Press Advantage Launches Global Agency Education Series on Surviving the AI Search Shift

September 18, 2025

Las Vegas, NV - September 18, 2025 -
Press Advantage, a leading press release distribution service, today announced the launch of a comprehensive global education series designed to help marketing agencies and brands navigate the rapidly evolving landscape of AI-powered search technologies. The initiative addresses critical challenges facing organizations as artificial intelligence fundamentally transforms how audiences discover and consume news content.

The education series represents a strategic expansion of Press Advantage's role from distribution partner to industry educator, providing agencies with actionable insights on adapting their press release strategies for AI-driven search algorithms. The program encompasses webinars, workshops, and strategic resources that address the intersection of traditional press release distribution and emerging AI search technologies.

"The integration of AI into search engines has created both unprecedented opportunities and significant challenges for how press releases reach their intended audiences," said Jeremy Noetzelman, Chief Strategy Officer at Press Advantage. "Our education series equips agencies with the knowledge and tools they need to ensure their clients' news continues to achieve maximum visibility and impact in this new environment."

The comprehensive curriculum covers essential topics including optimizing press releases for AI comprehension, understanding how machine learning algorithms evaluate newsworthiness, and leveraging structured data to enhance discoverability. Participants gain access to the Press Advantage Press Release Guide, which has been updated to reflect current AI search considerations and best practices.

Agencies participating in the education series learn practical strategies for crafting press releases that perform effectively across both traditional search engines and AI-powered platforms. The program emphasizes the importance of semantic relevance, contextual clarity, and authoritative sourcing in an era where AI systems increasingly determine content visibility.

"Marketing agencies are facing a paradigm shift in how their clients' news reaches target audiences," noted Noetzelman. "By sharing our expertise and insights, we're helping agencies transform this challenge into a competitive advantage for their clients."

The initiative builds upon Press Advantage's decade-long experience in press release distribution, during which the company has distributed content to hundreds of prestigious news outlets including major television networks, digital platforms, and traditional print media. This extensive network provides unique insights into how AI adoption is reshaping news discovery patterns across different media channels.

The education series also addresses the evolving role of Press Release Distribution by Press Advantage in supporting agencies' multi-channel communication strategies. Sessions explore how traditional distribution methods complement AI-optimized content strategies to maximize reach and engagement.

Press Advantage operates as part of Velluto Tech Incubator, founded in Las Vegas, Nevada in 2011. The company provides comprehensive press release services including professional writing, widespread distribution, SEO optimization, and detailed performance reporting. Their platform supports multimedia content integration and offers personalized account management to ensure clients achieve their communication objectives in an increasingly complex digital landscape.

###

For more information about Press Advantage, contact the company here:Press AdvantageJeremy Noetzelmansupport@pressadvantage.comPO Box 29502 #84699Las 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