



Press Advantage Now Distributes To This Top US Newspaper

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Las Vegas, NV - November 14, 2019 - PRESSADVANTAGE -

Las Vegas, Nevada based Press Advantage is proud to announce that all of their releases will now be featured on USA Today's website at no additional cost to their clients. The partnership will have a significant impact on the reach of their press releases, as USA Today is the #1 highest-circulation daily newspaper in the US, according to data published by Alliance for Audited Media.

Clients subscribed to the press release service that the local Nevada company offers will see a significant improvement in the results of their submissions, as they will now be featured on the USAToday.com website. This space sees millions of daily visitors all across the US, who continue to make USA Today their daily source of news (in both their physical and online forms). The advertising opportunities that come with this attention are limitless, being featured in the classifieds area is usually not an easy or cheap prospect.

Notably, Press Advantage states that their services will not be subject to an increase in price, even though it usually costs a minimum of \$350 per release to be featured on USA Today. There are no other companies in the industry that offer a service similar to this for standard releases. Press Advantage asserts that this partnership is the fruit of their ongoing efforts and negotiations to develop new opportunities for their clients.

Robert MacDonald, a member of Press Advantage's leadership team, states, "We are very excited about this partnership, as it means our clients will notice a great improvement in the results that our services produce. Our foremost priority has always been to provide the best service at the best price, which is why we have also decided to keep everything else the same as it has always been. There will be no new tiers added to our subscriptions, nor additional fees that clients will have to take on to be featured in this space. It will be the same price as it has always been, and the quality of our releases will likewise remain the same, if not better."

In addition to the partnership with USA Today, MacDonald notes that they have been working on several new improvements for the services offered at Press Advantage. They have recently begun testing a new release scheduling feature, which is still one of their most heavily requested features. This will allow users to set up a release schedule for better organization, so a standing order can be placed every few days based on their own unique marketing strategies. This service will not compromise any existing functionality that clients have come to expect, as they note that clients can specify multiple keywords, links, images, and videos to integrate with their order.

Additionally, they have implemented several new improvements in their clients' dashboard. These improvements range from minor quality of life enhancements to new functionalities that refine several aspects of their website. Some of these features include secondary embed URLs, simplified video/image embeds, hiding releases from the newsroom, and saving organization-level retargeting pixels.

Press Advantage offers one of the most distinguished and successful SEO services in the industry through their press releases, as they maintain that they have always gone to great lengths to ensure their website is the best SEO tool that clients can have at their disposal. While most press release distributors show no interest in providing their clients the ability to implement tools like Schema in their releases, the Nevada company asserts that they always encourage clients to use these tools for their own benefit.

The company frequently receives reviews that attest to the excellence of their services and their positive results. On their website, for instance, they feature a review written by Cory Michael Sanchez, Founder of Mojo Global, who 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 that's looking to get traffic, become an authority, and get their message in front of the masses."

Interested parties are welcome to reach out to Robert MacDonald to follow up on any inquiries they may have. The Press Advantage website also includes a contact form, through which prospective clients may

schedule a consultation with one of the company's representatives.

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For more information about Press Advantage, contact the company here: Press Advantage Jeremy Noetzel
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