

# PRESS ADVANTAGE

## **Press Advantage's New Guide Unveils How Press Releases Drive SERPs Domination**

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Press Advantage recently launched a guide titled "Maximize ROI: How Smart Agencies Use Press Releases to Dominate The SERPS." This guide aims to help digital marketing agencies understand how press releases can enhance their search engine rankings and boost their return on investment (ROI). The guide can be found on their website.

The guide covers several hidden costs linked to press releases, like writing, editing, client approvals, and distribution setup. It highlights the importance of quality over quantity in press releases. Detailed suggestions on strategic planning, compelling storytelling, and using multimedia are included to improve the impact of press releases.

Jeremy Noetzelman, CEO of Press Advantage, commented on the guide's release, saying, "This article aims to provide agencies with the insights they need to maximize their ROI through strategic press release campaigns. By focusing on high-quality content and targeted distribution, agencies can see significant improvements in their search engine performance."

The guide also looks into the benefits of automation in press release distribution. Features like scheduled releases, RSS feeds, automated reporting, keyword and link tracking, and queue management are highlighted as ways to streamline the process and reduce costs.

One section discusses the SEO benefits of press releases. It notes how high-quality backlinks, keyword optimization, local SEO boosts, rich media embedding, and schema markup can improve a client's search engine performance. The guide shows that press release distribution through Press Advantage offers these features, making it a top choice for agencies focused on SEO.

Press Advantage also shares practical tips on how agencies can upsell press release services without harming client relationships. Strategies like educating clients on distribution tiers, identifying high-impact opportunities, and showing ROI are recommended.

"The article is an essential read for SEO professionals looking to boost their clients' online presence," said Noetzelman. "Press Advantage's platform is tailored to meet the specific needs of digital marketing agencies, providing them with the tools they need to deliver exceptional results for their clients."

The guide emphasizes that automation in press release distribution can greatly improve efficiency and effectiveness. Scheduled releases and automated reporting help agencies save time, while keyword and link tracking allows them to monitor campaign performance. For more details about the company's press release services, please visit their website.

The guide also talks about the role of multimedia in press releases. Adding videos and images can make a release more engaging and boost its ranking. Press Advantage's support for rich media embedding lets agencies create more captivating press releases.

"By leveraging the features offered by Press Advantage, agencies can create press releases that not only rank highly on search engines but also engage and inform their target audience," added Noetzelman.

Press Advantage, a full-service press release distribution service operated by Velluto Tech Incubator, offers a range of services including press release writing, SEO promotion, personalized writing instructions, retargeting, pixel embed capabilities, and dynamic reports. Their platform is designed to help businesses and agencies maximize their online visibility and engagement.

The newly released article by Press Advantage provides digital marketing agencies with a valuable resource for optimizing their press release campaigns. With strategic planning, automation, and multimedia integration,

agencies can achieve better results and higher ROI for their clients. For in-depth details on how Press Advantage can benefit one's agency, visit their website.

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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**

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