Press Advantage Reveals How Off-Page SEO is Evolving in 2025 from Backlinks to Brand Mentions

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Las Vegas, NV - October 07, 2025 -
Press Advantage, a leading press release distribution service, today announced its perspective on the fundamental shift occurring in off-page SEO strategies in 2025, with brand mentions emerging as an increasingly critical factor alongside traditional backlink building.

The Las Vegas-based company, which has served over 19,000 clients since 2014, identifies a significant transformation in how search engines evaluate website authority and relevance. While backlinks have long dominated off-page SEO strategies, the evolution toward entity-based search and semantic understanding has elevated brand mentions to equal importance in establishing digital authority.

"The SEO landscape has fundamentally changed from simply counting backlinks to understanding brand presence across the digital ecosystem," said Jeremy Noetzelman, CEO of Press Advantage. "Search engines now recognize and value unlinked brand mentions as trust signals, particularly when they appear on established news platforms. This shift means businesses need to think beyond traditional link building and focus on comprehensive brand visibility strategies."

The evolution reflects broader changes in search engine algorithms that prioritize entity recognition and semantic relationships. Brand mentions help establish what industry experts call entity salience, where search engines understand not just what a brand does, but its authority and relevance within specific contexts. This development particularly benefits businesses using Press Advantage for Agencies, as agency clients can leverage press release distribution to build both traditional SEO value and enhanced brand recognition simultaneously.

Press releases have emerged as a particularly effective vehicle for generating authentic brand mentions across authoritative news platforms. When distributed through established networks, press releases create natural brand references on major media outlets, contributing to what search algorithms increasingly recognize as legitimate brand signals. These mentions, even without direct links, help establish entity relationships that search engines use to understand brand authority and relevance.

The shift also aligns with growing emphasis on expertise, authoritativeness, and trustworthiness signals that search engines use to evaluate content quality. Brand mentions on reputable news sites serve as third-party validation of business legitimacy and industry relevance, factors that traditional backlink strategies alone cannot fully address.

Press releases distributed through professional networks generate Brand Mentions with Press Releases across hundreds of news outlets, creating a digital footprint that extends far beyond traditional backlink metrics. These mentions contribute to what search engines interpret as natural brand growth and authority development, factors that have become increasingly important in ranking algorithms.

"Companies that adapt to this evolution will find themselves better positioned for sustainable search visibility," added Noetzelman. "The integration of brand mention strategies with traditional SEO approaches creates a more robust and algorithm-resistant optimization framework that serves businesses well regardless of future search engine updates."

Press Advantage operates as part of Velluto Tech Incubator, founded in 2011, and maintains its headquarters in Las Vegas, Nevada. The company provides comprehensive press release writing and distribution services to businesses of all sizes, with distribution networks spanning major outlets including ABC, NBC, CBS, FOX affiliates, Yahoo Finance, and Digital Journal. The company maintains an active presence on PA LinkedIn where it shares industry insights and best practices for leveraging press releases in modern digital marketing strategies.

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