Press Advantage Reveals What Makes a Brand Trustworthy Beyond Search Rankings

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Press Advantage, a leading press release distribution service, today announced new insights into how businesses can build authentic trust in search results, emphasizing that high rankings alone do not guarantee customer confidence or conversions.

The company's analysis reveals a critical gap in how many businesses approach search engine optimization. While two brands may rank on the first page for identical keywords, one consistently attracts clicks, inquiries, and sales while the other struggles to convert visibility into business results. This disparity stems from trust signals that extend far beyond traditional ranking factors.

"Rankings measure relevance to a search query, but trust requires something deeper," said Jeremy Noetzelman, CEO of Press Advantage. "We see businesses with perfect technical SEO wondering why their phone isn't ringing. The answer lies in understanding that both Google and users evaluate credibility through a much broader lens than keyword positions alone."

Search engines and users assess brand credibility through multiple verification points, including third-party

validation, consistency across platforms, and corroboration from independent sources. These trust signals operate parallel to traditional SEO metrics, creating a comprehensive credibility framework that determines which businesses earn customer confidence.

Press Advantage for Agencies has identified key patterns in how trust develops online. Brands that appear in news outlets, maintain consistent information across directories, and receive mentions from independent sources demonstrate the kind of sustained credibility that converts searchers into customers. This multi-source validation cannot be achieved through self-published content alone.

The distinction between relevance and trust has significant implications for digital marketing strategies. A brand might rank highly through strong technical optimization yet fail to convert visitors if trust signals are absent. Conversely, businesses with moderate rankings but strong credibility indicators often outperform competitors who focus solely on traditional SEO metrics.

Press releases have emerged as a particularly effective tool for building these essential trust signals. When distributed through established news networks, press releases create the third-party validation that both search engines and users recognize as credibility markers. Unlike self-published content on company websites or social media, news placements provide independent confirmation of a brand's legitimacy and newsworthiness.

"Agencies need to reframe success beyond vanity metrics," explained Noetzelman. "A client ranking number one means little if potential customers choose a competitor they perceive as more trustworthy. Building trust requires sustained effort across multiple channels, with press releases serving as a cornerstone of that strategy."

The company's research indicates that trust-building must be approached as an intentional, parallel effort rather than an expected byproduct of improved rankings. This shift in perspective helps SEO professionals articulate why comprehensive digital strategies extend beyond keyword optimization, and why reputation management requires active cultivation rather than passive hope.

For reputation managers and agency owners, these insights reinforce the importance of maintaining consistent, credible signals across the web. Trust deteriorates without regular reinforcement, making ongoing press release distribution and third-party validation essential components of long-term digital success.

Press Advantage operates as part of Velluto Tech Incubator, founded in Las Vegas, Nevada in 2011. The company provides comprehensive press release writing and distribution services to businesses of all sizes,

with distribution to hundreds of news outlets including local ABC, NBC, CBS, and FOX affiliates. Through its pressadvantage platform, the company has served over 16,672 businesses seeking to establish and maintain credible online presence.

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