



How To Establish An Online Newsroom

Source: PAPA Advertising

With journalists and the media relying heavily on web-based resources, it is essential for organization's to place relevant news, information and digital assets in a central, organized and easily accessed online newsroom. If you haven't established one already, here are key steps to get your online newsroom up and running.

Consider Your Audience

Before establishing an online newsroom, you need to determine your target audience. Consider who will be looking at the content: journalists, consumers, business partners. Tailoring content specific to your audiences needs is critical; if it's not relevant they won't be back.

Post Relevant Content

Once your audience has been established, determine what content fits their needs best. As a general rule, photos, press releases, employee biographies and the option to subscribe to email or RSS alerts are standard in an online newsroom. Other sharing options, such as news clips, company history pieces and links to social media outlets, should be considered as well.

Optimize For Search

Making sure that your content is loaded with keywords is critical for search engine optimization (SEO). Certain amounts of restraint will need to be applied; too many keywords can trigger spam filters that can block your content from being displayed publically, rendering your content almost useless. Creating URLs with keywords rather than general web jargon can drive SEO with less threat of spam filters. Using commercial distribution websites, such as PR Newswire or Cision also increases SEO.

Remember Contact Information

Including contact information for marketing or public relations staff is equally important. Journalists work to short and specific deadlines; they want the name, email address and telephone number of a person that can help them on their schedule, not yours. Don't bury this information on an obscure page; include it in a dedicated link or at the end of each piece of content. Creating a search function within your newsroom will help users find what they need.

Be Prepared For A Crisis

As an administrator of your newsroom, you should be prepared for a crisis and the communications it will require. A crisis can happen at any time and you need to be available to respond quickly, regardless of what day or time it happens. Make sure that you can access your newsroom from anywhere in the world, not just a specific computer in the office. In addition, make sure your site servers can handle the increased traffic that a crisis will attract. This is not the time to have to worry about a server crashing.

Remember, your online newsroom may be the first experience the media has with your company. It's your responsibility to make sure it's the right first impression.

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