

AI Search Visibility Checklist for Press Releases

Quick PDF Checklist for 2026

Use this short checklist before publishing your press release.

1. News & Search Intent

- ☐ Is the announcement newsworthy?
- ☐ Is the main news clear immediately?
- ☐ Does it answer who, what, when, where, why, and how?
- ☐ Is the target audience defined?
- ☐ Are the primary and secondary keywords relevant?

2. SEO

- ☐ Is the headline clear and specific?
- ☐ Is the main keyword used naturally?
- ☐ Does the first paragraph summarize the news?
- ☐ Are paragraphs short and easy to scan?
- ☐ Are links, metadata, and the URL optimized?
- ☐ Is the page indexable?

3. AEO

- ☐ Are key questions answered directly?
- ☐ Are dates, numbers, names, and locations specific?
- ☐ Can readers find the main answer quickly?

- ☐ Is unnecessary promotional language removed?

4. GEO & Entity Clarity

- ☐ Are the company, people, products, services, and organizations clearly identified?
- ☐ Is the company name consistent?
- ☐ Are relationships between entities easy to understand?
- ☐ Is useful context included?
- ☐ Is the information factual and verifiable?

5. Trust & Credibility

- ☐ Are important claims supported?
- ☐ Are expert quotes properly attributed?
- ☐ Are statistics and research sourced?
- ☐ Is the issuing organization clearly identified?
- ☐ Are exaggerated claims avoided?

6. Structure & Readability

- ☐ Does the release lead with the most important news?
- ☐ Are sentences and paragraphs concise?
- ☐ Are headings descriptive?
- ☐ Is unnecessary jargon removed?
- ☐ Can a journalist understand the story quickly?

7. Distribution

- ☐ Is the distribution network relevant?
- ☐ Are target industries and locations considered?

- ☐ Are supporting website pages ready?
- ☐ Are social and multimedia assets prepared?
- ☐ Is brand information consistent across channels?

8. Final AI Visibility Check

- ☐ Can AI systems identify who published the news?
- ☐ Can they understand what happened, when, where, and why?
- ☐ Are the main facts and sources clear?
- ☐ Is the information useful beyond promotion?
- ☐ Are the main entities unambiguous?

9. Post-Publication Review

- ☐ Check relevant AI search results.
- ☐ Test questions related to the announcement.
- ☐ Monitor brand mentions and citations.
- ☐ Track impressions, clicks, referrals, and media coverage.
- ☐ Check whether AI systems describe the company accurately.

10-Point Quick Check

- ☐ Newsworthy announcement
- ☐ Clear headline
- ☐ Defined search intent
- ☐ Natural keywords
- ☐ Clear entities
- ☐ Specific facts
- ☐ Original information

☐ Credible sources

☐ Clear structure

☐ Relevant distribution

Note: No checklist can guarantee rankings, AI citations, or mentions in ChatGPT, Gemini, Perplexity, or Google AI Overviews.