



We receive over **70,000+** visitors per month from **130+** countries. Our global client base extends **over 52 countries/124 international locations**. We now have **MANY THOUSANDS** of **Rope Access & NDT technicians** in the database making it the largest dynamic source of Rope Access & NDT personnel in the world.

Why Add a News Release?

Our website is regularly trawled by the worlds search engine spiders (up to 30 times per day), they do this because we host a massive amount of live data. Your company will benefit from this leverage by having as much 'company specific' live data as possible on the server. We also have exclusive coverage of the majority of the world's Rope Access searches.

How many Releases Can I Submit?

ONE A WEEK AND NO MORE THAN FOUR PER MONTH, the reason being that your news releases are 'showcased' in the main index or 'home' page of the site. The search engines require this amount of time to effectively list your articles. If you add more than 2 at once, they will rank slightly lower as they did not have enough time on the home page.

Adding a Title:

This needs to be limited to 65 characters so you need to be pretty creative. Search engines pick up the title text easier than the rest of the document so try to make this is as keyword rich as you can whilst still ensuring readability for your users. A classic example would be- "*Top Quality Rope Access Training is Back in Edinburgh* " [click here](#) to see how Google lists it.

Adding a Description:

This is another limited field; it gets indexed by all search engines but this one needs to have a more accurate descriptive 'hook' that will engage your readers and make them want to carry on to the full article. You have more freedom here, 155 characters. A first paragraph will normally summarize the five W's: who, what, where, when and why. In fact, most readers will give up if you haven't "hooked" them in the first few lines.

Upload News Now at:

<http://rigg-access.com/company/login.asp>



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Anything goes in here but it's obvious that the better you are at writing it, the more response you will get from our many international users. Based on past surveys for optimum performance **we recommend a word count between 800 and 1500**

1) Put the most important information at the beginning. This is a tried and tested rule of journalism. Never hide golden points to the end. Also include the line: FOR IMMEDIATE RELEASE at the very top

2) Don't say it, show it. Avoid saying something is "unique" or "the best". Instead, show how people will benefit - i.e. save time, save money, make their life easier, etc.

3) End your press release with "###" (without the quotation marks) after your last lines of text. This symbol lets the editors know they have successfully received the entire release. We also include your contact and company details here to save you time adding them yourself.

Once you have submitted the article to the database the following events occur:

- It goes live on the news page - [click here](#) to view (opens in a new window)
- It is formatted into a downloadable MS WORD document, this allows users to retain it and pass it on to others.
- It is formatted into an RSS feed which is made available to any RSS reader software via our [RSS feeds main menu here](#), to view or subscribe to the feed, [click here](#) (opens in a new window.)
- It gets added to your online profile page [click here](#) to view.

The above actions mean your news release will blast around the planet, not only in Rigg Access but also throughout the major international search engines.

News Releases Live Forever..!:

We have no expiry date so your writings will be around for a long time. However, if you need to delete one (for example your news release may be time sensitive) you can scroll down this page and click the 'delete' link.

Added Bonus:

We automatically add your companies profile link to the bottom of all news releases, this allows the search engines, and more importantly, our site visitors free access to all your details, training courses, brochure links, web site and contact numbers.

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