

## A checklist comparing Business Wire and PRNewswire

This checklist can help you decide which service best fits your needs for distributing press releases. Here's a detailed checklist to consider:

### 1. Coverage and Reach

- Check the geographical coverage of each service.
- Evaluate the industries each service specializes in.
- Compare the size and diversity of their distribution networks.

### 2. Targeting Capabilities

- Assess the ability to target specific industries, demographics, and geographies.
- Determine the granularity of targeting options available.

### 3. Multimedia Support

- Review the types of multimedia (images, videos, documents) supported.
- Compare limits on file sizes and types of multimedia.
- Evaluate the ease of embedding multimedia in press releases.

### 4. Pricing and Packages

- Compare the cost of basic distribution packages.
- Check for additional fees for extended services like international distribution or multimedia inclusion.
- Assess the transparency and simplicity of the pricing structures.

### 5. Reporting and Analytics

- Determine the types of analytics provided (e.g., views, engagements, downloads).
- Compare the detail and usefulness of the analytics reports.
- Evaluate the frequency and accessibility of these reports.

### 6. SEO Benefits

- Check if and how each service integrates SEO best practices.
- Evaluate the effectiveness of their SEO features, like keyword optimization and backlinks.

### 7. User Interface and Ease of Use

- Review the user-friendliness of their platforms.
- Check for the availability of templates and editing tools.
- Assess the support and training resources available.

### 8. Customer Support

- Compare the availability of support (24/7, business hours, etc.).
- Evaluate the types of support offered (phone, email, live chat).
- Consider the responsiveness and helpfulness of the support team.



#### 9. Client Testimonials and Reviews

- Look for client testimonials and case studies.
- Search for independent reviews comparing their performance and reliability.
- Assess overall customer satisfaction.

#### 10. Additional Features

- Check for any unique features like webinar hosting, event promotion, or regulatory compliance assistance.
- Evaluate the value these features add relative to your specific needs.

This checklist will help you systematically compare Business Wire and PRNewswire across various important factors, aiding in an informed decision based on your organization's specific requirements for press release distribution.