximum



5. Before starting to write your first press release, you should read and abide to the information in this article: [http://www.newswire.net/newsroom/pr/73164-ten\\_steps\\_to\\_a\\_good\\_press\\_release.html](http://www.newswire.net/newsroom/pr/73164-ten_steps_to_a_good_press_release.html)
6. Follow these rules and tips:

- The press release body must start with dateline. The dateline is pre-written into the article body, and may not be removed.
- Press Release body must have four or more paragraphs. Each paragraph must have two to six sentences, preferably three or four sentences.
- Last paragraph of a press release should be an "About" section describing the company.
- The end of your press release should have a "Contact" section with contact name, organization, address, email, phone and website. Contact information should be written into the "Company Info" tab, and from there it will be automatically inserted into your article in the correct Schema format.



- Your press release must be written like a third person reporting your news story. Keep the news release written in a professional tone and state facts only.
- Do not include first or second person pronouns like 'I', 'We', 'Our', 'Us', 'You', 'Your' in your press release except when quoting someone say something relevant to the press release
- Press release can announce a range of news items: scheduled events, personnel promotions, awards, new products and services, sales accomplishments, new hiring, business expansion, survey results etc.
- Do not post trivial articles, tips, opinions, expert advice, biodata and company profiles. Do not submit sales letters, product catalogs, advertisement or product promotions. However, announcing a new or improved product is perfectly acceptable.
- Do not include "advertising" or "hard sell" language such as "By doing this you will get that" or "Are you in need of". **Never sound as if you are trying to sell the reader something.** Always write as if you are trying to inform the reader of something new.
- Do not submit press release promoting illegal or controversial activities like gambling, drugs, online fraud, explicitly sexual activities, pornography etc.
- Do not insert external links in title, summary or first two lines of press release body. A maximum of 3 links are allowed in the body of your press release. Always create your links with the Newswire editor (do not copy and paste text with anchor text links built in MS Word, etc.). In this way, you can insure that your links have the correct "no-follow" attribute.
- Only submit original content. All submissions are checked by **Copyscape** to insure originality. Text within quotation marks ( " XX" ) and a paragraph about the company are the only portions of your press release that does not need to be original to each article. Note: in is both useful and encouraged to post your press releases in multiple places on the Web, however, only do such postings after approval and publication on Newswire.
- Do not submit a press release on behalf of any company, unless you have specific authority to write on behalf of that company.

## SEO Tools Tab

SEO Tools 

7. Choose your Meta Keywords. These are individual tags that Google uses when searching for relevant content. These are not displayed in the search,

Meta News Keywords 

however significant importance are placed in well chosen and **relevant words**. You can add up to 10 here, these words should also be found in your article body. 1 to 2 *primary* keywords should be found in your title and abstract Examples of keywords for a dog care store in New York: *manhattan dog care, best dog car new york, dog grooming new york, best dog sitting Manhattan*, etc. **Note that all keywords are separated by commas.**

8. Create your URL. This is the link title that will show at the end of your URL, you can simply copy and paste your article title for this.

Choose URL

[http://newswire.net/newsroom/\[id\]-\[url\].html](http://newswire.net/newsroom/[id]-[url].html)

EX: <http://www.newswire.net/newsroom/local/76352-best-New-York-Dog-Care.html>

9. Select the time. Pick when you want your article to be released (note this means when the release will be made public, after it is approved.)

Enter date and time (GMT) for publication

## Company Info Tab

Company Information

10. Pick a Schema. Schema is a powerful SEO tool, simply pick the best category for your enterprise. If nothing fits just pick "local business".

Schema

11. Choose a company ID (if you have one). If you have listed your business with our directory pages, if you have not you can create a listing [here](#), you may use the info used for your listing to fill in the form automatically.

Company ID

12. Choose a contact funnel. Only members on an enterprise plan can do this. If a reader registers with Newswire.net through your published article this option allows you to send them emails.

Contact Funnel

## Author Tab

Author Info

13. Make a pen name. This will be the visible Author name.

Pen Name

14. Link name. This check box gives you the option to link your pen name to your Newswire profile.

Link Name? 

## Image

Add Image 

No file chosen

15. Add an original image to your Newswire article. Ideal size for images is 640 x 640. For help with creating and optimizing images review this short video: <http://youtu.be/nuxl8FID4U>

## iFrame Box

Embed 

Embed any media. You can use

this box to embed videos, pictures, Google maps or any

html snippet into a 300 by 1200 pixel box that will appear either to the right or left of your articles. To learn how to use this nifty feature you can click [here](#). Here is a short video about using the iFrame for adding video [http://youtu.be/tr\\_pZg5sexk](http://youtu.be/tr_pZg5sexk), and another about adding a Google Map via iFrame: <http://youtu.be/J9HHbE0TNUc>

iFrame Builder

16. Pick iFrame position. Select where on the page you want your embedded media to appear with the styles box.

Styles 

iFrame Left

17. Save, Preview, and Submit. You must preview your article before you can submit it for publication. After you “save as draft”, click “Preview”. What you see in preview mode is exactly how your article will appear to the public. Double check your article for mistakes and formatting. When you are satisfied with your article, click “submit”.

18. Editing and publication process. All articles on Newswire are manually edited. ur editing team will reviewed and publish your article within 1-2 hours if you submitted on a weekday during office hours (9am-6pm Pacific time). If you submit on a weekend, please allow the full 24 hrs before your article may be published. DO NOT edit your article within 48 hours of publication. This is a critical period for search engines to index your article. When an article is edited, it is removed from the active sitemap, and will return an error to anyone trying to access the article URL.