

# 10 Rules for Press Releases That Rank in AI Answer Engines

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**TL;DR: IF YOUR PRESS RELEASE IS FULL OF CREATIVE CONCEPTS AND TAGLINES THAT ARE MORE FAMILIAR TO YOUR BRAND THAN THE REST OF THE WORLD, IT'S TIME TO REWRITE. IN THE ERA OF AI ANSWER ENGINES, PLAIN SPEAK PREVAILS. IT'S IMPERATIVE TO OWN YOUR BRAND TRUTH – THE FACTS AS YOU SEE THEM – IN EVERY PIECE OF CONTENT POSTED TO YOUR WEBSITE.**

When writing for LLMs, your content isn't just a narrative — it's a structured information node. The more clearly it defines entities, facts, relationships, and context, the more likely it is to be cited, summarized, or referenced by AI systems.

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## 1. MATCH COMMON SEARCH AND QUERY LANGUAGE

Write headlines and leads using phrases that mirror how people search — especially high-frequency industry queries (e.g., “AI hardware performance,” “GPU benchmarks,” “edge computing efficiency”). AI crawlers prioritize documents that match common or recurring question patterns. Optimize language for clarity, not marketing. AI answer engines favor precision over persuasion. When AI crawls your content, don't make them guess what you mean by using creative concepts only understood internally.

- **Use clear, factual statements.**
  - **Avoid idioms, metaphors, and overly branded language.**
  - **Keep pronouns specific (“it” → “product type”).**
  - **Define technical terms or acronyms upon first use.**
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## 2. MAKE IT A MILESTONE

As with traditional press releases, announcements characterized as “firsts,” flagship products, or major partnerships are more likely to be cited. AI answer engines reference these as milestone events with lasting relevance because they signal a significant moment in the company's life, keeping them in the retrieval index longer.

Note: Not every release will qualify as a major company moment, nor should they be framed as such. Doing so would erode audience trust and dilute news. This is more about taking care to contextualize true milestones when they arise.

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### 3. LEAD WITH THE ESSENTIALS (INVERTED PYRAMID)

The inverted pyramid still plays a role, so follow a clear information hierarchy:

- **Start with the 5W1H (Who, What, When, Where, Why, How) in the first paragraph.**
  - **Use one main idea or message per paragraph; the lead sentence must be answerable as a standalone snippet.**
  - **Ensure that the headline and subhead capture the story's key value proposition in plain, factual language.**
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### 4. MAKE IT CLEANLY STRUCTURED AND MACHINE-READABLE

AI answer engines prioritize content that's easy to parse. Here's how to structure press releases for maximum visibility:

#### A. Use Proper Formatting

- Real bulleted lists (not emojis or dashes) for features and specifications
- Simple tables with clear headers — avoid images of tables (AI can't reliably read text in images)
- Standard date formats: October 15, 2025 or 2025-10-15 (not "Q4" or "Fall 2025")
- Clear paragraph breaks and minimal text styling (no all-caps blocks, excessive bold, etc.)

#### B. Add Schema Markup (Work with Your Web Team)

Schema markup is invisible code that acts like a label for AI: "This is a press release. This is the headline. This is the company."

**Why it matters:** Without schema, AI guesses what your content is about. With it, you're giving AI a clear map.

#### HOW TO IMPLEMENT:

1. **Ask your web developer to add "NewsArticle schema for press releases" to your newsroom template**
2. **Request these specific fields be tagged:**
  - Headline
  - Publication date (and modified date if updated)
  - Author/publisher (company name)
  - Main entities (products, people, partners mentioned)
  - FAQ section (if included)
  - Test it: After publishing, paste your release URL into [Google's Rich Results Test](#) to verify the schema is working

**Don't have a web team?** Many PR distribution services automatically add schema markup — check with your provider directly or your agency team.

**Want to see what schema looks like?** Visit [Schema.org/NewsArticle](https://schema.org/NewsArticle) for technical documentation to share with developers.

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## 5. INCLUDE CONCRETE, EXTRACTABLE DATA

Quantitative details (e.g., “20% faster inference,” “7nm architecture,” “available in 32-core configuration”) give the AI Answer Engines facts to latch onto. Avoid vague claims. Specify metrics, benchmarks, and measurements wherever possible.

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## 6. STRENGTHEN ENTITY RECOGNITION

AI Answer Engines rely on clear entity relationships to understand and cite sources.

- **Use full product/spec names on first mention**
  - **Identify people with full titles and affiliations.**
  - **State relationships directly (e.g., “Brand partnered with Brand” instead of implying).**
  - **Keep brand/entity references consistent throughout.**
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## 7. JUST THE FAQs, PLEASE.

Give answer engines extractable, copy-ready facts written the way people actually ask. Place a short FAQ on the same URL as the release (H2 “FAQ”), then mark it up as FAQPage in JSON-LD (<https://schema.org/FAQPage>).

- **Use natural queries: What is...? How much does...? When is...? Does it work with...? How fast is...?**
- **Lead answers with the fact: date, price, metric, compatibility, link. Keep to 1–2 sentences.**
- **Name entities precisely (product, version, partner). Include units and versions. No adjectives, no hype.**

What to cover (pick 5–7)

- **Definition: What is [Product]?**
- **Availability: When can I buy/use it?**
- **Price/licensing: How much does [Product] cost?**
- **Compatibility: Does it work with [platform/version/hardware]?**
- **Performance: How fast is it? (cite method/benchmark)**
- **Migration/support: How do I upgrade from [prior model]?**
- **Where to learn/buy: Where are docs/APIs/demos?**

Guardrails

- **No rhetorical questions.**
- **Every claim links to a source (docs, pricing, benchmark method).**
- **Update the FAQ when facts change; keep a “Last updated” line.**

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## 8. BUILD CONTEXT AND RELEVANCE AROUND THE ANNOUNCEMENT

Don't assume LLMs will know why your announcement is relevant within the larger societal context — provide short, explicit explanations for:

- **Why the news matters**
  - **How it fits into an industry trend**
  - **What problem it solves or milestone it represents**
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## 9. BOOST CONNECTIVITY THROUGH LINKS AND REFERENCES

Include relevant external links — such as product pages, partner companies, benchmark data, or research citations. Heavily linked, well-indexed content performs better in hybrid search environments and is more likely to surface in AI-generated overviews.

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## 10. KEEP IT EVERGREEN

Frame the announcement in a way that remains relevant over time — e.g., tying it to ongoing industry challenges or categories rather than fleeting events. Evergreen content stays in Answer Engine retrieval systems longer and continues to surface in responses.