



## **Springfield, MO Marketing Agency Helps Local Businesses Make Headlines**

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Springfield, MO: PReXpresso.com, a marketing agency in Springfield, MO, announced plans this week to expand their client base in their local community. The growing Springfield start-up is on a mission for small businesses; enabling them to receive the same high-quality publicity and marketing previously accesible only to major corporations. They launched a beta version of their news release distribution service in June offering a uniquely comprehensive marketing service. Their services include personalized marketing consultations, comprehensive keyword research, and guaranteed distribution to major news outlets.

Company co-founder, Caleb Allen has recently been focusing his attention on the local market. Having recently joined a chapter of Missouri-based Masterminds Of Business group, he hopes to develop valuable relationships with local entrepreneurs. The PReXpresso team is also working to provide incentives for local businesses that are not available to their national clients. While there are many businesses that offer similar services for marketing in Springfield, MO, Allen's company takes a unique approach to publicity.

"We are not the only local company specializing in news release distribution", said Allen, "But with the recent changes to the news distribution landscape, we are adapting faster than most other agencies." He is referring to updates to the Google Webmaster Rules that are greatly impacting how press distribution companies operate. PReXpresso.com is embracing the changes, designing their distribution system to comply with the new Google regulations. Unlike the traditional model, which primarily requires SEO backlinks to high-influence sites to improve the article ranking, PReXpresso.com uses a different method that utilizes media relationships to publish their news releases on established influential sites. To accomplish this, the company uses the powerful backend of their partner company, Press Advantage.

"Google isn't going to penalize legitimate news sites like CNN," says Michael Taggart, CEO of Press Advantage, "The rule changes were to limit the ability of illegitimate distribution methods, like Private Blog Networks." Allen's company has fully implemented the new model, combining it with well-written articles subjected to a series of checks and balances. This results in a seamless, comprehensive experience for their clients.

"Our clients see instant results with increased visibility on all the major search engines for their target keywords", said Allen. "For many small to medium-sized businesses, their biggest hurdle is getting the search engines to notice them. We make that process quicker, easier, and we do all the work." As business owners gravitate towards more effective and less expensive marketing solutions in Springfield, Missouri, start-up companies like PReXpresso are in prime position to overtake the market.

About PReXpresso: PReXpresso is a brand 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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