



## **Press Advantage Highlights Benefits Of Press Release Distribution To Achieve Top Local Rankings**

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Las Vegas, Nevada based Press Advantage recently issued a public advisory informing businesses how they can benefit from leveraging press releases to achieve top local rankings on Search Engine Results Pages (SERP). According to the company, this advice is especially pertinent to Small and Medium Enterprises (SMEs).

“A press release is an effective technique to reach out to tell a newsworthy story to both the media and the masses. It is a powerful promotional tool that can be beneficial to just about any type of business since it is one of the quickest and most cost-efficient ways to advertise products and services,” says Robert MacDonald, Co-Founder of Press Advantage. He explains that press releases are valuable to businesses because they help investors, customers, and potential employees learn and discover more about a company.

He also points out that publishing a press release, if done properly, can generate significant traffic for highly searchable keywords that are relevant to a specific industry. “A press release benefits all types of businesses regardless of the industry they belong to, and is even more beneficial for SMEs and lesser-known companies since it publicizes useful information about a company’s products and services as well as their achievements

and important milestones," he says.

As noted on the Press Advantage website, small company owners often include marketing in their business strategies but disregard public relations (PR), which is one of the most cost-effective techniques to raise brand awareness. MacDonald points out that press releases are an effective PR tool because they are often delivered in a format that is similar to newspaper articles—which is easy for readers to understand. Research also shows that 19 out of 20 journalists use search engines during the course of their research for a story, and a press release can improve the likelihood that a relevant release will be found.

In addition, MacDonald states that more than 99% of people who use search engines like Google and Yahoo are members of the public and less than 1% are members of the press. This means that a press release should be of utmost relevance since they directly reach prospective customers and clients. Furthermore, since press releases do not include advertisements or explicit endorsements, the public often considers the information in a press release more credible when compared to traditional forms of advertising.

"The key to getting to the top of the local SERP is consistency. You must bear in mind that press releases tend to sink lower in ranking as they age since search engines usually stop indexing a press release after a month. In order to maintain an excellent standing in the local SERP, we encourage business owners to regularly distribute press releases to drive better results," MacDonald said.

Press Advantage is a full-service press release distribution service provider composed of an elite team of marketing and SEO experts from Velluto Tech Incubator. They are one of the most reputable PR distribution companies in the US, based on a number of positive reviews and recommendations received from their previous clients. They also work with some of the biggest brands worldwide, including AT&T, ABC, FOX, NBC, the AP Wire, Google News, Denver Post, Gannett, Marketwatch, Nasdaq, Motley Fool, ZeroHedge, CenturyLink, and more.

Cory Sanchez, Founder of Mojo Global, says, "The results speak for themselves. With Press Advantage, I was blown away by how easy it was, and how fast it got picked up and ranked. The best part was that their Done For You service made it completely hands-free. I absolutely recommend it to anyone who's looking to get traffic, become an authority, and get their message in front of the masses."

Meanwhile, CEO at SEO Nitro Dori Fried, says, "I submitted my press release to Press Advantage and I had two first page rankings for a huge launch keyword within hours. And when I checked my second keyword, there were two first page rankings for that as well, and it has only been three hours since the distribution. I am literally and totally jaw-dropping impressed."

More information can be found on the company's website. Business owners may also send an email or call their service hotline to learn more about their services. Furthermore, interested parties who wish to subscribe for press release distribution with Press Advantage may connect with them through their official social media pages to make further inquiries and stay up to date with their latest news and important announcements.

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For more information about Press Advantage, contact the company here: Press Advantage Jeremy Noetzelman support@pressadvantage.com PO Box 29502 #84699 Las Vegas, NV 89126

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