



PR.com Revolutionizes Press Release Distribution & Search Engine Optimization by Enabling Inclusion of Anchor Text Links in Press Releases by New, Highly Effective Method

When PR.com re-launched its website, it introduced a completely unique and highly effective “one stop shop” to promote everything about a business. Now, PR.com is announcing a new, unique offering in its Free Press Release Distribution Service, whereby businesses and Search Engine Optimization companies can easily and inexpensively embed powerful Anchor Text Links into Press Releases distributed via PR.com.

New York, NY, June 21, 2005 --(PR.com)-- PR.com (www.PR.com), a major player in the Press Release Distribution Industry, introduces a new service whereby customers can easily and inexpensively embed powerful Anchor Text Links directly into their [press releases](#) distributed via PR.com. This new Text Link service also marks a revolutionary method for businesses and SEO companies to enhance their Search Engine Optimization efforts.

“We so often hear from our customers, sentiments like, “Wow. We had no idea how truly revolutionary and effective our PR.com Company Profile was until we saw the incredible breadth of information we're able to enter into our profile.” Now, with the introduction of our new Anchor Text Link service in press releases, we're once again providing businesses and SEO companies with an ability to effectuate Search Engine Optimization with an ease of use and effectiveness never before available.” says PR.com President, Jason Manheim.

One of the most important aspects of Search Engine Optimization is to establish incoming links to your website from other websites, where the clickable text link to your website actually says your keyword phrase that you are optimizing. PR.com's new Anchor Text Link service gives companies the ability to enter their press release, simply highlight the text they want to be a link, enter the URL (webpage address) to which the link should go, and submit the release.

Other Press Release Distribution Services charge as much as \$250 per release to include Anchor Text Links in a press release. At \$29.95 per Text Link, PR.com offers an incredibly inexpensive, yet effective service enabling companies to gain powerful incoming links that are archived in PR.com forever as long as a company has its profile. In addition to each FREE press release, companies can currently obtain a FREE Company Profile at PR.com. Or, they can get one of two paid plans that include 2 or 5 FREE Text Links, along with greater visibility of their press releases, plus more promotional benefits.

Different from any other Free Press Release Distribution Service, PR.com gives each company a full Company Profile, almost as if its entire website is within its profile. Also, in PR.com's [Product Directory](#), [Service Directory](#), [Business Directory](#) and [Job Search](#) Website, each company can take full advantage of this “one stop shop” to promote literally everything about its business. Most importantly, when members of the media find your press release, they will have your entire profile to learn about your company and be enticed to cover whatever news you are publicizing.



About PR.com:

PR.com is a revolutionary website and online Directory of Businesses, Products, Services, Jobs, and Free Press Release Distribution, covering all industries. PR.com is also an online publication of Articles, Reviews, & Celebrity Interviews. Truly a “one stop shop” where each business has a full company profile that promotes their products, services, and other relevant information, PR.com provides a breadth of business information unmatched anywhere else on or off the Internet. Further, PR.com enables companies to promote everything about their business in a beautiful and very easy to understand, impressive format.

To learn more about how a business can benefit from PR.com and to sign up for a company profile:
<http://www.PR.com/promote-your-business>

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