Press Advantage Reveals How Local Businesses Win Online Visibility Through PR SEO Stack Strategy

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Press Advantage, a leading press release distribution platform, today revealed compelling data demonstrating how local businesses are achieving significant online visibility improvements through strategic press release distribution combined with search engine optimization techniques. The company's analysis shows that businesses generating over 500 media citations alongside Google My Business map embeds are experiencing measurably higher local pack visibility in search results.

The findings come as local businesses increasingly compete for limited spots in Google's local search results, where appearing in the top three positions can determine whether potential customers discover a business. Press Advantage has documented numerous cases where consistent press release distribution creates a network of authoritative citations that search engines recognize as trust signals.

"Local businesses often struggle to compete with larger competitors who have established domain authority and extensive backlink profiles," said Jeremy Noetzelman, CEO of Press Advantage. "What we're seeing is that strategic press release distribution creates a multiplier effect - each release generates dozens of media placements, and when combined with proper local SEO elements like map embeds and consistent NAP

citations, businesses can dramatically improve their local search visibility within 90 to 120 days."

The approach, which Press Advantage calls the PR SEO Stack, involves distributing professionally written press releases to major news outlets, including ABC, NBC, CBS, and FOX affiliates, along with digital platforms like Yahoo Finance and Digital Journal. Each distribution creates multiple indexed pages containing the business name, location information, and relevant keywords, building what search engines interpret as increased relevance and authority.

Press Advantage: Press Release Distribution Platform has served over 16,672 businesses since its founding in 2013, providing both writing and distribution services. The platform's integration of SEO best practices into press release creation has evolved as search algorithms have become more sophisticated in evaluating content quality and relevance.

The data reveals that businesses maintaining consistent monthly press release distribution see cumulative benefits, with each subsequent release building upon the authority established by previous distributions. This compound effect is particularly pronounced for local businesses targeting geographic-specific searches, where the combination of news citations and local signals creates a powerful ranking factor.

"The key is consistency and strategic keyword placement," added Noetzelman. "When a plumbing company in Dallas distributes monthly press releases about seasonal maintenance tips or community involvement, they're not just getting temporary news coverage. They're building a permanent digital footprint that search engines recognize as ongoing business activity and community relevance."

The Press Advantage Social Profile and distribution network includes placement on over 250 news outlets and their affiliates, creating a diverse citation profile that search engines value for local ranking determinations. The platform's proprietary Reverse Research Keyword Spy Tool helps businesses identify the most effective keywords for their market, ensuring each release contributes to overall SEO objectives.

Press Advantage operates as part of Velluto Tech Incubator, a cloud-hosted software company founded in Las Vegas, Nevada in 2011. The company specializes in helping businesses leverage news distribution for customer acquisition and search engine visibility, combining traditional public relations practices with modern digital marketing strategies.

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