With 66% of SEO Clients Now Demanding AI Search Visibility, Press Advantage Gives Agencies the Only Proven Infrastructure to Deliver It at Scale

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Press Advantage, a press release distribution service, has announced its strategic positioning to address the significant shift in client expectations regarding artificial intelligence search visibility. Recent industry data reveals that 66 percent of SEO clients now prioritize AI search visibility over traditional search rankings, creating an urgent need for agencies to adapt their service offerings.

The Las Vegas-based company, which has developed its distribution infrastructure over 13 years, reports that its platform provides agencies with established systems to deliver AI visibility services at scale. This development comes as many digital marketing agencies find themselves unprepared to meet client demands for presence in AI-powered search results.

"The shift toward AI search has fundamentally changed what clients expect from their SEO agencies," said Jeremy Noetzelman, spokesperson for Press Advantage. "Agencies are discovering that their traditional SEO strategies alone cannot deliver the AI visibility their clients now demand. Our platform bridges this gap by providing the infrastructure agencies need to establish their clients' presence across AI search systems."

The company's press release distribution network, which includes major outlets such as ABC, FOX, NBC, MSN, and Yahoo!, creates the authoritative content footprint that AI systems reference when generating search results. This established network, built over more than a decade, positions content across hundreds of news sites that serve as primary sources for AI language models.

Press Advantage reports that agencies using its platform can immediately begin offering AI visibility as a premium service to their clients. The company's infrastructure includes professional writing services, editorial review processes, and distribution to prestigious news outlets that contribute to the knowledge base AI systems draw upon for generating responses.

The timing presents a critical opportunity for forward-thinking agencies. As the majority of the market continues to rely solely on traditional SEO methods, agencies that adopt comprehensive distribution strategies now can establish competitive advantages before widespread adoption occurs. The Press Advantage X profile demonstrates the company's commitment to maintaining presence across emerging platforms where AI systems gather information.

The evolution from traditional search engine optimization to AI visibility represents more than a technical shift. It reflects changing user behavior as more consumers turn to AI assistants and chatbots for information gathering. Businesses that fail to establish a presence in these AI-generated responses risk losing visibility to competitors who have adapted their strategies.

For agencies, the challenge extends beyond understanding AI technology to implementing scalable solutions that deliver measurable results. The infrastructure required includes content creation capabilities, distribution networks, and the technical expertise to ensure content reaches the sources AI systems consider authoritative.

Press Advantage, operated by Velluto Tech Incubator since 2011, serves over 16,000 businesses through its comprehensive distribution service. The platform includes features such as keyword optimization tools, retargeting capabilities, dynamic reporting, and support for multimedia content. Agencies accessing the platform through pressadvantage.com gain immediate access to these established systems without the need to build their own infrastructure.

The company's focus on maintaining and expanding its distribution network positions it as a resource for agencies navigating the transition to AI-focused digital marketing strategies. As client expectations continue to evolve, the ability to deliver AI visibility alongside traditional SEO services becomes increasingly essential

for agency growth and client retention.

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