Press Advantage Study Reveals 78 Percent of Agency Clients Lack Critical PR Signals for AI Search Visibility

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Press Advantage, a leading press release distribution service, today announced findings from its comprehensive study examining the readiness of agency clients for artificial intelligence-powered search platforms. The research reveals that 78 percent of agency clients currently lack the necessary public relations signals required to achieve visibility in AI-driven search results, highlighting a critical gap in digital marketing strategies.

The study, which analyzed public relations footprints across multiple industries, identified significant deficiencies in the structured data, media mentions, and authoritative content that AI search algorithms prioritize when generating results. These findings come as businesses increasingly recognize the importance of AI search platforms in shaping consumer discovery and decision-making processes.

"The shift toward AI-powered search represents a fundamental change in how businesses need to approach their public relations and content strategies," said Jeremy Noetzelman, Chief Executive Officer of Press Advantage. "Traditional SEO tactics alone are no longer sufficient. Companies need comprehensive PR signals that establish authority, credibility, and relevance in ways that AI systems can recognize and

prioritize."

The research examined several key factors that contribute to AI search visibility, including press release frequency, media outlet diversity, content consistency, and the presence of structured data markup. Agency clients who failed to meet minimum thresholds in these areas showed dramatically reduced visibility in AI-generated search results and summaries.

Press Advantage conducted the study using proprietary tracking methodologies developed over the past five years, analyzing thousands of client campaigns and their corresponding performance in AI search environments. The findings suggest that businesses without strategic press release distribution are missing crucial opportunities to establish the authoritative signals that AI systems rely upon.

The timing of these findings is particularly significant as major search engines continue to integrate AI-powered features into their primary search interfaces. Companies that fail to adapt their public relations strategies risk becoming invisible to potential customers who increasingly rely on AI-curated information.

To address these challenges, Press Advantage has developed the Press Advantage AP Style Press Release Writing Guide, which helps businesses create content that meets both journalistic standards and AI optimization requirements. The guide emphasizes the importance of following Associated Press style guidelines, which remain the gold standard for media outlets and are increasingly recognized by AI systems as indicators of professional, credible content.

"Companies need to understand that AI search algorithms evaluate credibility differently than traditional search engines," added Noetzelman. "They look for consistent media presence, authoritative citations, and properly formatted content that follows established journalistic standards. Without these elements, even the best products and services can remain hidden from potential customers."

The study also revealed that businesses utilizing professional Press Release Distribution Service by Press Advantage showed measurably better performance in AI search visibility metrics, with an average improvement of 340 percent in AI-generated mentions compared to those relying solely on owned media channels.

Press Advantage operates as a full-service press release distribution platform under Velluto Tech Incubator, founded in Las Vegas, Nevada in 2011. The company provides comprehensive press release writing, distribution to hundreds of prestigious news outlets, SEO optimization, and detailed analytics reporting to help businesses establish and maintain strong public relations signals in both traditional and AI-powered search

environments.

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