

Make Your Press Release Discoverable in AI-Powered Search Tools

Get Found in Large Language Models (LLMs) Like ChatGPT, Gemini, and Perplexity



AI-powered search tools are changing how audiences find and trust news. These LLMs don't just link to sources, they generate answers. To ensure your company's narrative is included in your buyer's searches, your press release must be clear, structured, and trusted.

Press releases distributed via GlobeNewswire already meet many of the requirements used by AI-powered search tools, from deep trust to structure. But to increase the likelihood of your release being surfaced, summarized, and cited by tools like ChatGPT, Perplexity and Google Gemini, you need to follow a few key steps. These steps will also help increase visibility in traditional search engines and improve media engagement overall.

Formatting Your Release for Readers, Search Engines and AI-Powered Search Tools LLM-Ready Press Release Checklist

Headline

- Limit to 60–80 characters
- Put your most important terms first
- Phrase as a natural-language question or fact
- Use key terms a user would search (avoid jargon or symbols)

Subheadline (Optional but recommended)

- One sentence to add secondary keywords and context
- Keep under 120 characters

Dateline

- Format: CITY, State – Month Date, Year (e.g., BOSTON – April 11, 2025)

Lead Paragraph

- Answer who, what, when, where, why — in 2–3 sentences
- Include main keywords naturally
- Avoid fluff, hype, or corporate filler

Body

- Use short paragraphs (2–3 sentences each)
- Break into sections with bolded subheadings
- Use bullets or numbered lists for clarity
- Include at least one quote to add credibility

Multimedia

- Use high-quality images: 1200 × 630px or higher
- File names should reflect content: CompanyStore-Supplies-Launch.jpg
- Add keyword-rich captions
- Include transcripts for any video as a PDF when possible
- Add alt text using keywords (e.g., “Eco-friendly office kits for startups”)

Call to Action

- Tell the reader exactly what to do next
- Use keyword-rich text links (e.g., “Explore the Company Store program”)

About Us (Boilerplate)

- 2–4 sentences about your company
- Include your website URL
- Add industry keywords to help LLMs identify your relevance

Contact Information

- Include name, title, email, and phone number
- Helps AI systems and journalists verify credibility

Release Summary (Exclusive to GlobeNewswire)

- One-sentence recap of the announcement
- Added to both the body and metadata of the release
- Increases likelihood of inclusion in LLM-generated answers

Release Tags (Exclusive to GlobeNewswire)

- Custom keywords selected by you
- Visible in the release and embedded in metadata
- Help AI categorize, understand, and surface your content

Combining our trusted newswire structure with the above tips is a great way to increase your visibility among those who matter most.

Want to learn more about how GlobeNewswire can increase the visibility of your next press release? Click [here](#).