

PU Consulting AB Marketing How to write News

Links www.puconsulting.se

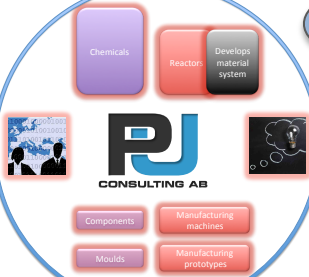
- ✦ [News](#)
- ✦ [Products & Services](#)

Every month:

- ✦ Reminder
- ✦ Guide

Extensive network

Customer



Good SEOs
(Search Engine Optimization)
It takes time !

[Movie SEO](#)

MARKETING

Marketing Products are as trawling or fishing the world of potential customers.

SALES

When potential Customers show their interest, we move to sales.

Why your products?

Customer

We Guide you, follow the questionnaire on page 3

We have all the same goal !

How does your News appear on:

www.puconsulting.se



Story:

Easy text "crystal clear" for all, how to Catch the Fish? (Max 4 sentences)

Industries : Industries per Products

----- < Read More > -----

Text:

Words range is 300 to 900. Partner information depending on the type of news.

Related Movies and/or Pictures:

(picture size: 450 x 450 px)

- **Type of News:**

Cases, Environment, Events, Products, Services, News per Partner.

- **Keywords:**

Five Important Keywords matching the customers' search and is also presented in our web text to have the best possible search results.

Questionnaire

◆ What type of News or set of News you want to share?

Types of News: (with small definitions)

- ❑ **Cases** – Any **successful story** of your product or service, you want to share through PU Consulting AB.
- ❑ **Environment** – Any **leading service** you want to publicize, that is friendly to nature and has environmental benefits.
- ❑ **Events** – Any successful **company-related occasion** like: exhibition, partnership, fairs or festival that is going to happen or happened recently and you want to share it globally.
- ❑ **Products** – **Introduction** of any new product, **promotion** of a new product, **new offers** about the product, **Sale** of products or **product testing**.
- ❑ **Services** – This section **involves guidelines, instructions, necessary steps to follow** and **efficient counselling** from PU Consulting AB's experts or partners.
- ❑ **News per Partners** – Highlighting our partners news.
 - ❑ **Introduction per Partners** – A **collaboration overview** between PU Consulting AB and its partner.

◆ The Story (it's not advertising)

Maximum 4 sentences story-line (to catch the fish) - Written "crystal clearly" together with PU Consulting AB Using suitable **Keywords, meta descriptions, related phrases and synonyms**.

◆ Picture

Layout image - with size: 900 x 300 px

Image appearing inside the text - with size: 450 x 450 px

◆ Text (300 to 900 words)

Using related **phrases, descriptions or keywords** to enhance your availability on Google and other search engines.

◆ Keywords

Five Important Keywords matching the customers' search and is also presented in our web text to have the best possible search results.

Use **the right keywords** or **phrases** that brings your service or product on the **Top of Search Engines** (e.g. Google, Bing, Yahoo etc.) Keywords are powerful as they **improve the visibility of your Website**.