



PR Espresso Introduces The Next Generation Of Publicity

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Springfield, MO: PR Espresso, the newest member of the Allen Family Enterprises family of companies, launched a beta version of their new press release service this weekend. The company was created to enable small businesses to get access to the same level of publicity and marketing available to major brands at a fraction of the cost. PR Espresso is a full-service publicity agency specializing in press releases. Their services include keyword research, targeted SEO, and distribution to major news outlets.

“Press Releases have traditionally been associated with good publicity,” said company co-founder, Caleb Allen, “But the distribution landscape has recently changed.” Allen is referring to recent changes to the Google Webmaster Rules that severely affected the way most press distribution companies do business. The new wording reads, “Any links intended to manipulate PageRank or a site's ranking in Google search results may be considered part of a link scheme and a violation of Google's Webmaster Guidelines. This includes any behavior that manipulates links to your site or outgoing links from your site.”

PR Espresso has embraced the new rule changes and built their distribution model around the new Google regulations. Instead of the traditional model, which relies on SEO backlinks to high-ranking sites to boost the

ranking of the article, the model PR Espresso has created uses their media connections to get their clients releases published on established sites. The links then become links to the client's online properties, simultaneously building brand authority within the search rankings.

"Google isn't going to penalize legitimate news sites like CNN," says Michael Taggart, CEO of Press Advantage, a partner company of PR Espresso, "The rule changes were to limit the ability of illegitimate distribution methods, like Private Blog Networks." Allen and company have adopted this model and combined it with expertly crafted writing and editing to create a seamless and streamlined experience for their clients.

Allen predicts it is only a matter of time before traditional press release sites, such as PR Web and PR Newswire, are put out of business by the new wave of Google complaint services. As more business owners switch to a more effective and budget-friendly solution to their publicity needs, start-up press distribution companies like PR Espresso are in position to dominate the market.

About PR Espresso: PR Espresso is a division of Allen Family Enterprises. Established in 2015, their publicity team has years of experience in Internet marketing and superior customer service. See for yourself how many business owners have experienced increased traffic and conversion to their online sites and products at PRExpresso.com.

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PR EXpresso

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