



[Big List of Profile Sites: A New Resource For Local SEO and Reputation Management](#)

A new list of business profile sites and personal profile sites published by Online PR Media serves as a resource for businesses intent on creating a dominating presence in search engines for local terms and reputation management keywords.

Online PR News â€“ 17-February-2011 â€“ LA QUINTA, CA Online PR Media has compiled and published a new list of business profile sites and personal profile sites, designed as a resource for businesses intent on creating a dominate presence in search engines for local terms and brand names.

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Available at <http://bit.ly/gaWqz6>, the list of authority sites is divided into three sections to address three specific optimization goals:

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1. List of company profile sites that can be optimized for a business name: Ideal for companies with reputation management goals and brand development

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Local Business SEO, Leveraging Online Press Releases for Positioning and Backlinks,

2. List of personal profile sites that can be optimized for an individuals name: Ideal for those with reputation management goals (either preventative or reactive)

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3. List of authority sites that can be optimized for keyword: Ideal for businesses seeking to rank in the search engines for target keywords.

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Creating a presence on the authority sites on this list is fast, easy, and free. Local businesses and those with reputation management goals have the most to gain from leveraging authority sites correctly because there is often very little competition, allowing companies to dominate several top spots quickly, said Tara Geissinger, co-founder of Online PR Media.

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In addition to the list of profile sites, Online PR Media has also published a PDF resource titled Local Business SEO, Leveraging Online Press Releases for Positioning and Backlinks, available at: <http://www.scribd.com/doc/48453724/Local-Business-SEO-Leveraging-Online-Press-Releases>.

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Creating optimized content on this list of authority sites is a strategy used by big national and global SEO

firms to secure rankings for tough competition keywords. When local businesses and those doing reputation management use these same strategies, the results are powerful, said co-founder Christine OKelly.

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About Online PR Media:

Online PR Media (<http://www.onlineprmedia.com>) is a press release distribution service designed for SEO and multimedia media optimization. Online PR Media supercharges traditional media press releases with multimedia, social media, and search engine optimization, to provide the most visibility for news releases. The company is passionate about providing tools and resources for business owners on how to write a press release that gets visibility in the search engines, delivering their messaging to the right people at the right time.

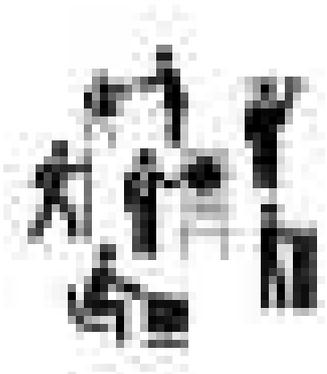
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Image Gallery

The image shows a screenshot of search engine results on the left and a press release page on the right. The search results include links to LinkedIn, Online PR Media, and other financial services websites. The press release page, titled "FORT MYERS CFP, MARK A. GEISSINGER, ACHIEVES AMERIPRISE PLATINUM FINANCIAL SERVICES", features a blue header with the Online PR Media logo and navigation links. The main content includes a "STATUS" section with a photo of Mark Geissinger, a "Contact Information" box, and a "CONTACT AUTHOR" button. A red circle highlights the number "1" in the search results pagination.



[online-pr-media.jpg](#)



Build yourself one or two ongoing networks that will help them include you in their plans and vision.

Don't be afraid to disagree and provide thoughtful ideas and solutions that people are seeking.



Having earned a level of trust and authority in the market's mind, giving you the power of influence.

People perceive you as an expert in your industry and are more likely to share with those similar to you or position to serve.



Source: Content Marketing Institute

content-marketing-authority-site-strategy.jpg



[press-release-report.jpg](#)

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