# Press Advantage Unveils Comprehensive Multi-Location Strategy to Address AI Search Visibility Gap for Businesses with Multiple Locations

*June 11, 2026*

Las Vegas, NV - June 11, 2026 -
Press Advantage, a leading press release distribution service, has identified multi-location businesses as the most underserved segment in artificial intelligence search visibility and introduced a specialized solution to address this critical gap. The company's new approach combines national outlet distribution with Metro Authority syndication to deliver both brand-wide recognition and location-specific authority simultaneously.

Multi-location businesses face unique challenges in establishing AI search visibility that single-location companies do not encounter. While a national presence requires broad brand authority, each individual location needs hyper-local recognition to appear in location-based AI search results. Traditional press release strategies that focus solely on national distribution fail to build the granular, location-level authority that AI systems require to recognize businesses as relevant local entities.

"Multi-location businesses have been struggling with a fundamental mismatch between their marketing needs and available solutions," said Jeremy Noetzelman, CEO of Press Advantage. "A single national press release might build brand awareness, but it does nothing to help their Phoenix location show up when AI systems are

looking for local expertise in Phoenix. Our Press Advantage multi-location strategy solves this by creating simultaneous authority signals at both the national and hyper-local levels."

The challenge becomes exponentially complex as businesses scale across multiple markets. A company with twenty locations needs twenty distinct local authority profiles while maintaining cohesive brand messaging. Traditional approaches would require separate campaigns for each location, multiplying costs and management complexity beyond what most businesses can sustain.

Press Advantage's Metro Authority syndication addresses this scalability challenge by distributing location-specific content to regional news outlets and local media platforms in each market where a business operates. This targeted approach ensures that AI systems recognize each location as an established local entity while the national distribution component maintains overall brand authority.

The solution proves particularly valuable for franchise operations, multi-branch service companies, and regional retail chains that compete against local businesses in each market they serve. Without location-specific authority building, these businesses remain invisible to AI-powered local search systems, regardless of their national brand strength.

"The agency opportunity here is substantial," noted Noetzelman. "Multi-location clients represent high-volume, long-term retainer relationships that agencies have struggled to serve effectively. Our model enables agencies to deliver measurable AI visibility improvements across all client locations without proportionally scaling their workload or costs."

The timing of this solution corresponds with the rapid adoption of AI-powered search tools that increasingly influence how consumers discover local businesses. As these systems become more sophisticated in evaluating local relevance and authority, businesses without location-specific visibility strategies risk being excluded from AI-generated recommendations entirely.

For those interested in learning more about the Press Advantage multi-location strategy, additional resources and case studies are available on the Press Advantage LinkedIn page, where the company regularly shares insights about AI search visibility and multi-location marketing challenges.

Press Advantage, operated by Velluto Tech Incubator since 2011, provides comprehensive press release writing and distribution services to over 16,000 businesses. The company specializes in combining traditional media distribution with advanced SEO techniques to help businesses establish authority and visibility across digital platforms.

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