

Press releases, done right.

A client guide to earned-media distribution: what a press release does for your brand, what we need from you, and what it costs.

PREPARED BY

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FOR

Client onboarding & PR planning

VERSION

2026 Edition

Turn your announcement into authority.

One accountable partner, from first draft to published placements.

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A press release is a brand asset, not a lottery ticket.

Done well, a single announcement puts your business on dozens of established news and media sites at once, building third-party credibility, feeding the search and AI systems that decide who gets found, and giving you a launchpad for real editorial coverage. Here is what a modern PR actually does for an owner-led business.

01

Third-party authority

Your own website says you are good. A placement on a recognized news outlet says someone else thinks so. That external validation is what prospects, partners, and search engines weight most heavily.

02

Indexed presence across many sites

One release syndicates to a network of news and media domains. Each placement is another indexed page carrying your name, location, and link, expanding the footprint search engines can find and trust.

03

Consistent entity signals

Every placement repeats the same business name, address, phone, and website. That consistency (what we call your “entity” data) helps Google and directories connect the dots to one credible business.

04

Discovery in AI search

Tools like ChatGPT, Perplexity, and Google's AI answers pull from authoritative, indexed web pages. A syndicated release puts your announcement exactly where those systems already look.

The honest version. A press release is not a guarantee of front-page news, and, as we explain inside, the syndication links themselves don't pass ranking “juice.” Its value is reach, credibility, entity consistency, and momentum: the announcement gets seen, gets indexed, and gives journalists a reason to cover you for real.

What the data actually says.

We are a consultancy, not a hype shop, so here is the evidence, including the parts most agencies leave out.

1 · Backlinks & authority: it is about referring domains

Website authority scores (like Ahrefs’ Domain Rating) are built largely on the number and quality of unique referring domains a site has. One syndicated release can place your brand, and a link or mention, across dozens of news and media domains at once, diversifying that footprint far faster than one-off outreach.

PLACEMENT TYPE	REFERRING DOMAINS
One-off blog link	1 domain
Local digital package	27–35 sites
National news network	Up to 17–22 outlets

Illustrative reach per placement, based on the current distribution network’s published site counts.

2 · AI search reads the same pages people trust

An independent 2026 study of 680 million AI-answer citations found that generative engines lean on established, indexed web content, with .com news and reference domains dominating (80%+ of citations) and outlets like Forbes and Reuters recurring. Syndication puts your announcement on exactly that class of source.

680M AI-answer citations analyzed across ChatGPT, Perplexity & Google AI Overviews	80%+ of those citations went to .com domains, the web most PRs syndicate into	9+ distribution channels reaching 130+ outlets in the network we use
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Sources: Ahrefs (Domain Rating methodology); Profound, “AI Platform Citation Patterns” (680M-citation study, 2024–25); Search Atlas product data.

The link truth most agencies won't tell you.

Google's own guidance is that links inside distributed press releases should be marked "nofollow," treated like advertising, so they don't pass direct ranking value. The real SEO payoff comes when a journalist independently covers your story and links to you editorially. We plan every release around that reality.

What a PR reliably delivers

- Brand visibility on recognized outlets
- Many indexed placements & brand mentions
- Consistent name / address / phone signals
- Referral traffic to your target page
- A credible "as seen on" story to reuse
- A hook that can earn real editorial links

What it is not

- Direct Google ranking "link juice"
- A guarantee of national news pickup
- A substitute for a strong website
- A one-and-done growth tactic

How we use this honestly. We never sell a press release as a link-building shortcut. We sell it as what it is: fast, credible, widely indexed visibility for real news, built to earn the editorial coverage that moves rankings.

Source: Search Engine Land / Google's John Mueller on nofollowing PR links.

Where your announcement lands.

We distribute through Search Atlas, an AI-assisted PR platform whose network spans 9+ channels and 130+ outlets, from marquee national names to broad local and regional coverage. You choose the reach; we manage the build and submission.

Named & premium placements available in the network

USA Today

Street Insider

TheStreet

NewsRamp

High-Authority US News Network

Local & National Digital News Media

Canadian Broadcast News Network

News & Media Coverage (Local · National · Digital · Broadcast)

Expanding coverage (network roadmap)

Benzinga

Digital Journal

Business Insider

Yahoo

MSN

AP / APV News

NASDAQ

Newsmax

Roadmap outlets appear in the platform's product materials and may be labeled "coming soon." We confirm exactly which placements are live, and their cost, on the day we submit, so you are never quoted a channel that is not available.

Why we use a platform network instead of a single wire.

A single newswire gets you one push to a fixed list. A managed network lets us match the right tier of reach to your goal and budget, a tight local package for a grand opening or a national flagship placement for a milestone, and track exactly where each release published so you get a clean report, not a black box.

Local & regional

Best for openings, new services, hires, events, and community milestones. Broad digital footprint, fast turnaround.

National authority

Best for funding, expansion, awards, or data stories. High-authority US news network placement.

Premium flagship

A marquee named placement (e.g. USA Today) for a signature moment you will cite for years.

Three ways to get your news out.

Choose the level of support that fits the moment: a professionally written release on its own, a full done-for-you package, or, for active clients, submission through our Search Atlas network at cost.

From \$350

Press Release Writing

A professionally structured release built from your newsworthy announcement. Strategy, drafting, editing, and a client-approved final release. Distribution is separate, so this fits if you already have a wire or publisher relationship.

MOST POPULAR

From \$550

Press Release Writing + Distribution

The full package: planning, writing, editing, preparation for the selected network, distribution, and a results report. Premium channel selections, multimedia, rush handling, or direct journalist outreach may add cost and are always quoted before anything is submitted.

Credits at cost + \$10

Active-client Search Atlas submission

A benefit for clients already working with us. We draft your release, you approve it, and we submit it through Search Atlas. Credits are dollar-for-dollar with no markup, plus a flat \$10 handling fee per release. This is not a standalone service. Example: \$50 in credits + \$10 handling = \$60 total.

Distribution tiers at a glance

Credit totals below are planning estimates from the current interface and are confirmed live before submission. The full channel menu is in the appendix.

Local Digital Reach 15 credits

Broad Reach Bundle 35 credits

National News Network 50 credits

Premium Flagship (USA Today) 100 credits

Premium Mix 170 credits

WHAT IT COSTS

Transparent pricing, no surprises.

Your total depends on the path you choose. Writing fees are fixed and quoted up front; distribution credits are dollar-for-dollar with no markup. Every total is confirmed in writing before anything is submitted.

PATH	WHAT IS INCLUDED	EXAMPLE TOTAL
Writing only	Strategy, drafting, editing, and a client-approved final release. Distribution is separate.	From \$350
Writing + Distribution	Everything above, plus preparation for the selected network, standard distribution, and a results report.	From \$550
Active-client Search Atlas	Draft, approval, and submission. Credits at cost plus \$10 handling per release.	\$60 (50 credits + \$10)

How the total is built: the fixed writing fee (from \$350 alone, from \$550 with standard distribution included) plus, on the active-client path, Search Atlas credits at cost. Indexing is free, and premium selections are always quoted before anything is submitted.

How you are billed.

We quote the confirmed total before every release. You approve the number in writing, we submit, and you receive the live placement links for your records. Distribution can be documented. Earned editorial coverage, rankings, leads, and sales cannot be guaranteed, and we are always clear about what each path includes.

Your press release intake checklist.

The more of this you give us up front, the faster and cleaner your release goes out. Everything here is captured once and applied automatically across every placement. You never have to write it into the article yourself.

1

The announcement

- What are we announcing? The news itself
- Why is it newsworthy now? The timing hook
- Desired publish date / timing
- Must-include facts, dates, stats, or claims
- Approved quote(s), with speaker name & title
- Tone / positioning: how it should feel

2

Search targeting

- Target page URL: the page the PR should support
- Target keyword 1, 2, and 3 (optional, 3 max)

3

Business details (used everywhere)

- Legal / public business name, website
- Public phone number, contact email
- Full street address, city / state / ZIP / country
- Short business description (your boilerplate)
- Author or spokesperson name, first & last

4

Images & media

- Logo file: PNG/JPG/SVG, min 300×300px
- 1–3 press photos: PNG/JPG, high quality
- Video link (optional)

5

Social profiles (only what is yours)

- Google Business Profile, Facebook
- Instagram, LinkedIn, plus any others you use

6

Approval

- Final approver name & email
- Sign-off to submit at the confirmed cost

You don't write a "media contact" block.

A common mistake is stuffing a contact block into the body of the release. You don't need to. Your contact and authorship details are entered once in the fields above and applied to every placement automatically, keeping your name, address, and phone identical everywhere they appear.

From your news to published links.

We handle the platform, the fields, the drafting, and the submission. Your job is the news and the approval.

1

You send us the intake

Fill the checklist on the previous page, or hop on a short call and we will capture it with you. The more complete, the fewer follow-ups.

2

We draft & build the release

We write the release in your voice, load every field into the platform, and prepare the metadata and quotes.

3

You review & approve

You get the full draft plus the exact distribution recommendation and confirmed cost. Nothing goes out until you say yes.

4

We submit & distribute

We select your channels, enhancements, and indexing, confirm the live total, and submit.

5

You get the report

As placements go live over the publishing window, we collect the published links and send you a clean “where it ran” summary for your records and your “as seen on” proof.

What makes a release land well

A genuine hook (why now), a named human quote, verified facts, a clear target page, and clean images. Real news beats keyword-stuffing every time.

What we quality-check before submit

Name, phone, website, and address match your site and Google profile; the target URL is live; every claim is verified; titles and summaries meet the platform limits.

Turnaround at a glance: drafting and build typically 1–2 business days after we have your intake; the publishing window runs 1–7 days depending on the channels chosen.

Full channel & add-on menu.

The complete distribution menu from the current interface, for clients who want to build à la carte. All costs are in credits and confirmed live before submission.

CHANNEL	SITES	PUBLISHING TIME	CREDITS
TIER 1 · HIGH-IMPACT CORE			
USA Today	1	5–7 days	100
Street Insider	1	2–4 days	35
High-Authority US News Network	17–22	5–7 days	50
NewsRamp	1	2–3 days	35
TheStreet (noindex)	1	2–4 days	25
TIER 2 · MAXIMUM DISTRIBUTION			
Local & National Digital News Media	27–35	3–5 days	15
News & Media Coverage (Local · National · Digital · Broadcast)	23–27	1 day	20
Canadian Broadcast News Network	14–20	4–7 days	10

Optional enhancements

ENHANCEMENT	WHAT IT DOES	CREDITS
AI-written draft	Platform generates the initial release draft	1
Content variations	Unique, channel-tailored versions of the release	3
Editorial review	Human editorial pass before distribution	10
Indexing	Priority search indexing of placements	Free

Metadata limits (we handle these)

PR title ≤ 80 characters · PR summary ≤ 45 words · Blog title ≤ 110 characters · Blog summary ≤ 45 words. We write to spec so nothing gets truncated.

Image specs (send your best)

Logo: PNG/JPG/SVG, minimum 300×300px. Photos: 1–3 images, PNG/JPG, high resolution. We will optimize and format them for you.

Note: Channel availability, site counts, publishing times, and credit costs reflect the current Search Atlas interface (2026) and are subject to change by the platform. Some roadmap outlets (e.g. Benzinga, Yahoo, MSN, AP) may appear as “coming soon.” We verify the live menu and total before every submission. You are never charged for a placement that is not confirmed.

Local Business Consulting

GROWTH · MARKETING · ONLINE PRESENCE

Ready to put your news to work?

Send us your announcement and we will come back with a draft, a distribution recommendation, and a confirmed cost, before anything is submitted.

START A RELEASE

Email your announcement and target page, or ask us for the intake form. We will take it from there.

NOT SURE IT IS WORTH IT?

Bring the moment you have coming up. We will tell you honestly whether a PR is the right move, and which tier fits.

One accountable growth partner.

From strategy and website to search, conversion, and follow-up.

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