

# How authority publishing works for flooring companies

This document explains, in plain English, how authority publishing helps flooring companies look more credible during customer research, when homeowners, insurers, or commercial clients are deciding **who** to trust.

It's a **done-for-you service** where a flooring company appears on recognised news websites — creating credible third-party visibility in places customers already trust.

It's about building authority around your brand — the kind that shows up in **Google Search** and **AI tools** when customers are comparing options.

## In Practice This Means:

- Publication on recognised, high-authority platforms — including premium news brands.
- Brand-safe, factual content
- Done-for-you, with minimal input required



# Why some flooring companies use authority publishing

**Flooring companies typically use authority publishing for one or more of the following reasons:**

- To look more credible during homeowner, contractor, and commercial research.
- To stand out when competitors all appear similar online
- To back up referrals with visible third-party credibility
- To reduce reliance on ads

**Chosen by businesses that rely on reputation, not promotion**

# What actually happens after you decide to proceed

**1:** You confirm your service areas and main services

**2:** Content is created based on your business and experience

**3:** The content is published on recognised news websites and other well-known media platforms

**4:** The content is indexed and referenced over time

✓ **No website access is required.**

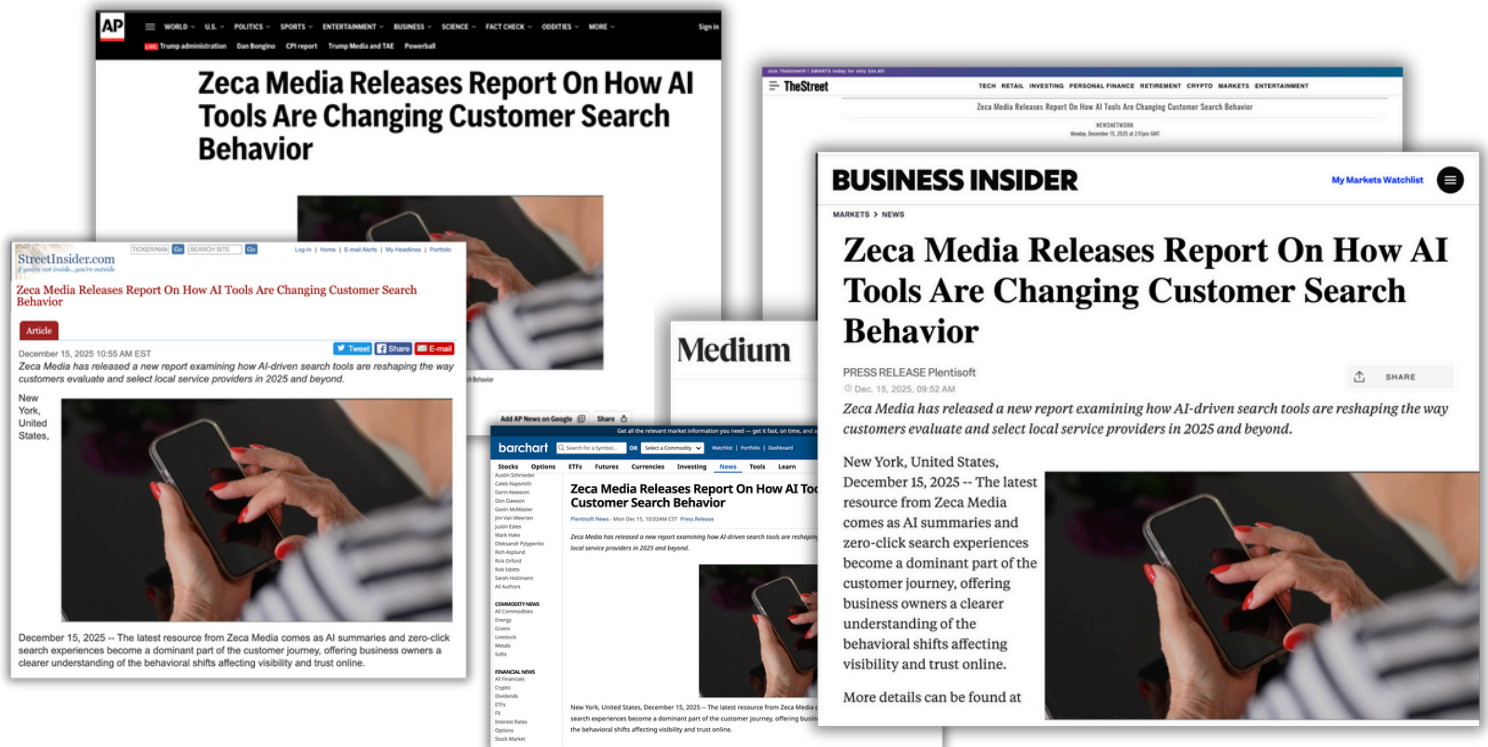
✓ **No content creation or management is required.**

✓ **No calls are required unless you request one.**

**Simple process. Minimal input. No disruption to your business.**

# Examples of authority publishing

These examples show how businesses appear on established news platforms as part of paid press distribution.



The content is published in article format on established news platforms customers already recognise and trust.

It appears during research and comparison, alongside other news and editorial content — not as banners, pop-ups, or display ads.

Important to understand:

- This is paid press distribution, disclosed by the publisher
- It is not a Google Ad, social ad, or promotional banner
- It is not an advert interrupting the reader

This is how modern press releases and brand announcements are distributed on major news sites — and how they appear during research and comparison, not as ads.

**This is how credibility is built before the first call**

# Why good flooring companies get overlooked (it's not your work)

**Most customers don't know how to judge workmanship. They can't tell the difference between "good" and "great" so they make the decision in other ways.**

They rely on simple things they *can* understand:

- Does this business *look* trustworthy?
- Does it *look* established?
- Has anyone talked about them online?
- Do they feel like the safer choice?

**Good flooring companies get overlooked because:**

- 1** Customers can't judge skill, they judge whatever looks confident. If you don't look "established" they assume someone else is the safer option.
- 2** Competitors often look bigger or more visible online — even when they're not better. This creates the impression they're more reliable.
- 3** Google and AI don't show whoever is best — they show whoever seems more "known". If your business isn't mentioned in trusted places, you're easy to miss.

**This isn't about quality. It's about visibility**

# Want to explore whether this makes sense for your flooring company?

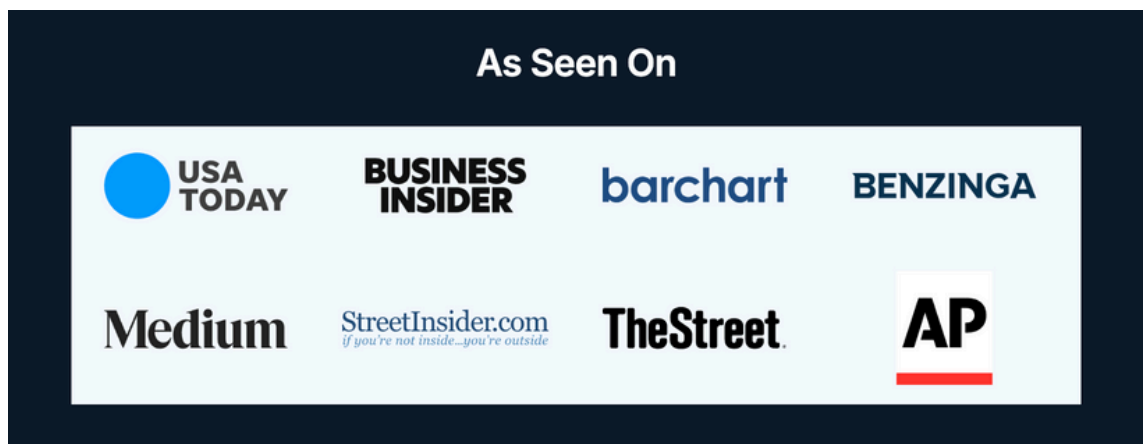
## Simple Example & Next Steps

**A small flooring company wasn't getting enough enquiries — even though their work was better than competitors.**

After their campaign was published:

- customers trusted their name
- they looked like the safer choice
- they started winning more jobs
- Google & AI tools were more likely to show their business

The work didn't change. The perception did — at the exact moment customers were deciding who to trust.



**This works when trust matters more than speed**

# Want Us to Create This Advantage for Your Business?

## Get your flooring company published on recognised national news sites

*For "As Seen On" Credibility*

The same sites Google and AI use when recommending local businesses



Ads can put you in front of people but they don't help anyone *trust you*.

**People trust what looks established**  
- not what looks promoted.

We place businesses on recognised news and media sites – so they're seen as established, without ads, SEO work, or chasing reviews.

**No pitching · No writing · No interviews**

**We've put everything on a simple page that explains:**

- How ZECA works for flooring companies
- Where you get published
- Exactly what you receive
- How to get started
- How much it costs

[GetZECA.com/flooring](https://GetZECA.com/flooring)



**One of the simplest trust upgrades a flooring company can make**