



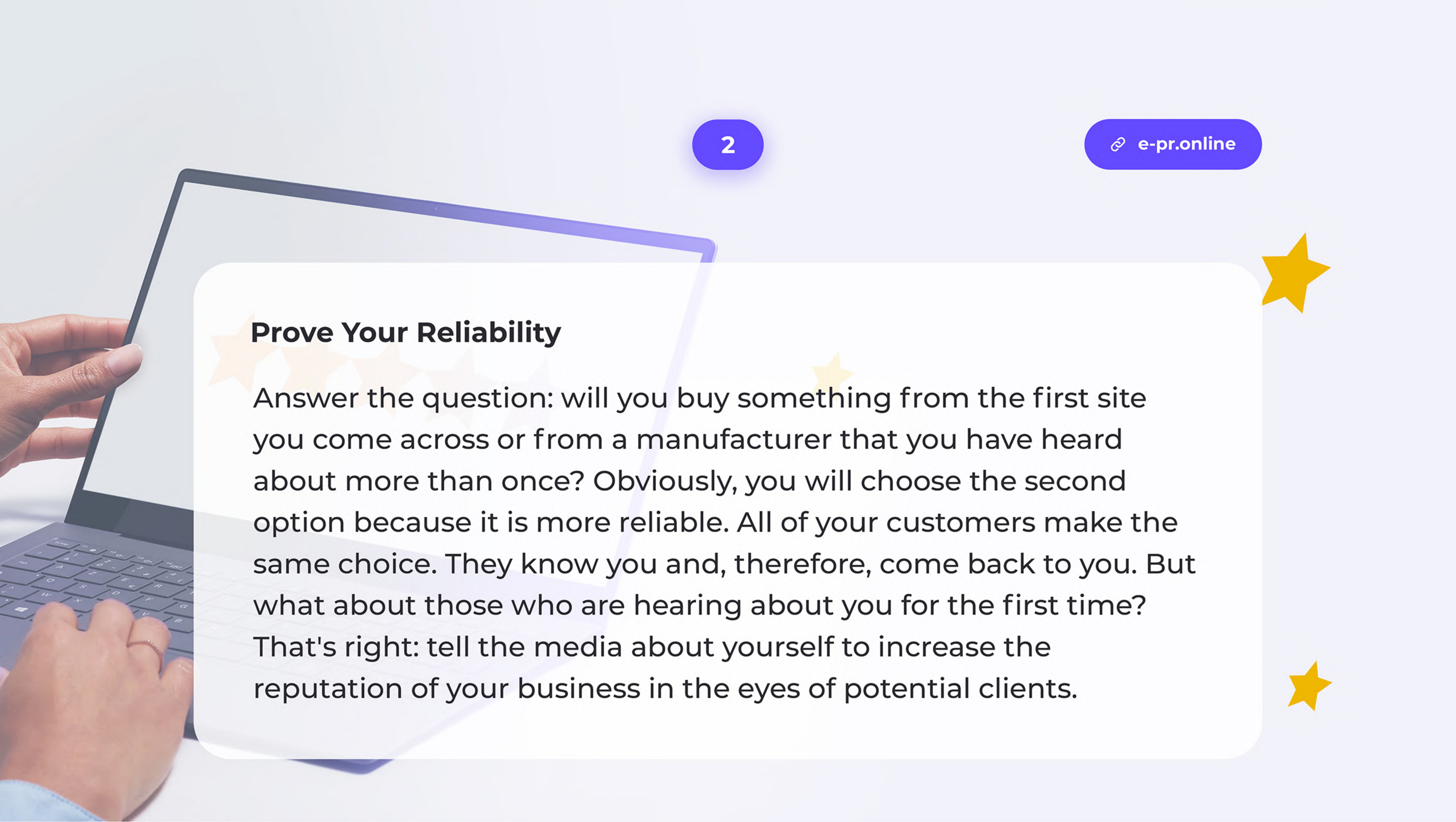
e-PR

**15 reasons why you should
consider publishing on media**



Improve Your SERP Placement

Media publishing will help get you to the first page of search results on Google and other major search engines regardless of your ad budget. The most important thing is a relevant title and well-written text. Then, your potential customers will see your company name first when searching for products and services.



Prove Your Reliability

Answer the question: will you buy something from the first site you come across or from a manufacturer that you have heard about more than once? Obviously, you will choose the second option because it is more reliable. All of your customers make the same choice. They know you and, therefore, come back to you. But what about those who are hearing about you for the first time? That's right: tell the media about yourself to increase the reputation of your business in the eyes of potential clients.

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Access New Audiences

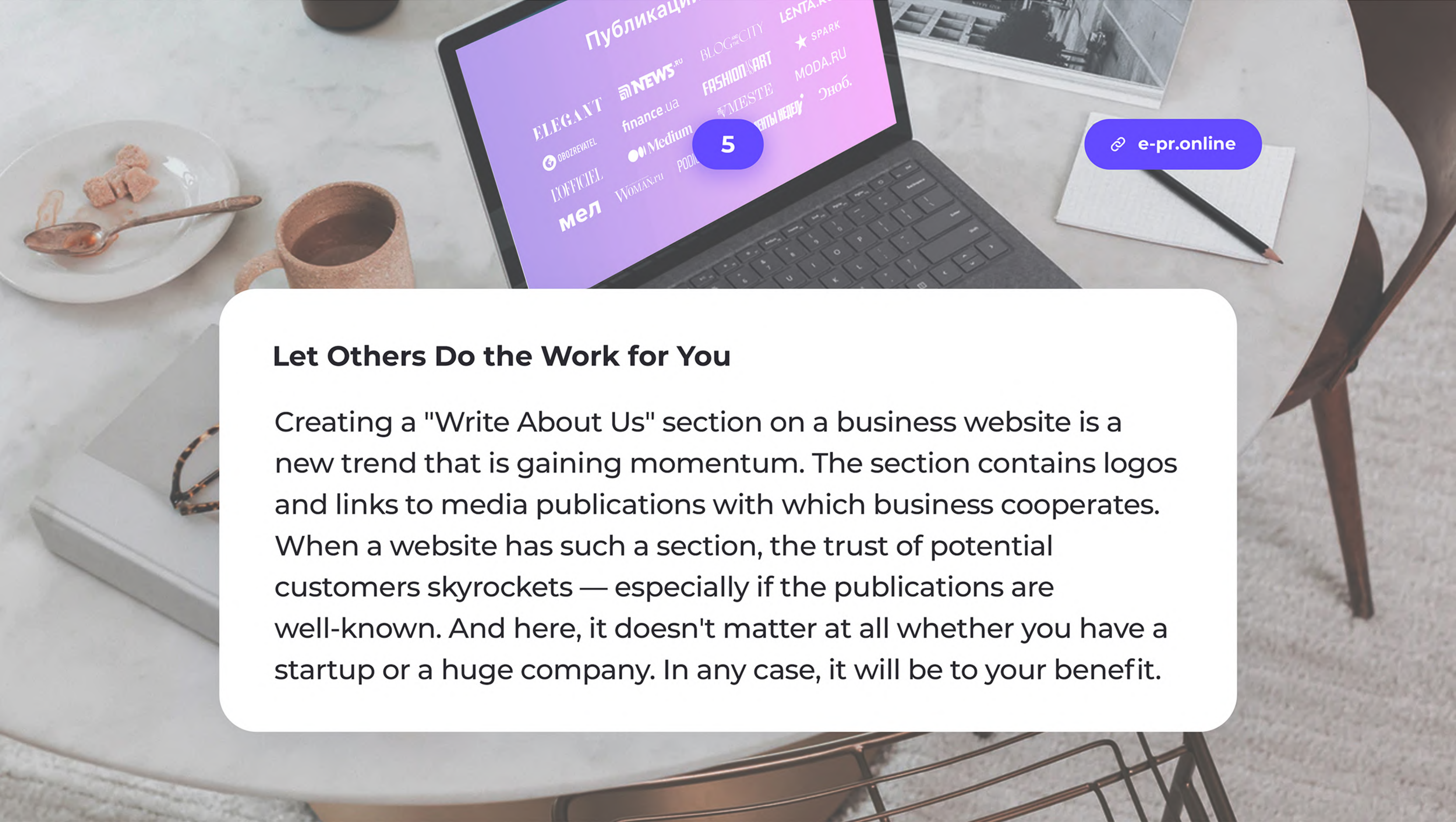
Each media channel has its own audience. And the bigger it is, the better for you. After all, if you publish news or an advertisement about your business on a certain media channel, then it is likely that part of this audience can become your client. Not bad, right? You increase your reputation, and at the same time, you see a noticeable number of new customers.



Power Up Your Link Profile

You should publish media content more often to create hyperlinks to your site. This is the kind of link that will increase site traffic. You just need to leave it in your text. This link will also appear on the first line of third-party resources within the search. Of course, not all media channels are ready to create a link to your site; if this occurs, you can discuss the details with them and come to an agreement.





Let Others Do the Work for You

Creating a "Write About Us" section on a business website is a new trend that is gaining momentum. The section contains logos and links to media publications with which business cooperates. When a website has such a section, the trust of potential customers skyrockets — especially if the publications are well-known. And here, it doesn't matter at all whether you have a startup or a huge company. In any case, it will be to your benefit.



Cultivate Positivity

Arguably, the most important reason for publishing in the media is to help fight negativity. Yes, even if you are the most honest company and your business is flourishing, unpleasant situations happen. You'll come across individuals who are ready to write nasty comments about anybody on the Internet. Therefore, it is important to create more positivity around your brand across the vastness of social networks. Correct headlines and well-known, honest media outlets will help you with this.



Get Listed on Wiki

The opportunity to get onto Wikipedia. Do not be surprised; Wikipedia is a source of complete trust for many people. But in order to get listed there, your business needs to be widely recognized. Without publication in the media, you simply will not be able to achieve recognition at such a high level.



Verify Your Influence

Verification is a blue checkmark icon that is used on the most popular social networks — Instagram, Facebook, Twitter, and so on. In order to get the coveted badge, you must provide links to at least 5 publications. Why do you need this? Verification speaks about the solidity of your business and increases your credibility with your potential customers.

Show Up on Their News Feeds

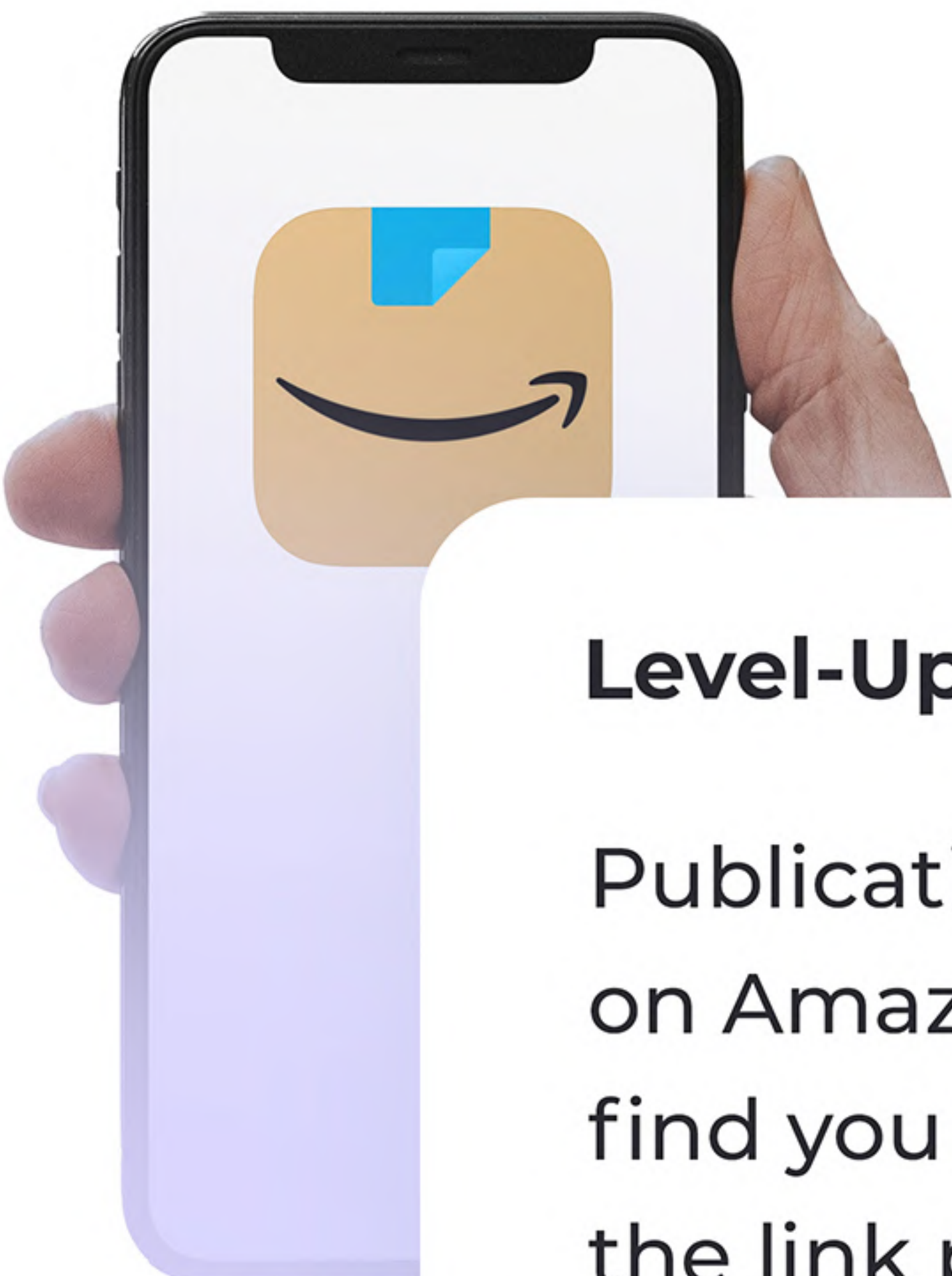
Times and morals are changing. Yes, this even applies to search engines. Now, people rarely go to the main search page since there is a lot of useless content on it. Most often, they use the news search feature. If you do not write anything about yourself and your business, there will be zero information on such resources about you. Therefore, we recommend that you publish news about yourself systematically (at least once a month).



Showcase Your Innovations

Posting is a good option for communicating innovations within your business. For example, you were engaged in the assembly and delivery of furniture, and now you decided to make it. But regular customers know you as a courier and collector, while potential customers do not know you at all. Your customers need a fresh association, and potential customers need to get acquainted with you. Publications are a working solution to tell the audience about a new direction and your core business in one post.





Level-Up Your Amazon Reach

Publications in the media will be useful for you if you sell your products on Amazon. The platform boosts accounts with external traffic: users find you not via Amazon's search but visit your page when clicking on the link placed in the external publication. In this case, your account on the platform will rise higher and higher in Amazon's search results, gaining more popularity and reaching more buyers.

Attract Investors

You should publish at least a couple of articles about yourself in the media to launch your own startup. Investors like it when the media features the startup. Moreover, they are checking what exactly is written about a project. If you can boast regular publications, they will be more interested in communicating with you. To attract investors, put publications about your startup on the "Write About Us" section.



Become Eligible for a Talent Visa

Those who consider themselves to be extraordinary and consider immigration opportunities benefit from publicity in media a lot. Most countries around the world have a separate talent visa. For example, this format is available in the USA and Canada, as well as in some European countries. Your credit of trust will increase significantly if you are perceived as an extraordinary specialist. And publications in media play an important role here.



Highlight Your Philanthropy

Of course, you need media publications if you are engaged in charity. You will inform your target audience about your noble deed, may even involve them in charity, and boost your reputation. In addition, the image of a socially responsible person or company will add importance to you in the eyes of consumers and investors.





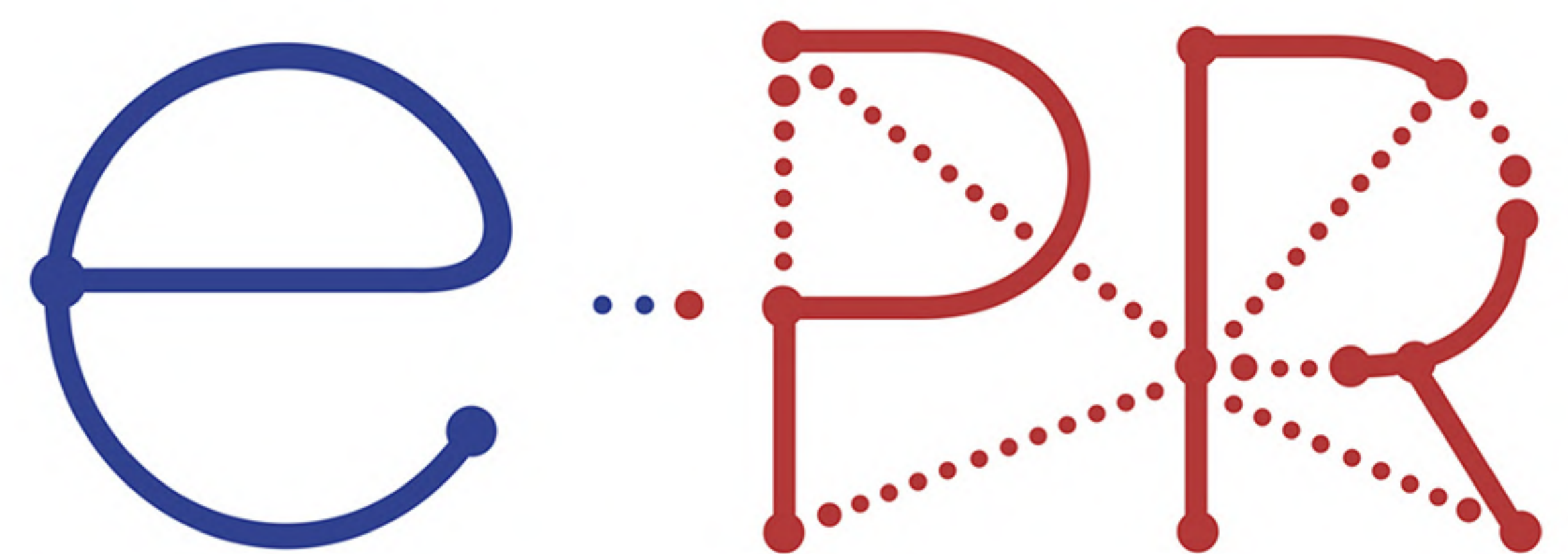
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Throw Successful Fundraisers

Publications are useful if you are engaged in fundraising. In other words, you collect money for various purposes. You can increase your fees and the reach of your audience through publications in the media. As a result, people who can donate to you will get to know about you.





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 **50+ Countries**