Press Advantage Challenges Industry Myth That Press Releases Are Dead with Data-Driven Evidence

October 23, 2025

Las Vegas, NV - October 23, 2025 -
Press Advantage, a leading press release distribution service, today addressed widespread industry misconceptions about the effectiveness of press releases in modern digital marketing strategies. The company presented compelling data demonstrating that press releases continue to drive measurable SEO results and brand visibility when properly executed and distributed.

The announcement comes as many marketers question traditional PR methods in favor of newer digital tactics. Press Advantage counters these assumptions with evidence from thousands of client campaigns showing consistent improvements in search rankings, domain authority, and organic traffic through strategic press release distribution.

"The notion that press releases have lost their value is based on outdated practices and poor execution, not the medium itself," said Jeremy Noetzelman, spokesperson for Press Advantage. "Our data from over 19,000 clients clearly demonstrates that when press releases are crafted with modern SEO principles and distributed through high-authority channels, they remain one of the most effective tools for building brand visibility and search presence."

The company's analysis reveals that businesses utilizing strategic press release distribution experience an average increase in domain authority within 60 to 90 days of consistent publication. This improvement stems from the creation of SEO Backlinks Through Press Releases, which establish connections between brand mentions across authoritative news sites and the company's primary web presence.

Press Advantage distinguishes itself through its comprehensive approach to press release creation and distribution. The service combines professional writing with strategic placement across more than 250 news outlets, including major networks and regional publications. This multi-channel distribution ensures maximum visibility while building the diverse backlink profile that search engines value.

The platform's effectiveness extends beyond simple distribution. By incorporating entity recognition, structured data, and strategic keyword placement, each release contributes to a comprehensive digital footprint that search algorithms increasingly prioritize. This approach aligns with current search engine preferences for authoritative, newsworthy content from recognized sources.

"Modern press releases serve multiple purposes beyond traditional media coverage," Noetzelman explained. "They create permanent digital assets, establish thought leadership, provide crisis communication channels, and generate the high-quality backlinks that remain crucial for search visibility. Dismissing them as obsolete ignores their evolution and current capabilities."

The company's training resources, available at pressadvantage.com, provide detailed methodologies for maximizing press release effectiveness. These materials include case studies, keyword research techniques, and distribution strategies that have proven successful across various industries and business sizes.

Recent algorithm updates from major search engines have actually increased the value of authoritative news mentions and citations. Press releases distributed through established news networks benefit from these changes, as search engines prioritize content from recognized news sources when determining relevance and authority.

Press Advantage operates as a division of Velluto Tech Incubator, founded in Las Vegas, Nevada in 2011. The company has served over 16,000 businesses since its inception, providing comprehensive press release writing, distribution, and optimization services. The platform combines automated distribution technology with human editorial oversight to ensure quality and compliance with news outlet standards.

###

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

