

# Bianchi PR Tipsheet #1

## Quick Links

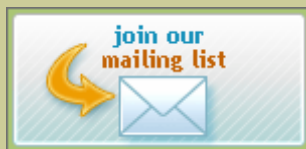
[Twitter](#)  
[Facebook](#)  
[LinkedIn](#)  
[About Us](#)  
[Contact Us](#)  
[News](#)  
[Case Studies](#)

## PR / Social Media Tipsheets

[Click here](#) to see more PR / social media tipsheets.

## Bianchi PeRpectives

Looking for past issues of our monthly e-newsletter, *Bianchi PeRpectives*? [Click here](#).



## → Top 10 Things Your Online Newsroom Should Have

It goes without saying that almost every company has a website. It also goes without saying that your site's newsroom is one of the most, if not the most, visited area for people looking to find information.

The newsroom acts as the main portal for information about your product or service and its importance cannot be overlooked. A poorly managed or updated newsroom can send visitors clicking in the other direction and never looking back. If you don't provide the information they're looking for, they'll go somewhere else.

So what makes a great online newsroom that best serves potential customers and targeted journalists? Check out this top 10 list:

**1. Keep it Fresh** - Your newsroom should be kept current and be constantly freshened up with the latest news, announcements, important dates, photos, events, etc. If your newsroom looks abandoned, why would anyone want to visit it?

**2. Post PR Contact Info** - Nothing is more frustrating than having to spend a lot of time hunting down the right contact, especially for media who are on tight deadlines. Make it easy for them.

**3. Archive the Past** - Visitors want the option to check out past news. You should provide a press release archive in text format, that's categorized by date and subject matter to make research easy.

**4. Share History** - Include the history of your company and a timeline of important milestones as a way for visitors to get to know you better and tap into your past experience.

**5. Don't Just Tell, Show** - In today's world, using visuals to tell a story and support your marketing is part of the gig. Without visuals, you'll fall behind the pack. Offer high-res, downloadable photos and video content on products, events, executive interviews and more.

**6. Detail Your Products** - Offer product diagrams, instruction manuals, merchant availability, user testimonials, pricing and links to product reviews.

**7. Promote Your People** - To know your people is to know your company. Be sure to 'give a face' to it all by providing background and photos of your top executives.

**8. Dollars & Sense** - More often than not, journalists are going to inquire about financial information, so you might as well save them, and yourself, some time and post financial data that is approved for the public eye.

**9. I Need Stats, Stat** - Be sure to provide useful statistics on your product or service - usage, averages, growth rates, platforms, etc. People, especially journalists, crave numerical data.

**10. Easy on the Eye** - Your newsroom should look like it belongs to the rest of your website. Use an easy-to-navigate, uncluttered layout that gives an aura of action and timeliness.

**Bonus tip** - Remember to think about what you like when you visit newsrooms. What do you find most helpful? What frustrates you? What do you wish they had more of? Think about your own preferences and then apply them to your company's site. How does it compare?

