



# PRESS | ADVANTAGE

## **Press Advantage Explains How Press Releases Strengthen Topical Authority Through Off-Page Signals**

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Press Advantage, a full-service press release distribution company, today addressed a common challenge faced by digital marketing teams who have already optimized their on-page SEO but need additional methods to strengthen their topical relevance in search results. The company detailed how strategic press release distribution creates powerful topical authority signals across third-party publications without requiring any modifications to existing website content.

The Las Vegas-based press release distribution service explained that topical authority extends far beyond website boundaries and develops through consistent external references across authoritative news platforms. This off-page approach complements technical SEO efforts by establishing subject-matter associations through independent media coverage.

"Many marketing teams don't realize that search engines evaluate topical authority by analyzing patterns across the entire web, not just what appears on a company's own website," said Jeremy Noetzelman, CEO of Press Advantage. "When press releases consistently position a brand within specific subject areas across hundreds of news outlets, it creates a powerful network of topical signals that search engines cannot ignore."

The company emphasized that topical authority builds through coverage breadth rather than relying solely on internal keyword optimization. Each press release distributed through news networks creates contextual signals that reinforce a brand's expertise in particular subjects. These third-party references carry significant weight because they represent independent validation of a company's topical relevance. For businesses seeking additional information about press release distribution strategies, Press Advantage on LinkedIn provides regular updates and insights about leveraging news distribution for SEO benefits.

Press Advantage highlighted that search engines associate brands with topics based on repeated external references found across news publications. When a company's press releases appear on major outlets including ABC, FOX, NBC, MSN, and Yahoo!, these placements create authoritative connections between the brand and its core topics. The cumulative effect of this coverage strengthens topic-brand associations over time.

The distribution service noted that third-party topic alignment matters more than internal categorization because external sources provide unbiased context about a company's expertise. Press releases distributed to news outlets create an ecosystem of topical references that search engines use to understand and validate a brand's subject-matter authority.

Consistent press coverage through regular distribution schedules helps maintain and strengthen these topical associations. Rather than relying on sporadic mentions, systematic press release distribution ensures continuous reinforcement of key topics across the media landscape. This approach allows companies to build topical authority progressively without disrupting their existing content strategy.

The company explained that off-page topical reinforcement through press releases works synergistically with technical and on-page SEO efforts. While on-page optimization establishes the foundation, press release distribution extends topical signals across the broader web ecosystem. This dual approach creates a comprehensive topical footprint that enhances overall search visibility.

Press Advantage operates as part of Velluto Tech Incubator, founded in 2011, and specializes in helping businesses of all sizes leverage press release distribution for enhanced online visibility. The company provides professional writing services, editorial review, and distribution to major news networks, serving over 16,000 businesses nationwide. The company's platform at [pressadvantage.com](http://pressadvantage.com) offers comprehensive distribution services to hundreds of news outlets.

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For more information about Press Advantage, contact the company here: [Press\\_AdvantageJeremy](mailto:Press_AdvantageJeremy)

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## Press Advantage

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