Press Advantage Reveals How Full-Service Agencies Transform Press Releases Into High-Efficiency Linkbuilding Channels

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Press Advantage, a leading PR and SEO automation platform serving over 2,900 agencies since 2011, today announced findings demonstrating how full-service agencies are achieving faster, more reliable linkbuilding results through strategic press release distribution compared to traditional outreach methods.

The company's analysis of agency performance data reveals that Press Releases for Agencies have emerged as a preferred linkbuilding strategy, delivering measurable SEO benefits including high-authority backlinks, indexed citations, schema markup, and entity reinforcement across major news networks. This shift comes as agencies face mounting challenges with conventional linkbuilding approaches that often require extensive time investment and carry unpredictable success rates.

Traditional linkbuilding methods typically involve months of outreach, relationship building, and content negotiation with uncertain outcomes. In contrast, press release distribution through established news networks provides immediate placement on authoritative domains including local ABC, NBC, CBS, and FOX affiliates, along with platforms like Yahoo Finance and Digital Journal. These placements generate

permanent backlinks from trusted news sources while simultaneously building brand authority through consistent entity mentions across the web.

"Agencies are discovering that press releases deliver what traditional linkbuilding promises but rarely achieves efficiently," said Jeremy Noetzelman, spokesperson for Press Advantage. "When an agency publishes through our network, they're not just getting a single backlink from one website. They're securing dozens of citations across established news outlets, complete with proper schema markup that search engines recognize as legitimate news content. This creates a compounding effect for their clients' domain authority and search visibility."

The Press Advantage Platform addresses several critical pain points that have long plagued agency linkbuilding efforts. Where traditional outreach might yield one or two quality links after weeks of effort, a single press release can generate multiple authoritative placements within 24 hours. This efficiency allows agencies to deliver consistent, measurable results to clients while maintaining predictable costs and timelines.

Beyond immediate backlink value, press releases provide lasting SEO benefits through proper entity establishment. When businesses appear consistently across news networks, search engines develop stronger confidence signals about their legitimacy and relevance. This entity reinforcement becomes particularly valuable for newer businesses or those expanding into new markets where establishing digital authority quickly is essential.

The platform's integration capabilities allow agencies to incorporate press release distribution seamlessly into existing client workflows. Dynamic reporting features provide real-time visibility into publication placements, enabling agencies to demonstrate tangible value through branded reports showing backlink acquisition, citation indexing, and ranking improvements.

"The risk factor alone makes this transition logical for growth-focused agencies," added Noetzelman. "Traditional linkbuilding carries inherent risks around link quality, potential penalties, and relationship management. Press release distribution through established news networks eliminates these concerns while providing transparent, white-hat SEO value that clients can verify independently."

Press Advantage has facilitated over 23 million media placements since its founding, helping agencies transform press release distribution from an occasional tactic into a cornerstone of their SEO service offerings. The company's infrastructure supports comprehensive distribution to hundreds of news outlets while maintaining editorial standards that ensure content meets journalistic guidelines.

As agencies continue seeking scalable solutions that deliver consistent results without proportional increases in overhead, press release distribution represents a proven methodology for achieving sustainable growth while maintaining service quality across expanding client portfolios.

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