



## **Businesses Realizing New Benefits Of Press Release Distribution Service**

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Businesses today have different ways in which to market themselves and their products or services. One of these ways is through the distribution of press releases. Press Advantage, a press release distribution service, recently discussed the benefits of their services versus other means of distribution.

Those who are interested in learning more about the press releases from Press Advantage can visit the company online. Robert MacDonald with Press Advantage says, "People go back and forth when it comes to deciding to write their own press releases or having them professionally written. There are many benefits to professional press release distribution, not the least of which is the professional writing itself."

MacDonald says that professional distribution often comes with professional writing. A business owner or marketer who is not a writer by trade may not know how to properly format the press release or how to write it to be interesting enough to capture the attention of its readers. He adds that while most companies today would revel in seeing their press releases published, many of those companies are likely to falter because they are not completely aware of what must be done in order to get a press release published.

“There are a lot of things that must be done,” says MacDonald. “Distributing press releases is not as easy as it sounds. Most sites that allow press releases publications have strict rules and regulations that must be met. Professional writers will be able to meet these requirements quickly and easily but someone who does not typically write may find it difficult to get a release done in ample time.”

MacDonald adds that since press releases are often used to announce upcoming events or launches, it is imperative that they are written relatively quickly and published in time for the event. He adds that the using a professional distribution service ensures that the release is done and done correctly so that it can be published.

Press release distribution services will also know instantly where the releases should be published. Generally, these services offer coverage on a number of distribution sites. MacDonald adds that press releases are an excellent way for companies to use SEO to their advantage. Professional distribution services will know how to avoid overstuffing of keywords and other acts that can cause issues with search engines.

MacDonald adds that distribution services take the work and worry out of marketers finding sites for themselves. “Most people would not even know where to begin distributing their press releases,” he says. “Using a distribution service significantly cuts down on the time and work that it takes to see those press releases live and to begin reaping the benefits of using them.”

MacDonald states that Press Advantage offers professional distribution of press releases that are written by professional writers in order to help businesses to increase their SEO efforts. He states that the company’s website offers more information about the services that they provide, as well as the benefits of using such a service as opposed to the company writing the release and attempting to distribute it for themselves.

“It comes down to good, strong and relevant content, good SEO practices and knowing what readers want to see,” MacDonald says.

Those who are interested in learning more about professional press release distribution can visit Press Advantage and look through some of the professional releases that they have done for other clients. Interested businesses can also visit Press Advantage on Facebook and interact with other clients who have used them in the past and who have left stellar reviews for the company. Companies who are looking for a better way to improve their SEO and reach more customers can visit the company online to read more about the benefits of using press releases for SEO and the benefits of hiring a professional distribution service. Press Advantage is a Las Vegas, Nevada based company that provides SEO services to companies all over the world.

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For more information about Press Advantage, contact the company here: [PressAdvantageJeremyNoetzelman@pressadvantage.com](mailto:PressAdvantageJeremyNoetzelman@pressadvantage.com) PO Box 29502 #84699 Las Vegas, NV 89126

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