

WEBINAR #9

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RAINING PROGRAMS

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TODAY'S TOPIC:

ARTICLE, WIKIPEDIA & PRESS RELEASE WRITING







WHY IS ARTICLE & PRESS RELEASE WRITING IMPORTANT?





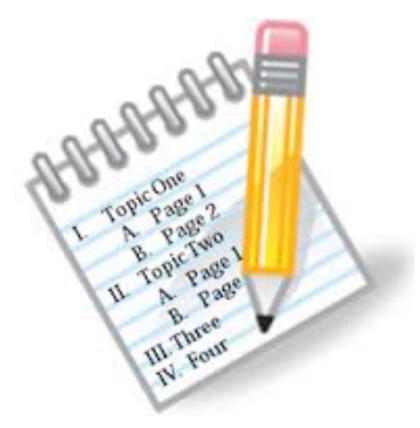








CREATE AN OUTLINE OF YOUR ARTICLE







Make a List of Key Phrases and Keywords for Your Articles







WRITE YOUR ARTICLE

- I. Make sure it's grammatically correct and contains no spelling mistakes.
- 2. Give your article an attractive & meaningful title. Include the most important keywords and key phrases in the titles and sub-headers.
- 3. Break it up into short paragraphs with sub headers.





WRITE YOUR ARTICLE

- 4. Do not overuse keywords or key phrases. The recommended keyword density is 1-3%.
- 5. Use the most important keywords and key phrases as early in the article as possible, preferably in the first sentence, and at the very least in the first paragraph.





Include Hyperlinks In The Article.







Submit, Build Links and Promote Your Article







PRESS RELEASE WRITING





PUBLISH YOUR STORY TO THE WORLD





Steps in Writing Press Releases

www.wikihow.com/Write-a-Press-Release











What People Say

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