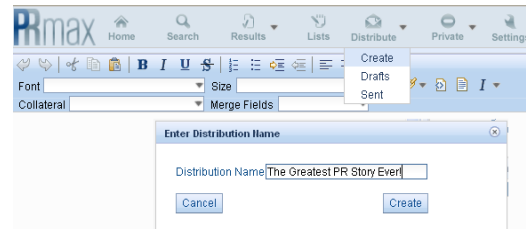The SEO distribution system can be accessed in two ways enabling you to publish SEO releases as part of an email distribution or to publish an SEO release on its own.

To publish as part of a standard email distribution simply go through the usual process of creating and uploading your press release but when you get to Step 4 tick the "Publish SEO Press Release" box, which will launch the SEO Release Wizard.

Compulsory fields for each release are highlighted in blue.

The wizard will automatically attempt to populate the Headline and Synopsis fields but these may need some editing by you. (**Hint**: Never leave the words Press Release or the date in the Headline or Synopsis.)

Allocate each release about half a dozen keywords, usually brand names, company names and general topics such as books, fashion, motorsport etc. Then select all the major categories that you feel are relevant to your release.

Finally add any Client or Contact information that you wish be published alongside the release by creating either yourself or your client as a New Client. Having done this once, the details will be stored in PRmax, so that in future you just have to select the right client from the drop down list.

When complete simply click Next, as usual, to take you to the final approval and Complete Sending page.

If at any time you wish to issue an SEO release without sending an Email release, just go to Lists and click on the new SEO tab.
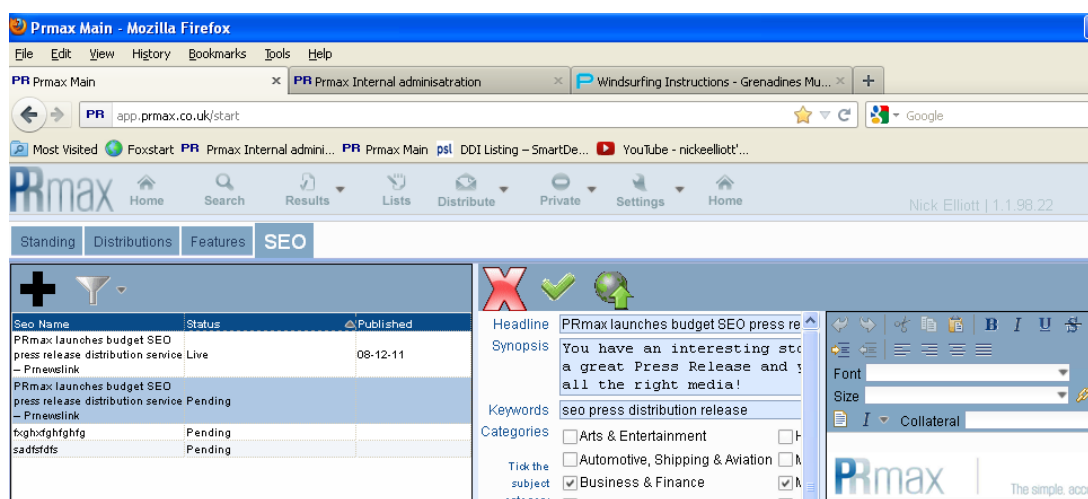
PRmax will display a list of your current SEO releases, either published and Live or stored as a draft so Pending.

To add a new SEO Release, Click on the ➕ icon which will bring up the same Publish SEO Release form as before.

Once completed press the 🔼 Icon to Publish your release live on the Internet.

And don't forget, if you need any further help with SEO or any other feature of PRmax, just call Nick or Don on 01582 380198!