# Press Advantage Explains Why Self-Published Business Announcements Fall Short of Building Real Authority

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Las Vegas, NV - August 18, 2026 -
Press Advantage, a full-service press release distribution service, has issued guidance addressing a common misconception among companies that publish announcements exclusively on their own blogs and newsrooms. According to the company, self-published content carries almost no third-party weight, and businesses relying on it may be building a form of authority that external systems largely disregard.

Many organizations treat their in-house newsroom as a measure of media presence. They post product updates, milestones, and company news, then assume this activity registers as visibility. Press Advantage points out a critical distinction between owned content and earned third-party placement. Owned content lives on property the company controls, which means it lacks external validation. Earned placement, by contrast, appears on independent outlets that neither the company owns nor edits, and that independence is precisely what gives it credibility.

The distinction matters increasingly to search engines and AI systems, which weight independent sources far more heavily than a company's own newsroom. A well-maintained corporate blog may generate a steady

stream of posts, yet produce no measurable authority signal recognized by third parties. This creates a false sense of progress, where activity is mistaken for impact and volume is mistaken for validation.

"A busy newsroom can feel productive, but activity is not the same as authority," said Jeremy Noetzelman, spokesperson for Press Advantage. "When a company publishes an announcement only on its own site, it is essentially vouching for itself. Independent outlets and the systems that read them look for corroboration from sources the company does not control. That is the signal that actually carries weight."

What converts an announcement into a credible, citable media presence is placement on verified, independent outlets. Press Advantage explains that the same announcement a company might post to its own blog can be moved from owned property to third-party news sites, where it gains the external validation that self-publishing cannot provide. The content does not necessarily change; the context in which it appears does, and that context determines whether the announcement functions as a genuine authority signal.

Press Advantage employs a team of United States-based writing professionals who craft news stories based on client instructions, with editorial review before distribution to news outlets including local television affiliates and established news platforms. The company emphasizes that the value of this process lies not in the volume of content produced but in the third-party verification that placement provides.

Noetzelman added that companies can evaluate their own efforts by asking a simple question about where their announcements ultimately live. "If every announcement points back to the company's own domain, there is no external corroboration," he said. "Moving that same message onto independent outlets is what turns a claim into something a search engine or an AI system will treat as credible."

Additional updates from the company are shared through the Press Advantage X profile.

Press Advantage is a full-service press release distribution service operated by Velluto Tech Incubator, a team founded in Las Vegas, Nevada in 2011. The company builds cloud-hosted software designed to help businesses reach new customers online.

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