

# PRESS ADVANTAGE

## **Press Advantage Unveils Essential Guide: Boost SEO with Quality Backlinks Using Press Release Strategies**

*August 08, 2024*

Las Vegas, NV - August 08, 2024 - PRESSADVANTAGE -

Press Advantage has announced a new comprehensive article titled "How SEO Agencies Can Score Quality Backlinks with Press Releases." This article is meant to be a helpful resource for SEO professionals looking to improve their link-building efforts using press releases.

The article highlights why backlinks are important in search engine optimization and how press releases can help generate high-quality backlinks. It explains that quality backlinks are more valuable than just having a large number of them, with a detailed look at what makes a backlink good.

Press Advantage discusses how sending out press releases to various news outlets, blogs, and online platforms can increase the chances of the content being picked up and linked to by different sources. This wider audience helps SEO agencies boost their clients' online visibility. The article gives practical steps on creating engaging press releases, covering topics like choosing newsworthy subjects, writing eye-catching headlines, organizing content well, and naturally adding links.

"Many SEO professionals underestimate the power of a well-crafted press release in their link-building

initiatives," says Jeremy Noetzelman, CEO of Velluto Tech Incubator, which owns Press Advantage. "Our goal with this article is to provide actionable insights that can help agencies maximize their efforts and achieve better results for their clients."

The article covers several important topics, including the need to choose the right press release distribution service and target the right industry publications. It also talks about the best time to release for maximum effect and the importance of spreading the press release on multiple channels.

A key feature of the Press Advantage service is its reverse research keyword spy tool. This tool, developed over five years, helps identify valuable keywords to enhance a press release's effectiveness. Press Advantage also offers features like retargeting, pixel embedding, dynamic reports, and the ability to include videos and images in press releases to improve ranking and presentation.

For more information about press release writing, those who are interested can explore additional resources on the Press Advantage website.

Another important tip from the article is to follow up with journalists and editors after sending out a press release. This step can increase the chances of the release being picked up by more outlets, resulting in more backlinks. Sharing the press release on the company's own channels is also suggested to increase overall reach.

Jeremy Noetzelman adds, "SEO agencies need reliable, data-driven tools to measure the impact of their press releases. We recommend using tracking tools like Ahrefs, SEMrush, and Moz to monitor key metrics. These tools can measure the number of new backlinks, the quality of those links, and the subsequent changes in search engine rankings, as well as the traffic coming to your site from these backlinks."

For information about the practical applications of press release distribution, Press Advantage offers an in-depth look into its distribution network, which includes prestigious news outlets such as local ABC, NBC, CBS, and FOX TV stations.

The newly published article is part of Press Advantage's effort to offer valuable resources and free strategy sessions to help SEO professionals. By incorporating press releases into a complete SEO strategy, agencies can avoid common mistakes like over-optimizing anchor text and focusing too much on the number of backlinks instead of their quality.

For more insights, tips, and strategies, those interested can read the complete article "How SEO Agencies Can Score Quality Backlinks with Press Releases" on the Press Advantage website. It includes advice on avoiding common pitfalls and diversifying backlink sources.

Those who want more information about press release distribution can visit the Press Advantage website.

The article "How SEO Agencies Can Score Quality Backlinks with Press Releases" is now available and can be accessed through the provided link. This resource aims to assist SEO professionals in making the most out of press releases. Digital marketers and SEO agencies are encouraged to check out the content to improve their link-building strategies.

Press Advantage provides businesses with a full-service package that includes writing, distribution, and optimization. Clients get personalized help and advanced tools to make the most of their press releases.

Press Advantage is dedicated to helping businesses and SEO professionals with tools and services designed to boost their online presence and achieve better search engine rankings. Since its start in 2011, the company has supported over 16,000 businesses in their digital marketing efforts. For more details, including the range of services offered, those interested can visit the Press Advantage website.

###

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

## **Press Advantage**

*Fully done for you press release distribution from Press Advantage.*

*Professional press release writers research and write a news story that is distributed to hundreds of news outlets across the globe, bringing traffic and rankings to your website.*

Website: <https://pressadvantage.com>

Email: [support@pressadvantage.com](mailto:support@pressadvantage.com)



