

Themed Article Samples

John Coutts

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Themed Article Sample #1

5 Top Outsourcing Benefits for the Article Marketer

Article marketers often write their own articles and don't always consider the outsourcing benefits of having others write for them. This can be a mistake in many ways, often based on the false concept of cost savings and a belief that the only way to maintain a proper level of quality is to do it all yourself. For very small businesses that use article marketing, farming out work may not always be feasible, but for larger businesses there can be enormous benefits.

Not all article marketers are particularly skilled in writing articles. They may think they are, but may not realize that by giving up some control and outsourcing at least some of their article writing work, they can enjoy the outsourcing benefits of less hours worked and articles that perform better. If you are a small article marketer, you can easily tap into high-quality services that can help your business to grow. Hiring service providers in this strategic way should be considered a wise investment, and not an unnecessary expense. Here then are 5 top outsourcing benefits for the article marketer.

1 - Hiring a Professional Writer Can Make You a Lot More Money

This is perhaps the biggest of the many outsourcing benefits to be gained. Most article marketers become so through a need to make money online. Writing articles is something most of us can do, and it is an inexpensive and very effective way of marketing a business. The downside is the number hours worked, for they are likely to be many and arduous, and while the level of quality may be acceptable, most do-it-yourself writers don't consider the outsourcing advantages of hiring a professional writer whose expertise could catapult their marketing efforts beyond their imagination. Yes, there is a cost involved, but the high-quality work of a good professional writer will more than pay for itself in the long term.

2 - You Gain Instant Access To a Wealth of Writing Talent From All Over the World

The article outsourcing benefits do not confine you to just one professional writer from one country. You can take your pick from thousands of writers from anywhere. Outsourcing to countries on a global scale is no more difficult than outsourcing locally. There is a belief in some quarters, for example, that only an American writer can write successfully for the American market. This is simply untrue. One of the great outsourcing advantages is the simple fact that a good professional writer can write in any voice or style that is required.

3 - Hiring an SEO Writer Who Fully Understands LSI Will Mean Higher Ranked Articles in the Search Engines

Most professional article writers now understand that theming an article through latent semantic indexing (LSI) techniques produces a product that can easily outrank "ordinary" articles, everything else being equal. This can be especially true if they use, and of course, understand how to use, Web Content Studio. This software does not make a poor or even mediocre writer great, but it is an excellent tool that in the right hands can definitely increase the quality of service being offered.

4 - Hiring a Professional Writer Will Give You Back the Time to Focus on Other Aspects of Your Business

While article marketing may be your core business, when you realize the outsourcing benefits of a professional writer you will suddenly have more time. This can be especially welcomed as the number of hours worked by many article marketers is usually considerable. You can spend this time to write even more articles, or you can use it to focus on other aspects of your business. You could even take advantage of the situation and take a short (or long) period of time off work.

5 - Hiring a Professional Writer Means Having Constant Access to an Expert

This is possibly the most important of the many outsourcing benefits to be gained. An article writer who has many years of experience will not make silly spelling or grammar mistakes. They will be fully capable of doing extensive research to gain accurate information you can depend on, and they will understand how to write engaging content that is also properly structured and optimized for the search engines. You will also have access to specialized services and skills. In short, their articles will not disappear under another Google Panda, or whatever name is given to the next algorithm update.

These are just some of the outsourcing benefits you will enjoy when you hire a professional article writer. You should never think of the costs involved as yet another way of losing money that you could of used for other things. I should also point out that the spelling and grammar mistakes in the last sentence were deliberate, and if you did not spot them, then you definitely need the outsourcing benefits that a good writer can bring to your business.

[826 words]

1) Theme Report

Theme Word Counts

professional: 10
high-quality: 2
specialized: 1
outsourcing: 15
information: 1
experience: 1
businesses: 2
advantages: 2
providers: 1
marketing: 4
expertise: 1
countries: 1
advantage: 3
spelling: 2
software: 1
services: 2
research: 1
marketer: 7
enormous: 1
benefits: 11
writing: 4
theming: 1
service: 4
savings: 1
quality: 5
grammar: 2
farming: 1
control: 1
article: 23
writer: 17
worked: 3
skills: 1
saving: 1
period: 1
global: 1
format: 1
aspect: 2
access: 3
write: 23
small: 2
level: 2
hours: 3
costs: 1
time: 4

help: 1
 cost: 3
 core: 1

Theme Phrase Counts

access to specialized services: 1
 article marketer: 7
 article marketing: 2
 can help your business: 1
 core business: 1
 cost saving: 1
 enormous benefits: 1
 farming out: 1
 high-quality services: 1
 hours worked: 3
 level of quality: 2
 number of hours worked: 1
 outsourcing advantages: 2
 outsourcing benefits: 10
 outsourcing to countries: 1
 period of time: 1
 quality of service: 1
 service providers: 1
 small businesses: 1
 take advantage: 1

Article Theme Summary:

Article Words: **826**

Theme Words

Total Theme Words: 181
 Different Theme Words: 47
 Percentage of Theme Words Used = 100
Themed 21.9 % (1 theme word every 4.6 article words)

Theme Phrases

Total Theme Phrases: 40
 Different Theme Phrases: 20
 Percentage of Theme Phrases Used = 100
Themed 4.8 % (1 theme phrase every 20.7 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 100%

2) Theme Reports for top pages in Google

Google Position #1

http://google.com/url?q=http://www.123employee.com/aboutus.html&sa=U&ei=-wmMT6_sPMnMhAem0aWzCQ&ved=0CBEOFjAA&usg=AFQjCNGdcNTwh8CZbOlv0R-HE59_UHQL8w

Article Words: **723**

Theme Words

Total Theme Words: 47

Different Theme Words: 15

Percentage of Theme Words Used = 31.9

Themed 6.5 % (1 theme word every 15.4 article words)

Theme Phrases

Total Theme Phrases: 1

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 5

Themed .1 % (1 theme phrase every 723 article words)

Theme Score (max 100%): 12.4%

Quality Theme Score (max 100%): 12.4%

Google Position #2

http://google.com/url?q=http://www.123employee.com/orderarticles/&sa=U&ei=-wmMT6_sPMnMhAem0aWzCQ&ved=0CBMQFjAB&usg=AFQjCNEolZBdDfDLjEVEgmK5n6j7WB6CdA

Article Words: **214**

Theme Words

Total Theme Words: 29

Different Theme Words: 5

Percentage of Theme Words Used = 10.6

Themed 13.6 % (1 theme word every 7.4 article words)

Theme Phrases

Total Theme Phrases: 1

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 5

Themed .5 % (1 theme phrase every 214 article words)

Theme Score (max 100%): 8.4%

Quality Theme Score (max 100%): 7.6%

Google Position #3

http://google.com/url?q=http://mariegraceberg.com/outsourcing-advantages/&sa=U&ei=-wmMT6_sPMnMhAem0aWzCQ&ved=0CBUQFjAC&usg=AFQjCNFFj-2rfnJgZTKo5TSbGtNDZ1glAQ

Article Words: **1935**

Theme Words

Total Theme Words: 197

Different Theme Words: 21

Percentage of Theme Words Used = 44.7

Themed 10.2 % (1 theme word every 9.8 article words)

Theme Phrases

Total Theme Phrases: 40

Different Theme Phrases: 4

Percentage of Theme Phrases Used = 20

Themed 2.1 % (1 theme phrase every 48.4 article words)

Theme Score (max 100%): 38.2%

Quality Theme Score (max 100%): 38.2%

Google Position #4

http://google.com/url?q=http://coxec.com/blog/%3Fp%3D189&sa=U&ei=-wmMT6_sPMnMhAem0aWzCQ&ved=0CBcQFjAD&usg=AFQjCNEgwjmHyBma_L-l0sDQHPzNoVF9eQ

Article Words: **831**

Theme Words

Total Theme Words: 90

Different Theme Words: 19

Percentage of Theme Words Used = 40.4

Themed 10.8 % (1 theme word every 9.2 article words)

Theme Phrases

Total Theme Phrases: 8

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 5

Themed 1 % (1 theme phrase every 103.9 article words)

Theme Score (max 100%): 33.3%

Quality Theme Score (max 100%): 33.3%

Google Position #5

http://google.com/url?q=http://www.articlemarketingnews.com/articles/computing/benefits-outsourcing-cad-design.html&sa=U&ei=-wmMT6_sPMnMhAem0aWzCQ&ved=0CBkQFjAE&usg=AFQjCNFbqV5wGJYiYM4yyQcnka1BZHIMrA

Article Words: **551**

Theme Words

Total Theme Words: 44

Different Theme Words: 12

Percentage of Theme Words Used = 25.5

Themed 8 % (1 theme word every 12.5 article words)

Theme Phrases

Total Theme Phrases: 7

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 5

Themed 1.3 % (1 theme phrase every 78.7 article words)

Theme Score (max 100%): 11.1%

Quality Theme Score (max 100%): 11.1%

Google Position #6

http://google.com/url?q=http://www.marcommwise.com/article.phtml%3Fid%3D287&sa=U&ei=-wmMT6_sPMnMhAem0aWzCQ&ved=0CBsQFjAF&usg=AFQjCNE_hBm-5SsMvKJqbfSWxV_xoPQSEg

Article Words: **1565**

Theme Words

Total Theme Words: 135

Different Theme Words: 22

Percentage of Theme Words Used = 46.8

Themed 8.6 % (1 theme word every 11.6 article words)

Theme Phrases

Total Theme Phrases: 0

Different Theme Phrases: 0

Percentage of Theme Phrases Used = 0.00

Themed 0.0 % (1 theme word every 0 article words)

Theme Score (max 100%): 35.5%

Quality Theme Score (max 100%): 35.5%

Google Position #7

http://google.com/url?q=http://www.manuallinkbuilding.com/article-writing/the-benefits-of-article-marketing/&sa=U&ei=-wmMT6_sPMnMhAem0aWzCQ&ved=0CB4QFjAG&usg=AFQjCNF8Ppr2JryvTPF5Js3bBkSs74yRxw

Article Words: **651**

Theme Words

Total Theme Words: 69

Different Theme Words: 17

Percentage of Theme Words Used = 36.2

Themed 10.6 % (1 theme word every 9.4 article words)

Theme Phrases

Total Theme Phrases: 8

Different Theme Phrases: 3

Percentage of Theme Phrases Used = 15

Themed 1.2 % (1 theme phrase every 81.4 article words)

Theme Score (max 100%): 26.1%

Quality Theme Score (max 100%): 26.1%

Google Position #8

http://google.com/url?q=http://www.gottalottamarketing.com/marketing-articles/outsourcing-benefits&sa=U&ei=-wmMT6_sPMnMhAem0aWzCQ&ved=0CCAQFjAH&usg=AFQjCNGLSqh2XKRz7SedCNGMr4jCLR16cg

Article Words: **1182**

Theme Words

Total Theme Words: 92

Different Theme Words: 17

Percentage of Theme Words Used = 36.2

Themed 7.8 % (1 theme word every 12.8 article words)

Theme Phrases

Total Theme Phrases: 2

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 5

Themed .2 % (1 theme phrase every 591 article words)

Theme Score (max 100%): 19.1%

Quality Theme Score (max 100%): 19.1%

Google Position #9

http://google.com/url?q=http://www.online-business-tips.com/&sa=U&ei=-wmMT6_sPMnMhAem0aWzCQ&ved=0CCQQFjAJ&usg=AFQjCNEiyHs_ZtluaYGR-Zf6Bg1O3gibOQ

Article Words: **4560**

Theme Words

Total Theme Words: 187

Different Theme Words: 29

Percentage of Theme Words Used = 61.7

Themed 4.1 % (1 theme word every 24.4 article words)

Theme Phrases

Total Theme Phrases: 11

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 5

Themed .2 % (1 theme phrase every 414.5 article words)

Theme Score (max 100%): 29.4%

Quality Theme Score (max 100%): 29.4%

Google Position #10

http://google.com/url?q=http://www.campaignmonitor.com/resources/entry/2822/the-benefits-of-outsourcing-your-email-delivery/&sa=U&ei=-wmMT6_sPMnMhAem0aWzCQ&ved=0CCYQFjAK&usg=AFQjCNHgnZPD74pxai1_cUH-k0X1yfFd1A

Article Words: **996**

Theme Words

Total Theme Words: 33

Different Theme Words: 15

Percentage of Theme Words Used = 31.9

Themed 3.3 % (1 theme word every 30.2 article words)

Theme Phrases

Total Theme Phrases: 0

Different Theme Phrases: 0

Percentage of Theme Phrases Used = 0.00

Themed 0.0 % (1 theme word every 0 article words)

Theme Score (max 100%): 6.3%

Quality Theme Score (max 100%): 6.3%

How Many Top 10 Pages the Theme Words were found on

0: spelling
0: theming
0: grammar
1: providers
1: countries
1: saving
1: format
1: hours
2: marketer
2: writing
2: writer
2: skills
2: period
2: global
2: core
3: specialized
3: advantages
3: advantage
3: software
3: research
3: aspect
4: experience
4: expertise
4: control
4: access
4: write
4: level
4: costs
5: small
6: professional
6: businesses
6: quality
6: cost
7: information
7: service
7: help
8: time
9: benefits
10: outsourcing
10: marketing
10: services
10: article

3) Keyword Map

5 top **outsourcing benefits** for the **article marketer** **article marketers** often **write** their own **articles** and don't always consider the **outsourcing benefits** of having others **write** for them. this can be a mistake in many ways, often based on the often false concept of **cost savings** and a belief that the only way to maintain a proper **level of quality** is to do it all yourself. for very **small businesses** that use **article marketing**, **farming out** work may not always be feasible, but for larger **businesses** there can be **enormous benefits**. not all **article marketers** are particularly skilled in **writing articles**. they may think they are, but may not realize that by giving up some **control** and **outsourcing** at least some of their **article writing** work, they can enjoy the **outsourcing benefits** of less **hours worked** and **articles** that perform better. if you are a **small article marketer**, you can easily tap into **high-quality services** that **can help your business** to grow. hiring **service providers** in this strategic way should be considered a wise investment, and not an unnecessary expense. here then are 5 top **outsourcing benefits** for the **article marketer**. 1 - hiring a **professional writer** can make you a lot more money this is perhaps the biggest of the many **outsourcing benefits** to be gained. most **article marketers** become so through a need to make money online. **writing articles** is something most of us can do, and it is an inexpensive and very effective way of **marketing** a business. the downside is the number **hours worked**, for they are likely to be many and arduous, and while the **level of quality** may be acceptable, most do-it-yourself **writers** don't consider the **outsourcing advantages** of hiring a **professional writer** whose **expertise** could catapult their **marketing** efforts beyond their imagination. yes, there is a **cost** involved, but the **high-quality** work of a good **professional writer** will more than pay for itself in the long term. 2 - you gain instant **access** to a wealth of **writing talent** from all over the world the **article outsourcing benefits** do not confine you to just one **professional writer** from one country. you can take your pick from thousands of **writers** from anywhere. **outsourcing to countries** on a **global** scale is no more difficult than **outsourcing** locally. there is a belief in some quarters, for example, that only an american **writer** can **write** successfully for the american market. this is simply untrue. one of the great **outsourcing advantages** is the simple fact that a good **professional writer** can **write** in any voice or style that is required. 3 - hiring an seo **writer** who fully understands lsi will mean higher ranked **articles** in the search engines most **professional article writers** now understand that **theming an article** through latent semantic indexing (lsi) techniques produces a product that can easily outrank "ordinary" **articles**, everything else being equal. this can be especially true if they use, and of course, understand how to use, web content studio. this **software** does not make a poor or even mediocre **writer** great, but it is an excellent tool that in the right hands can definitely increase the **quality of service** being offered. 4 - hiring a **professional writer** will give you back the **time** to focus on other **aspects** of your business while **article marketing** may be your **core business**, when you realize the **outsourcing benefits** of a **professional writer** you will suddenly have more **time**. this can be especially welcomed as the number of **hours worked** by many **article marketers** is usually considerable. you can spend this **time** to **write** even more **articles**, or you can use it to focus on other **aspects** of your business. you could even **take advantage** of the situation and take a short (or long) **period of time** off work. 5 - hiring a **professional writer** means having constant **access** to an expert this is possibly the most important of the many **outsourcing benefits** to be gained. an **article writer** who has many years of **experience** will not make silly **spelling** or **grammar** mistakes. they will be fully capable of doing extensive **research** to gain accurate **information** you can depend on, and they will understand how to **write** engaging content that is also properly structured and optimized for the search engines. you will also have **access to specialized services** and **skills**. in short, their **articles** will not disappear under another google panda, or whatever name is given to the next algorithm update. these are just some of the

outsourcing **benefits** you will enjoy when you hire a **professional article writer**. you should never think of the **costs** involved as yet another way of losing money that you could of used for other things. i should also point out that the **spelling** and **grammar** mistakes in the last sentence were deliberate, and if you did not spot them, then you definitely need the **outsourcing** **benefits** that a good **write** can bring to your business.

[Themed Article Sample #2](#)

5 Sneaky tricks to find cute, inexpensive maternity clothes

Finding inexpensive maternity clothes that actually look sexy and stylish is definitely a challenge. Pregnancy means having to cope with a body that is changing shape and growing bigger all the time. One obvious way to help counteract that is through elasticized dresses. This might add to your comfort, but perhaps not to your fashion. Stretchy stuff is fine for your lingerie, bras and panties and such, but for outerwear most women prefer their wardrobe to have a dash of class and style.

1. This trick is a bit sneaky, but it will save you money on maternity clothing. It's simply this: don't start buying maternity wear until your second trimester. Your first three months of being pregnant is the time when not a lot happens outwardly. You won't even have much of a belly until around the three month mark, so inexpensive maternity clothes won't help you much at this stage. Save your money and spend your shopping time checking out the places where you can buy affordable versatile maternity wear so you are prepared and ready for when you actually need it.

2. One of the best ways to find truly inexpensive maternity clothes is to borrow them from your friends who have already gone through their own pregnancy, but are currently not pregnant. Motherhood usually means an understanding of the problems a mom-to-be is facing, and they will often lend out their old maternity clothes willingly for what will be a fairly short time.

3. Buy good quality maternity clothing. When you buy quality, it may cost more initially, but it will be designed to last throughout the period of your pregnancy, so it will actually become relatively inexpensive maternity clothes in the long term. After you have had your little boy or little girl, you won't have to throw away your maternity clothing either. You can continue to wear them, making your investment a truly versatile maternity wear purchase.

4. Seek out a maternity clothes sale, or discount maternity clothes offers whenever you can. Affordable maternity clothes can be found in consignment shops and thrift shops. You may not always find the style of cool maternity clothes you want, but unless you regularly look there, you'll never know. Garage sales may not be the kind of place you would think of to find cheap maternity clothes, but again, good garage sales can often surprise you.

5. Go online, but not to the obvious affordable maternity clothes stores online. Check out places like Ebay and Craigslist. You can definitely find cute, inexpensive maternity clothes in both these places, and there are plenty of other auction sites and classified ads sites too. Search on Google, or any of the major search engines, and be prepared to be pleasantly surprised at the amount of stylish yet inexpensive maternity clothes outlets that you uncover there.

Finding inexpensive maternity clothes is not really difficult if you give it some thought. Being pregnant also doesn't have to mean that you wear a shapeless bag for nine months either. You really can be fashionable and stylish, despite the imminent arrival of your baby. You really can stay beautiful with a belly wearing comfortable, casual clothes that make you look good. Cute inexpensive maternity clothes really do exist, and now all you have to do is go out and find them.

[568 words]

1) Theme Report

Theme Word Counts

inexpensive: 9
elasticized: 1
comfortable: 1
motherhood: 1
affordable: 3
pregnancy: 3
outerwear: 1
maternity: 22
beautiful: 1
wardrobe: 1
stretchy: 1
shopping: 1
pregnant: 3
lingerie: 1
discount: 1
clothing: 3
wearing: 1
stylish: 3
panties: 1
fashion: 2
elastic: 1
dresses: 1
comfort: 2
clothes: 17
arrival: 1
casual: 1
buying: 1
women: 1
style: 2
dress: 1
cheap: 1
belly: 2
wear: 7
shop: 3
sexy: 1
sale: 3
girl: 1
bras: 1
baby: 1
mom: 1
boy: 1

Theme Phrase Counts

affordable maternity clothes: 2
affordable versatile maternity wear: 1
cheap maternity clothes: 1
cool maternity clothes: 1
discount maternity: 1
inexpensive maternity clothes: 9
maternity clothes sale: 1
maternity clothing: 3
maternity wear: 3
versatile maternity wear: 2

Article Theme Summary:

Article Words: **568**

Theme Words

Total Theme Words: 110

Different Theme Words: 41

Percentage of Theme Words Used = 100

Themed 19.4 % (1 theme word every 5.2 article words)

Theme Phrases

Total Theme Phrases: 24

Different Theme Phrases: 10

Percentage of Theme Phrases Used = 100

Themed 4.2 % (1 theme phrase every 23.7 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 100%

2) Theme Reports for top pages in Google

Google Position #1

http://google.com/url?q=http://www.affordablematernity.co.uk/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CB8QFjAA&usg=AFQjCNHUEji4wTB4rJnbYV5NwfcISrbv3Q

Article Words: **437**

Theme Words

Total Theme Words: 86

Different Theme Words: 15

Percentage of Theme Words Used = 36.6

Themed 19.7 % (1 theme word every 5.1 article words)

Theme Phrases

Total Theme Phrases: 2

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 10

Themed .5 % (1 theme phrase every 218.5 article words)

Theme Score (max 100%): 61.8%

Quality Theme Score (max 100%): 24.7%

Google Position #2

http://google.com/url?q=http://www.affordablematernity.co.uk/size-maternity-clothes-c-47.html&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CCYQFjAB&usg=AFQjCNEuMB9xweae7MI4Re5eHyVsnORlCA

Article Words: **425**

Theme Words

Total Theme Words: 94

Different Theme Words: 13

Percentage of Theme Words Used = 31.7

Themed 22.1 % (1 theme word every 4.5 article words)

Theme Phrases

Total Theme Phrases: 1

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 10

Themed .2 % (1 theme phrase every 425 article words)

Theme Score (max 100%): 53.6%

Quality Theme Score (max 100%): 10.7%

Google Position #3

[http://google.com/url?](http://google.com/url?q=http://www.maternity.com/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CCkQFjAC&usg=AFQjCNEIswypyKxZvp2k2FM7klXYyycnYQ)

[q=http://www.maternity.com/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CCkQFjAC&usg=AFQjCNEIswypyKxZvp2k2FM7klXYyycnYQ](http://www.maternity.com/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CCkQFjAC&usg=AFQjCNEIswypyKxZvp2k2FM7klXYyycnYQ)

Article Words: **466**

Theme Words

Total Theme Words: 60

Different Theme Words: 17

Percentage of Theme Words Used = 41.5

Themed 12.9 % (1 theme word every 7.8 article words)

Theme Phrases

Total Theme Phrases: 0

Different Theme Phrases: 0

Percentage of Theme Phrases Used = 0.00

Themed 0.0 % (1 theme word every 0 article words)

Theme Score (max 100%): 48.7%

Quality Theme Score (max 100%): 43.8%

Google Position #4

[http://google.com/url?q=http://www.mamasandpapas.com/cat/maternity-](http://google.com/url?q=http://www.mamasandpapas.com/cat/maternity-clothes/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CCwQFjAD&usg=AFQjCNGU7GrYJH-StgfBai1ceENSq7Rk9g)

[clothes/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CCwQFjAD&usg=AFQjCNGU7GrYJH-StgfBai1ceENSq7Rk9g](http://www.mamasandpapas.com/cat/maternity-clothes/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CCwQFjAD&usg=AFQjCNGU7GrYJH-StgfBai1ceENSq7Rk9g)

Article Words: **924**

Theme Words

Total Theme Words: 99

Different Theme Words: 21

Percentage of Theme Words Used = 51.2

Themed 10.7 % (1 theme word every 9.3 article words)

Theme Phrases

Total Theme Phrases: 0

Different Theme Phrases: 0

Percentage of Theme Phrases Used = 0.00

Themed 0.0 % (1 theme word every 0 article words)

Theme Score (max 100%): 46.1%

Quality Theme Score (max 100%): 46.1%

Google Position #5

http://google.com/url?q=http://www.matalan.co.uk/fcp/categorylist/dept/womens_womens-maternity&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CC8QFjAE&usg=AFQjCNGEg1PK-pdj-25Y5pcFUAsMgV7j0A

Article Words: **1124**

Theme Words

Total Theme Words: 140

Different Theme Words: 20

Percentage of Theme Words Used = 48.8

Themed 12.5 % (1 theme word every 8 article words)

Theme Phrases

Total Theme Phrases: 0

Different Theme Phrases: 0

Percentage of Theme Phrases Used = 0.00

Themed 0.0 % (1 theme word every 0 article words)

Theme Score (max 100%): 48.6%

Quality Theme Score (max 100%): 43.7%

Google Position #6

http://google.com/url?q=http://www.babiesnbellies.com/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CDIQFjAF&usg=AFQjCNGqUnS1up8c-uRo816FkWmCnRrIwx

Article Words: **673**

Theme Words

Total Theme Words: 105

Different Theme Words: 24

Percentage of Theme Words Used = 58.5

Themed 15.6 % (1 theme word every 6.4 article words)

Theme Phrases

Total Theme Phrases: 5

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 10

Themed .7 % (1 theme phrase every 134.6 article words)

Theme Score (max 100%): 87.7%

Quality Theme Score (max 100%): 61.4%

Google Position #7

http://google.com/url?q=http://voices.yahoo.com/how-find-inexpensive-maternity-clothes-262019.html&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CDQQFjAG&usg=AFQjCNHuNfJsdrBIor6B9Y0c_eOIopJNyg

Article Words: **1196**

Theme Words

Total Theme Words: 165

Different Theme Words: 27

Percentage of Theme Words Used = 65.9

Themed 13.8 % (1 theme word every 7.2 article words)

Theme Phrases

Total Theme Phrases: 14

Different Theme Phrases: 4

Percentage of Theme Phrases Used = 40

Themed 1.2 % (1 theme phrase every 85.4 article words)

Theme Score (max 100%): 98.1%

Quality Theme Score (max 100%): 88.3%

Google Position #8

http://google.com/url?q=http://voices.yahoo.com/fill-wardrobe-inexpensive-maternity-clothes-2742129.html&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CDYQFjAH&usg=AFQjCNEnfg6_oYjJV7364hAEBS06FomViaQ

Article Words: **1144**

Theme Words

Total Theme Words: 187

Different Theme Words: 25

Percentage of Theme Words Used = 61

Themed 16.3 % (1 theme word every 6.1 article words)

Theme Phrases

Total Theme Phrases: 19

Different Theme Phrases: 3

Percentage of Theme Phrases Used = 30

Themed 1.7 % (1 theme phrase every 60.2 article words)

Theme Score (max 100%): 99.7%

Quality Theme Score (max 100%): 59.8%

Google Position #9

[http://google.com/url?](http://google.com/url?q=http://www.more4mums.co.uk/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CDgQFjAI&usg=AFQjCNG2mvxjdk538KUQdAujNGBLALc2-w)

[q=http://www.more4mums.co.uk/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CDgQFjAI&usg=AFQjCNG2mvxjdk538KUQdAujNGBLALc2-w](http://www.more4mums.co.uk/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CDgQFjAI&usg=AFQjCNG2mvxjdk538KUQdAujNGBLALc2-w)

Article Words: **588**

Theme Words

Total Theme Words: 51

Different Theme Words: 12

Percentage of Theme Words Used = 29.3

Themed 8.7 % (1 theme word every 11.5 article words)

Theme Phrases

Total Theme Phrases: 1

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 10

Themed .2 % (1 theme phrase every 588 article words)

Theme Score (max 100%): 13%

Quality Theme Score (max 100%): 13%

Google Position #10

[http://google.com/url?](http://google.com/url?q=http://www.emommie.com/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CDsQFjAJ&usg=AFQjCNEnDxJA3JXtrjNVvtnlpjNmg3KbfQ)

[q=http://www.emommie.com/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CDsQFjAJ&usg=AFQjCNEnDxJA3JXtrjNVvtnlpjNmg3KbfQ](http://www.emommie.com/&sa=U&ei=dTGMT9fCC4PDhAfEp_HYCO&ved=0CDsQFjAJ&usg=AFQjCNEnDxJA3JXtrjNVvtnlpjNmg3KbfQ)

Article Words: **339**

Theme Words

Total Theme Words: 61

Different Theme Words: 20

Percentage of Theme Words Used = 48.8

Themed 18 % (1 theme word every 5.6 article words)

Theme Phrases

Total Theme Phrases: 2

Different Theme Phrases: 2

Percentage of Theme Phrases Used = 20

Themed .6 % (1 theme phrase every 169.5 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 64.7%

How Many Top 10 Pages the Theme Words were found on

0: elasticized
0: stretchy
0: panties
1: outerwear
1: elastic
3: inexpensive
3: comfortable
3: beautiful
3: lingerie
3: wearing
3: arrival
3: women
3: belly
3: sexy
3: boy
4: motherhood
4: affordable
4: clothing
4: buying
4: cheap
4: girl
4: mom
5: wardrobe
5: discount
5: comfort
5: casual
6: pregnant
6: fashion
6: shop
6: bras
7: shopping
7: stylish
7: style
7: dress
8: dresses
8: clothes
8: sale
9: pregnancy
9: wear
10: maternity
10: baby

3) Keyword Map

5 sneaky tricks to find cute, **inexpensive maternity clothes** finding **inexpensive maternity clothes** that actually look **sexy** and **stylish** is definitely a challenge. **pregnancy** means having to cope with a body that is changing shape and growing bigger all the time. one obvious way to help counteract that is through **elasticized dresses**. this might add to your **comfort**, but perhaps not to your **fashion**. **stretchy** stuff is fine for your **lingerie**, **bras** and **panties** and such, but for **outerwear** most **women** prefer their **wardrobe** to have a dash of class and **style**. 1. this trick is a bit sneaky, but it will save you money on **maternity clothing**. it's simply this: don't start **buying maternity wear** until your second trimester. your first three months of being **pregnant** is the time when not a lot happens outwardly. you won't even have much of a **belly** until around the three month mark, so **inexpensive maternity clothes** won't help you much at this stage. save your money and spend your **shopping** time checking out the places where you can buy **affordable versatile maternity wear** so you are prepared and ready for when you actually need it. 2. one of the best ways to find truly **inexpensive maternity clothes** is to borrow them from your friends who have already gone through their own **pregnancy**, but are currently not **pregnant**. **motherhood** usually means an understanding of the problems a **mom** to be is facing, and they will often lend out their old **maternity clothes** willingly for what will be a fairly short time. 3. buy good quality **maternity clothing**. when you buy quality, it may cost more initially, but it will be designed to last throughout the period of your **pregnancy**, so it will actually become relatively **inexpensive maternity clothes** in the long term. after you have had your little **boy** or little **girl**, you won't have to throw away your **maternity clothing** either. you can continue to **wear** them, making your investment a truly versatile **maternity wear** purchase. 4. seek out a **maternity clothes sale**, or **discount maternity clothes** offers whenever you can. **affordable maternity clothes** can be found in consignment **shops** and thrift **shops**. you may not always find the **style** of **cool maternity clothes** you want, but unless you regularly look there, you'll never know. garage **sales** may not be the kind of place you would think of to find **cheap maternity clothes**, but again, good garage **sales** can often surprise you. 5. go online, but not to the obvious **affordable maternity clothes** stores online. check out places like ebay and craigslist. you can definitely find cute, **inexpensive maternity clothes** in both these places, and there are plenty of other auction sites and classified ads sites too. search on google, or any of the major search engines, and be prepared to be pleasantly surprised at the amount of **stylish** yet **inexpensive maternity clothes** outlets that you uncover there. finding **inexpensive maternity clothes** is not really difficult if you give it some thought. being **pregnant** also doesn't have to mean that you **wear** a shapeless bag for nine months either. you really can be **fashionable** and **stylish**, despite the imminent **arrival** of your **baby**. you really can stay **beautiful** with a **belly** wearing **comfortable**, **casual clothes** that make you look good. cute **inexpensive maternity clothes** really do exist, and now all you have to do is go out and find them.

[Themed Article Sample #3](#)

The Power of Good Press Release Writing

Press release writing in its current form has its origins in 1906 when Ivy Lee, working in public relations for the Pennsylvania Railroad, persuaded the company to present their own written statement to newspaper journalists at the scene of the Atlantic City train accident that resulted in the deaths of 53 people. The reasoning was that the company could get their version of events out in news circulation first before rumors and suppositions, and the inevitable exaggerations, about the tragic event started to spread.

The idea of producing news for media outlets to publish was a revolutionary one that caught on fast. Soon, company information that was in any way deemed to be newsworthy was being presented to journalists as more and more companies came to realize the power of a good press release that builds credibility. It was a win-win situation, as companies were able to control their own news stories, and journalists no longer had to dig and search for news as much as they had done previously.

An accepted standard format was soon established and adopted, using the inverted pyramid style of writing. This commences with the all important headline. Newspapers have long known that a good headline will grab attention, and even a mediocre story will get read if the headline is good enough. This holds true with press release writing as well. A professionally crafted title, and subhead, if used, can make all the difference to the success of any press release.

Using the inverted pyramid format, the first paragraph should include information about the most important points. It should tell the reader concisely and succinctly the who, what, where, how and when of the story. Using the Atlantic City train accident of 1906 as an example, a press release of the incident might start off like this: *"A West Jersey and Seashore train plunged off The Thoroughfare draw bridge on Sunday, October 28th, 1906, resulting in the deaths by drowning of 53 passengers."*

From that short sentence you know what happened, where it happened, how it happened, when it happened and who it happened to. All good press release writing should start in this way.

The press release body copy should build down by telling more and more of the incidental and less important parts of the story. There should be at least one quote from someone relevant to the story. This builds credibility and provides a human touch. The piece should end with the company information, if appropriate, and reliable contact information. A news release created in this way should not be more than around 500 words or so.

A good press release should be newsworthy and interesting, and not a self-serving advert. However, the news can be such that it generates enough publicity to create a profitable situation for the company or individual who carries out the press release distribution. Also, with most press releases being submitted online now, it is important that a well-written press release has proper search engine optimization built in to it. This means that press release writing should be centered around a keyword, a relevant search term that will be found by people searching for that topic in the search engines.

[537 words]

1) Theme Report

Theme Word Counts

well-written: 1
optimization: 1
distribution: 1
information: 4
credibility: 2
newsworthy: 2
journalist: 3
paragraph: 1
newspaper: 2
attention: 1
sentence: 1
releases: 1
inverted: 2
interest: 1
headline: 3
written: 2
writing: 6
subhead: 1
release: 14
pyramid: 2
outlets: 1
include: 1
contact: 1
company: 5
search: 5
reader: 1
proper: 1
outlet: 1
online: 1
format: 6
engine: 2
builds: 2
where: 2
title: 1
style: 1
quote: 1
press: 13
media: 1
first: 2
about: 2
when: 3
what: 2
read: 3
news: 10

good: 5
 copy: 1
 body: 1
 who: 3
 how: 3

Theme Phrase Counts

builds credibility: 2
 company information: 2
 contact information: 1
 first paragraph: 1
 good press release: 3
 include information: 1
 media outlets: 1
 news release: 1
 press release body copy: 1
 press release distribution: 1
 press release writing: 5
 press releases: 1
 release body: 1
 search engine optimization: 1
 search engines: 1
 search term: 1
 well-written press release: 1

Article Theme Summary:

Article Words: **537**

Theme Words

Total Theme Words: 132
 Different Theme Words: 49
 Percentage of Theme Words Used = 100
Themed 24.6 % (1 theme word every 4.1 article words)

Theme Phrases

Total Theme Phrases: 25
 Different Theme Phrases: 17
 Percentage of Theme Phrases Used = 100
Themed 4.7 % (1 theme phrase every 21.5 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 100%

2) Theme Reports for top pages in Google

Google Position #1

http://google.com/url?q=http://www.journalism.co.uk/skills/how-to-write-the-perfect-press-release-for-journalists/s7/a535287/&sa=U&ei=tDWM7_GAsPChAfu73gCQ&ved=0CB0QFjAA&usg=AFQjCNEFAIc8WGrQiCCL7Z0A0_JyV7QLgg

Article Words: **2355**

Theme Words

Total Theme Words: 288

Different Theme Words: 38

Percentage of Theme Words Used = 77.6

Themed 12.2 % (1 theme word every 8.2 article words)

Theme Phrases

Total Theme Phrases: 11

Different Theme Phrases: 4

Percentage of Theme Phrases Used = 23.5

Themed .5 % (1 theme phrase every 214.1 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 100%

Google Position #2

http://google.com/url?q=http://www.journalism.co.uk/pr-writing-services-business/s169/&sa=U&ei=tDWM7_GAsPChAfu73gCQ&ved=0CCUQFjAB&usg=AFQjCNGvMrpp8bD4-54U9Intji3ZA0AEIg

Article Words: **1158**

Theme Words

Total Theme Words: 125

Different Theme Words: 28

Percentage of Theme Words Used = 57.1

Themed 10.8 % (1 theme word every 9.3 article words)

Theme Phrases

Total Theme Phrases: 7

Different Theme Phrases: 3

Percentage of Theme Phrases Used = 17.6

Themed .6 % (1 theme phrase every 165.4 article words)

Theme Score (max 100%): 69.1%

Quality Theme Score (max 100%): 69.1%

Google Position #3

[http://google.com/url?](http://google.com/url?q=http://www.foe.co.uk/resource/how_tos/cyw_64_press_release.pdf&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CCgQFjAC&usg=AFQjCNE3PqxdYt1ymIC3CEBFKHu5Rckhew)

[q=http://www.foe.co.uk/resource/how_tos/cyw_64_press_release.pdf&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CCgQFjAC&usg=AFQjCNE3PqxdYt1ymIC3CEBFKHu5Rckhew](http://www.foe.co.uk/resource/how_tos/cyw_64_press_release.pdf&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CCgQFjAC&usg=AFQjCNE3PqxdYt1ymIC3CEBFKHu5Rckhew)

Article Words: **1364**

Theme Words

Total Theme Words: 0

Different Theme Words: 0

Percentage of Theme Words Used =

Themed 0.0 % (1 theme word every 0 article words)

Theme Phrases

Total Theme Phrases: 0

Different Theme Phrases: 0

Percentage of Theme Phrases Used = 0.00

Themed 0.0 % (1 theme word every 0 article words)

No Theme Keywords or Error Retrieving Web Page.

Quality Theme Score (0 - 100%): 0%

Google Position #4

http://google.com/url?q=http://www.press-release-writing.com/10-essential-tips-for-writing-press-releases/&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CCsQFjAD&usg=AFQjCNH7Qg1BnT6HP1N05-kWjbf3156GOQ

Article Words: **732**

Theme Words

Total Theme Words: 168

Different Theme Words: 34

Percentage of Theme Words Used = 69.4

Themed 23 % (1 theme word every 4.4 article words)

Theme Phrases

Total Theme Phrases: 18

Different Theme Phrases: 5

Percentage of Theme Phrases Used = 29.4

Themed 2.5 % (1 theme phrase every 40.7 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 43.3%

Google Position #5

http://google.com/url?q=http://www.press-release-writing.com/&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CC4QFjAE&usg=AFQjCNFBc1rSUrLuQ5ANOOjjiLpjzyl-Ow

Article Words: **869**

Theme Words

Total Theme Words: 201

Different Theme Words: 36

Percentage of Theme Words Used = 73.5

Themed 23.1 % (1 theme word every 4.3 article words)

Theme Phrases

Total Theme Phrases: 20

Different Theme Phrases: 6

Percentage of Theme Phrases Used = 35.3

Themed 2.3 % (1 theme phrase every 43.5 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 48.9%

Google Position #6

http://google.com/url?q=http://www.businesslink.gov.uk/bdotg/action/detail%3FitemId%3D1073790962%26type%3DRESOURCES&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CDEQFjAF&usg=AFQjCNHFPSPFIxjdhLezn6OfXZuHOMhuVg

Article Words: **690**

Theme Words

Total Theme Words: 93

Different Theme Words: 28

Percentage of Theme Words Used = 57.1

Themed 13.5 % (1 theme word every 7.4 article words)

Theme Phrases

Total Theme Phrases: 6

Different Theme Phrases: 3

Percentage of Theme Phrases Used = 17.6

Themed .9 % (1 theme phrase every 115 article words)

Theme Score (max 100%): 86.3%

Quality Theme Score (max 100%): 77.6%

Google Position #7

http://google.com/url?q=http://www.wikihow.com/Write-a-Press-Release&sa=U&ei=tDWM7_GAsPChAfqu73gCQ&ved=0CDgQFjAG&usg=AFQjCNGxssT05RHD-RRREvIGI_CzVBvjVA

Article Words: **2029**

Theme Words

Total Theme Words: 382

Different Theme Words: 41

Percentage of Theme Words Used = 83.7

Themed 18.8 % (1 theme word every 5.3 article words)

Theme Phrases

Total Theme Phrases: 16

Different Theme Phrases: 8

Percentage of Theme Phrases Used = 47.1

Themed .8 % (1 theme phrase every 126.8 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 100%

Google Position #8

http://google.com/url?q=http://www.pressbox.co.uk/contpr1.htm&sa=U&ei=tDWM7_GAsPChAfqu73gCQ&ved=0CEIQFjAH&usg=AFQjCNEIrtMNIr8xm5AUynFjfnx5q6cc0g

Article Words: **294**

Theme Words

Total Theme Words: 58

Different Theme Words: 19

Percentage of Theme Words Used = 38.8

Themed 19.7 % (1 theme word every 5.1 article words)

Theme Phrases

Total Theme Phrases: 4

Different Theme Phrases: 2

Percentage of Theme Phrases Used = 11.8

Themed 1.4 % (1 theme phrase every 73.5 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 49.4%

Google Position #9

[http://google.com/url?](http://google.com/url?q=http://www.pressdispensary.co.uk/press_release_writing_services.php&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CEUQFjAI&usg=AFQjCNH-DSPKK5ERPlgk63f7iE5fVp_7vQ)

[q=http://www.pressdispensary.co.uk/press_release_writing_services.php&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CEUQFjAI&usg=AFQjCNH-DSPKK5ERPlgk63f7iE5fVp_7vQ](http://www.pressdispensary.co.uk/press_release_writing_services.php&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CEUQFjAI&usg=AFQjCNH-DSPKK5ERPlgk63f7iE5fVp_7vQ)

Article Words: **607**

Theme Words

Total Theme Words: 80

Different Theme Words: 19

Percentage of Theme Words Used = 38.8

Themed 13.2 % (1 theme word every 7.6 article words)

Theme Phrases

Total Theme Phrases: 3

Different Theme Phrases: 1

Percentage of Theme Phrases Used = 5.9

Themed .5 % (1 theme phrase every 202.3 article words)

Theme Score (max 100%): 40%

Quality Theme Score (max 100%): 36%

Google Position #10

[http://google.com/url?](http://google.com/url?q=http://www.pressdispensary.co.uk/&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CEcQFjAJ&usg=AFQjCNHJWiJrvprltKKxYhii-Rc6ngTUmw)

[q=http://www.pressdispensary.co.uk/&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CEcQFjAJ&usg=AFQjCNHJWiJrvprltKKxYhii-Rc6ngTUmw](http://www.pressdispensary.co.uk/&sa=U&ei=tDWMT7_GAsPChAfqu73gCQ&ved=0CEcQFjAJ&usg=AFQjCNHJWiJrvprltKKxYhii-Rc6ngTUmw)

Article Words: **757**

Theme Words

Total Theme Words: 129

Different Theme Words: 21

Percentage of Theme Words Used = 42.9

Themed 17 % (1 theme word every 5.9 article words)

Theme Phrases

Total Theme Phrases: 10

Different Theme Phrases: 5

Percentage of Theme Phrases Used = 29.4

Themed 1.3 % (1 theme phrase every 75.7 article words)

Theme Score (max 100%): 61.3%

Quality Theme Score (max 100%): 30.7%

How Many Top 10 Pages the Theme Words were found on

0: optimization
1: well-written
1: credibility
1: subhead
1: builds
1: body
2: inverted
2: pyramid
2: outlets
3: paragraph
3: newspaper
3: sentence
3: include
3: outlet
4: attention
4: proper
4: style
5: newsworthy
5: interest
5: headline
5: where
5: title
5: good
6: distribution
6: company
6: reader
6: format
6: engine
6: quote
6: first
6: when
7: written
7: about
8: information
8: journalist
8: contact
8: online
8: media
8: what
8: read
8: copy
8: who
8: how
9: releases
9: writing
9: release
9: search
9: press
9: news

3) Keyword Map

press release writing in its current form has its origins in 1906 **when** ivy lee, working in public relations for the pennsylvania railroad, persuaded the **company** to present their own **written** statement to **newspaper journalists** at the scene of the atlantic city train accident that resulted in the deaths of 53 people. the reasoning was that the **company** could get their version of events out in **news** circulation **first** before rumors and suppositions, and the inevitable exaggerations, **about** the tragic event started to spread. the idea of producing **news** for **media outlets** to publish was a revolutionary one that caught on fast. soon, **company information** that was in any way deemed to be **news**worthy was being presented to **journalists** as more and more companies came to realize the power of a **good press release** that **builds credibility**. it was a win-win situation, as companies were able to control their own **news** stories, and **journalists** no longer had to dig and **search** for **news** as much as they had done previously. an accepted standard **format** was soon established and adopted, using the **inverted pyramid style** of **writing**. this commences with the all important **headline**. **newspapers** have long known that a **good headline** will grab **attention**, and even a mediocre story will get **read** if the **headline** is **good** enough. this holds true with **press release writing** as well. a professionally crafted **title**, and **subhead**, if used, can make all the difference to the success of any **press release**. using the **inverted pyramid format**, the **first paragraph** should **include information** **about** the most important points. it should tell the **reader** concisely and succinctly the **who, what, where, how** and **when** of the story. using the atlantic city train accident of 1906 as an example, a **press release** of the incident might start off like this: "a west jersey and seashore train plunged off the thoroughfare draw bridge on sunday, october 28th, 1906, resulting in the deaths by drowning of 53 passengers." from that short **sentence** you know **what** happened, **where** it happened, **how** it happened, **when** it happened and **who** it happened to. all **good press release writing** should start in this way. the **press release body copy** should build down by telling more and more of the incidental and less important parts of the story. there should be at least one **quote** from someone relevant to the story. this **builds credibility** and provides a human touch. the piece should end with the **company information**, if appropriate, and reliable **contact information**. a **news release** created in this way should not be more than around 500 words or so. a **good press release** should be **news**worthy and **interesting**, and not a self-serving advert. **how**ever, the **news** can be such that it generates enough publicity to create a profitable situation for the **company** or individual **who** carries out the **press release distribution**. also, with most **press releases** being submitted **online** now, it is important that a **well-written press release** has **proper search engine optimization** built in to it. this means that **press release writing** should be centered around a keyword, a relevant **search term** that will be found by people **searching** for that topic in the **search engines**.

contact@writesystem.com

<http://www.WriteSystem.com/contact-form/>