



Checklist for Selecting Free Press Release Submission

Sites

When evaluating free press release submission sites, it's crucial to consider various factors that can significantly impact the success of your PR campaign. Here's a detailed checklist to help you choose the best platforms:

#1. Reputation

- **Check Online Reviews:** Look for reviews and ratings from other users to gauge the site's reliability and influence.
- **Industry Feedback:** Seek feedback from industry peers or professionals who have used the site.
- **Authority and Trustworthiness:** Ensure the site has high domain authority and is recognized within the industry.

#2. Distribution Reach

- **Network Size:** Verify the size and scope of the site's distribution network.
- **Target Audience Alignment:** Ensure the site services niches and industries relevant to your business.
- **Journalist and Publication Reach:** Confirm the site's ability to reach the appropriate journalists and publications.

#3. User Experience

- **Ease of Navigation:** The site should be easy to navigate and user-friendly.
- **Submission Process:** Check if the submission process is straightforward and uncomplicated.

- **Support and Resources:** Look for available support or resources, such as FAQs or help guides, to assist with the submission process.

#4. SEO Benefits

- **Do-Follow Links:** Ensure the site allows for do-follow links to improve your SEO.
- **Multimedia Support:** Verify if you can add images, videos, and other multimedia elements to your press release.
- **Anchor Text and Backlinks:** Check how the site handles anchor text and backlinks to enhance SEO.
- **Keyword Optimization:** Ensure the platform supports keyword optimization for better search engine visibility.

#5. Frequency of Postings Allowed

- **Submission Limits:** Understand any restrictions on the number of press releases you can submit within a specific timeframe.
- **Regular Posting Capability:** Ensure the site allows for frequent postings if you plan to release press materials regularly.

#6. Ease of Use and Submission Process

- **Intuitive Interface:** The site should have an intuitive and easy-to-use interface.
- **Step-by-Step Guide:** Look for a step-by-step guide or tutorial to help with the submission process.
- **Submission Time:** Ensure the process is quick and does not require extensive time investment.

#7. Analytics and Reporting

- **Performance Metrics:** Check if the site provides detailed performance metrics, such as views, pickups, and engagement rates.
- **Reporting Features:** Ensure the platform offers comprehensive reporting features to track the reach and impact of your press release.
- **Data Insights:** Look for insights and data analysis to help you understand the effectiveness of your PR efforts.

Additional Considerations

- **Cost:** While the primary focus is on free sites, check if there are any hidden costs or optional paid features that might be beneficial.
- **Integration with Other Tools:** Verify if the site integrates with other PR tools or platforms you use.
- **User Reviews and Testimonials:** Read user testimonials to get a sense of the experiences of others with the platform.

By following this checklist, you can ensure that you select the free press release submission sites that will provide the most value and effectiveness for your PR campaigns.