

White Paper

How Press Releases Improve SEO & AI Reach

Discover how to optimize press releases to help your brand get noticed by Google and AI-powered search tools like Gemini and ChatGPT.



Foreword

Press releases are evolving from static announcements into powerful tools for shaping your brand's narrative in the age of AI.

As AI chatbots like ChatGPT, Gemini, Claude, and Perplexity become the new gateways to information, the way your brand is discovered, summarized, and talked about is changing and FAST!

Today's press releases are not just about getting picked up by media outlets or ranked in Google for long-tail traffic leveraging strong **Search Engine Optimization (SEO)**. They're about being understood, cited, and surfaced by generative AI systems to help you to control your brand narrative.

This emerging practice, called **Generative Engine Optimization (GEO)**, helps ensure your announcements are structured, credible, and easy for AI systems to read, so they can show up in AI-generated answers and summaries.

Combined with traditional SEO, GEO enables brands to own their story in a world where users ask questions instead of typing keywords. Experts from Newsmatics, parent company of EIN Presswire, explain how press releases optimized for both search engines and AI engines can elevate brand trust, visibility, and discoverability and not just across Google, but across the growing ecosystem of AI-powered search tools.

What is SEO and GEO?

The Objective is Simple

When you search for your content on search engines, you don't want it to be hard to find. The goal is simple: rank on page one so users don't have to dig deep.

That's what **SEO** is all about — a process of improving how well your content shows up on search engines like Google. You don't want your content buried on page eight on Google.

Lately, though, there's been a big shift in how people look for information about topics, companies and brands. More people are literally talking to AI chatbots like ChatGPT and Gemini, instead of learning about your brand through traditional search engines (and yes, these bots can talk back!) That's GEO in a nutshell.

GEO is about helping your content show up in responses from chatbots and AI tools that generate direct answers instead of listing traditional search links. These tools pull from the content they've learned to create summarized, conversational responses.



Boosting SEO and GEO Performance



Why It Matters: Press Releases Strengthen Both SEO and AI Visibility (GEO)

Press releases are powerful tools for improving your visibility across both search engines and AI-powered platforms. When strategically written and distributed, they support SEO by boosting rankings and authority, and they enhance GEO by helping AI tools recognize and reference your brand in direct answers.

SEO: Boost Rankings, Traffic, and Brand Authority

- Press releases placed on respected platforms help build strong backlinks, drive referral traffic, boost domain authority (a measure of your site's credibility), and amplify brand recognition, according to a [report](#) from Global Wave PR.
- A March 2025 [report](#) from Sitecentre found that organic search generates 64% of site visits — and optimized press releases contribute to that by building keyword-rich content and encouraging authoritative backlinks, boosting both ranking and referral traffic.

GEO: Increase Visibility in AI-Generated Responses

- Press releases that contain clear data points, structured formatting, citations, and schema markup are more likely to be recognized and cited by AI tools.
- In fact, a March 2025 Media OutReach [report](#) confirms that press releases built with these elements are more likely to appear in AI-generated responses across platforms like ChatGPT, DeepSeek, Grok, Qwen, as well as Google's AI Overviews.

Press Releases Strengthen SEO and AI Visibility

Press Releases and SEO: More Than Just News

Press releases can actually boost your visibility in search results, supporting SEO efforts. Here's how they work:

- 1. Better Indexing and Brand Mentions** - Search engines like Google pick up press releases quickly. That means your brand name, keywords, and core message can show up in search results and even in Google News. It's a fast way to help your content get noticed.
- 2. Wider Keyword Reach Through Syndication** - Press releases are often republished (or syndicated) across hundreds of media sites and online platforms. This helps spread your message—and your keywords—far beyond your own website and onto local, national, international and topical publications.
- 3. High-Quality Backlinks From Trusted Sources** - Well-written press releases can earn backlinks from reputable news outlets and industry sites. These backlinks usually come from high-authority domains, which can give your website a solid boost in rankings.

Google often treats syndicated press releases kind of like it does stories from trusted media sources such as Reuters or the Associated Press.

How Press Releases Support AI Visibility

Now that we explained how press releases help with traditional **SEO**, let's talk about how they also play a growing role in **GEO**. That's the practice of making sure your content shows up in AI-generated answers. Here's how press releases can help:

- 1. Clear, Trusted Content for AI Models** - Press releases are written in a straightforward, factual way. They're often published on high-authority, trustworthy websites. That makes them strong candidates for AI tools to read, summarize, and quote from.
- 2. More Brand Visibility in AI Search Results** - When a press release is optimized and well-distributed, it spreads your brand message across the web allowing you to continuously control your brand narrative in real-time.



Staying Seen in a Shifting Search World

More than Just News Announcements

Press releases do more than announce news — they help feed the systems that shape how people discover information online. An effective communications strategy includes consistently distributing press releases to shape your brand's narrative.

Today's information landscape extends beyond traditional search engines like Google, though many people still use them. AI-powered tools such as ChatGPT, Gemini, Claude, and Google's AI Overviews are changing how people get answers. These platforms rely on content that is:

- Recent and consistently updated
- Structured and easy to understand for both humans and bots
- Published on trusted, high-authority platforms



That's where press releases come in

AI systems are trained on billions of data points. When you publish relevant press releases regularly, you're sending new signals that **large language models (LLMs)** can pick up and learn from. The more often your brand appears across credible sources, the more likely it is to be referenced in AI-generated responses.

What Are LLMs?

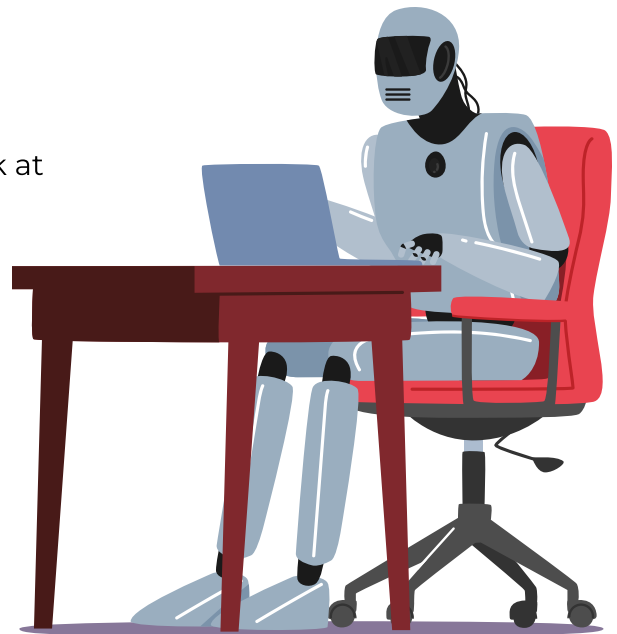
The Brains Behind the Tools

LLMs — or large language models — are advanced AI systems that understand and generate human-like text. They're the brains behind tools like:

- ChatGPT
- Gemini
- Claude
- Google's AI Overviews

Unlike traditional search engines, LLMs don't just look at websites. They study vast amounts of content from:

- News articles
- Blog posts
- Social media
- Online forums
- Press releases



Structure and Content Matter

If your press release is accurate, helpful and clearly written, it can become part of the training data LLMs use to respond to future user questions.

According to a recent Search Engine Journal [analysis](#), “structured writing and formatting are not optional.” Clear formatting — like using headings, bullet points, and breaking text into short, organized sections — [helps AI tools](#) better understand and cite your content in summaries.

Press Releases Keep Your Content in the AI Loop

Press releases help your brand by:

- Reinforcing your message across multiple platforms.
- Aligning with other mentions to boost credibility.
- Getting indexed quickly in search engines and AI systems.
- Providing the kind of structured, reliable information AI tools like to use.

Your website is still important — but press releases amplify your message beyond it. Regularly sending press releases and sharing them on social media gives more ways for people and AI to find you.



This white paper was produced by the team at EIN Presswire, a division of Newsmatics. EIN Presswire helps brands publish and distribute press releases that improve visibility across search engines, media outlets and AI-powered platforms. Learn more at einpresswire.com.

Follow us!



www.einpresswire.com