Local Businesses Win Big with Press Advantage?s Geo-Targeted PR Distribution

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Press Advantage, a leading press release distribution service, has announced enhancements to its geo-targeted distribution capabilities designed to strengthen local search visibility and Google My Business citations for businesses across the United States. The expanded service addresses the growing need for location-specific brand authority as local search continues to dominate consumer behavior.

The distribution network provides businesses with strategic placement across regional news outlets, including local ABC, NBC, CBS, and FOX TV stations, creating powerful local citations that search engines recognize as authoritative signals. This targeted approach helps businesses establish stronger geographic relevance in their markets while building the consistent online presence required for competitive local rankings.

The service comes as recent industry data shows that 46 percent of all Google searches have local intent and according to recent local?SEO reports, 88 percent of local mobile searches result in either a call or visit to the business within 24 hours. These statistics underscore the critical importance of maintaining a strong local search presence through consistent, authoritative citations across regional media outlets.

"Local Businesses Branding has become increasingly complex as search algorithms prioritize geographic relevance and authentic local signals," said Jeremy Noetzelman, CEO at Press Advantage. "Our enhanced geo-targeting capabilities ensure that businesses appear in the right publications for their target markets, creating the local authority signals that directly impact search visibility and Google My Business performance."

Press Advantage has refined its distribution methodology to maximize the impact of each press release on local search rankings. The platform now analyzes geographic search patterns and competitor positioning to recommend optimal distribution strategies for each client's specific market. This data-driven approach ensures that businesses receive placement in publications that carry the most weight for their target geographic areas.

The enhanced service includes comprehensive reporting that tracks not only publication placement but also the resulting impact on local search visibility. Businesses receive detailed analytics showing how their press releases contribute to their overall digital footprint, including citation consistency scores and geographic reach metrics that directly correlate with local ranking improvements.

?Our mission has always been to bridge the gap between traditional media exposure and modern SEO performance,? added Noetzelman. ?We?re giving agencies and business owners a tangible way to control their local visibility through media coverage that directly supports their search strategy.?

Since 2014, the company has helped over 2,832 SEO agencies deliver lasting search rankings and brand authority for more than 19,219 clients. The latest enhancements build upon this foundation by incorporating advanced geographic targeting algorithms that identify the most impactful regional publications for each business's specific needs.

The platform also addresses the challenge of maintaining citation consistency across multiple locations for multi-location businesses. Through automated distribution workflows, businesses can ensure that each location receives appropriate local media coverage while maintaining brand consistency across all markets.

Press Advantage operates as a full-service press release distribution service under Velluto Tech Incubator, founded in Las Vegas, Nevada in 2011. The company provides comprehensive distribution services, including professional writing, SEO optimization, and placement across hundreds of prestigious news outlets. Their platform combines traditional public relations distribution with modern digital marketing requirements, helping businesses establish the authoritative online presence necessary for sustained growth in competitive local markets.

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