



# AI Press Release Optimizer

Guided, explainable AI recommendations that help make press releases more discoverable, understandable, and citable by AI answer engines.

## Overview:

The AI Press Release Optimizer is a native drafting tool that helps PR teams strengthen formatted press releases before distribution. Built into Notified's Content OS™, it analyzes draft releases, recommends explainable improvements, and keeps authors in control of every accepted, edited, or rejected change.

As AI tools increasingly shape how buyers, journalists, and stakeholders discover information, unoptimized press releases are less likely to be surfaced, cited, or reused in AI-generated responses. AI Press Release Optimizer helps teams strengthen the signals that matter most for AI-mediated discovery: authority, readability, terminology, originality, keywords, quotations, citations, and statistics.

## Benefits of AI Optimized Press Releases



### Increase AI answer engine visibility

Improve originality and contextual signals AI systems rely on when selecting sources.



### Preserve brand integrity

Get optional, explainable recommendations instead of uncontrolled rewrites.



### Capture journalist interest

Create clearer, more compelling, and more quotable releases.



### Ensure content quality at scale

Improve release quality consistently across authors, teams, and regions.



### Improve collaboration

Support stakeholder review with rationale-backed suggestions and Track Changes exports.

# Key Features



- AI-powered suggestion engine:** Powered by advanced reasoning, the agent analyzes your formatted press release draft to determine which changes will have the greatest impact on originality, authority, and answer engine visibility. It offers strategic recommendations that help improve press releases with greater precision and without guesswork.
- Built for secure drafting:** Our tools run in a private, enterprise-grade cloud environment through Microsoft Azure OpenAI, so non-public information used during drafting is not shared with public AI models. It is secured to the same standard as every GlobeNewswire press release.
- Explainable, author-controlled recommendations:** Every suggestion is transparent and optional. Users can accept, edit, or ignore recommendations, maintaining full control over messaging, tone, and factual accuracy.
- Structured content guidance:** Get suggestions to strengthen citations, quotes, statistics, keywords, and terminology, so your releases are clearer for journalists and more useful as source material for AI-generated answers.
- Split-screen editing interface:** Display the draft and AI recommendations side by side, making it easier to review suggested changes and apply edits efficiently in context.
- Real-time workflow interaction:** You can accept, edit, or ignore suggestions as you work, with updates reflected instantly in your draft.
- Flexible export options:** Download either a wire-ready version or a Track Changes Word file with AI rationale included, making reviews, approvals, and editorial handoff easier.
- Progress visibility:** Real-time progress feedback helps you see the optimization status as you move through the drafting process.
- Native Notified workflow integration:** Works within Notified's existing drafting, review, and distribution workflow, so PR teams can optimize releases without adding steps or disrupting how they already work.

# How It Works

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## 1. Upload & Analyze

Upload your formatted press release draft into the platform. The tool scans the originality of your content against the SOAR Content Framework™.

## 2. Review Recommendations

Get actionable suggestions designed to improve AI visibility.

## 3. Refine & Distribute

Approve only the changes you want, export an optimized version for review, or distribute through GlobeNewswire and track results.

# Why Notified?

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- AI agents built specifically to optimize press releases, not generic AI writing
- Focused on Answer Engine Optimization (AEO) and citation potential
- Preserves author voice and factual accuracy
- Provides explainable recommendations with rationale
- Integrates natively with Notified editorial and distribution workflows

The AI Press Release Optimizer gives clear, AI-powered recommendations based on Notified's proprietary SOAR Content Framework™. SOAR-optimized, structured releases **generate 340% more AI citations**. GlobeNewswire releases earn an average of 284 citations in their first 30 days, creating momentum that compounds over time.

With Notified, your news does more than go out. It gets found, trusted, and cited by the world's leading AI platforms.

 **Be the source answer engines trust and cite.**

Optimize your next press release for AI visibility while keeping full control over your message.

Let's talk! [contactus@notified.com](mailto:contactus@notified.com)

"Today's visibility depends on how well a brand appears in answer engines like ChatGPT and Gemini... 'Notified is making changes that are long overdue in PR. The product is great, the outcome is great and when you add an exceptional team, why would you go anywhere else?'"

**Sarah Evans**

Partner and Head of PR,  
Zen Media

