G R O W   W I L D

The 2026 Press Release
SEO & AI Discovery Toolkit

Write press releases that rank on Google
and get cited by ChatGPT, Perplexity, and Gemini.

growwildagency.com
2026 Edition

What's Inside This Toolkit

This toolkit gives you everything you need to write, optimize, and distribute press releases that perform in both traditional search engines and AI answer engines.

Tool 1: The AI-First Press Release Template

A structured fill-in-the-blank template designed for LLM ingestion, semantic headers, entity association, and citation-ready formatting.

Tool 2: Keyword Planning Checklist

A step-by-step workflow for press release keyword research, topic clustering, entity mapping, and AI search intent analysis.

Tool 3: The "Agentic Workflow" Pitch Framework

How to frame automation and AI news for tech journalists who are drowning in generic product announcements.

Tool 4: Robots.txt AI Crawler Audit Checklist

A quick-reference guide with copy-paste directives to ensure your site is visible to every major AI crawler.

Tool 5: AI Visibility Measurement Cheat Sheet

The metrics that matter for tracking your brand's presence in AI-generated answers, with benchmarks.

Tool 1: The AI-First Press Release Template

Use this template for every press release. Each section is designed to maximize discoverability by both traditional search engines and AI language models. Yellow-highlighted fields are placeholders — replace them with your content.

Headline

Your headline is the single most important element for AI indexing. Include your brand name, the core action/announcement, and the target audience or industry.

> **Formula:**
> [Brand Name] + [Action Verb] + [What] + [For Whom / In What Industry]

Example: "Acme Corp Launches AI-Powered Fleet Management Platform for Multi-Location Car Rental Operators"

[Your Headline: Brand + Action + Product/News + Audience]

Subheadline

Expand on the headline with a supporting detail, metric, or context statement. This is the second thing AI models read.

[Supporting detail, key metric, or strategic context]

Dateline & Opening Paragraph (First 200 Words)

AI models weigh the first 200 words most heavily when summarizing content. Front-load the who, what, when, where, and why. Be explicit about entity relationships.

> **LLM Optimization Tip:**
> Think of your opening paragraph as the "system prompt" for any AI that encounters this page. State the brand, the news, and the significance clearly and completely within the first two sentences.

[CITY, State] — [Date] — [Brand Name], a [brief descriptor of what your company does], today announced [core news]. [One sentence on why this matters to the target audience]. [One sentence connecting this to a broader industry trend or high-value topic].

Body Section 1: The News in Detail

Expand on the announcement with specifics. Use discrete, quotable sentences — avoid burying key claims in long compound sentences. Each important fact should stand alone as a citable statement.

[2–3 paragraphs expanding on the announcement. Include specific numbers, timeframes, and named entities. Each paragraph should contain at least one clean, citable statement.]

Body Section 2: Industry Context & Entity Association

Connect your news to high-value trending topics that AI models track. This is how you build the entity graph that gets your brand recommended in AI-generated answers.

Key Topics to Associate With (choose 2–3):
Agentic workflows, generative engine optimization, AI-driven automation, multi-location operations, digital transformation, predictive analytics, conversational AI, zero-party data

[1–2 paragraphs positioning your news within broader industry context. Explicitly mention trending topics that are relevant to your announcement. Frame your company as a participant in these larger conversations.]

Executive Quote

Include at least one named quote with title and company. AI models treat direct quotes as high-confidence attributable content.

"[Quote that reinforces the strategic significance of the announcement]," said [Full Name], [Title] of [Company]. "[Second sentence of quote connecting to customer impact or industry trend]."

Company Boilerplate

Your boilerplate is indexed by every AI model that processes this release. Treat it as a compressed brand positioning statement, not an afterthought.

Include These Elements:
Full company name, founding year, headquarters, what you do (in plain language), who you serve, key differentiator, and website URL.

[Company Name] is a [descriptor] founded in [year] and headquartered in [location]. The company [what you do in one sentence] for [target audience]. [One sentence on what makes you different]. Learn more at [URL].

Schema Markup Checklist

Add these schema types to the page where this release is published:

☐ NewsArticle or PressRelease schema with headline, datePublished, author, publisher

☐ Organization schema for the company mentioned in the boilerplate

☐ Product schema (if announcing a product)

☐ Event schema (if announcing an event)

☐ FAQPage schema (if including Q&A content)

Tool 2: Keyword Planning Checklist

Follow this checklist before writing any press release. The goal is to identify the keyword clusters, entity associations, and AI search intents that your release should target.

Step 1: Define Your Primary Keyword Cluster

Your primary cluster is the core topic of the release. Start with 1 primary keyword and 3–5 semantically related variations.

- ☐ Identify 1 primary keyword (the phrase you want to rank for)
- ☐ List 3–5 long-tail variations and related queries
- ☐ Check search volume and competition for each using your preferred tool
- ☐ Verify that at least 1 variation appears in AI-generated answers (test in ChatGPT/Perplexity)

Primary Keyword	Long-Tail Variations	AI Answer Presence?
		☐ Yes ☐ No
		☐ Yes ☐ No
		☐ Yes ☐ No

Step 2: Map Entity Associations

Identify the high-value entities and trending topics you want AI models to associate with your brand.

- ☐ List 2–3 industry trends relevant to your announcement
- ☐ Identify named competitors, technologies, or standards in the space
- ☐ Test: When you ask an AI about these topics, does your brand appear?
- ☐ Plan explicit mentions of these entities in the release body

Entity / Trend	Connection to Your News	Where in Release?

Step 3: Analyze AI Search Intent

Beyond traditional search intent, consider how users phrase questions to AI assistants. These are often conversational, question-based queries.

☐ Write 3–5 questions a user might ask an AI that should return your news

☐ Test each question in ChatGPT, Perplexity, and Google AI Overviews

☐ Note which competitors or sources currently appear for these queries

☐ Ensure your release answers at least 2 of these questions directly

AI Query to Target	Current AI Answer (Who Ranks?)

Step 4: Pre-Publish SEO Audit

☐ Primary keyword appears in headline, first paragraph, and at least one H2

☐ All entity associations are mentioned naturally in the body

☐ At least 3 citable standalone statements with specific data points

☐ Schema markup added to the page (NewsArticle at minimum)

☐ Meta title under 60 characters, meta description under 155 characters

☐ Open Graph and Twitter Card tags configured

☐ Canonical URL set to your domain (not the wire service)

Tool 3: The "Agentic Workflow" Pitch Framework

Tech journalists receive hundreds of AI-related pitches weekly. Most are indistinguishable. This framework helps you frame your automation and AI news in a way that stands out by connecting your product to the broader "agentic workflow" narrative that media is actively covering.

The Problem with Generic AI Pitches

Pitches that say "we use AI to automate X" are immediately forgettable. In 2026, every company claims to use AI. The differentiation comes from specificity, measurable outcomes, and positioning within the agentic workflow trend — where autonomous AI agents handle multi-step business processes.

The 4-Part Pitch Structure

Part 1: The Trigger Event

Start with a concrete, timely event that makes your news relevant right now. This could be a regulatory change, a competitor move, a market milestone, or an industry report.

[What just happened in your industry that makes this announcement timely?]

Part 2: The Agentic Angle

Connect your product to the agentic workflow trend. Be specific about which multi-step process your product automates autonomously, and what used to require human intervention.

> **The Key Question:**
> What decision or process can your system now handle end-to-end without human input? That's your agentic angle.

[Describe the specific workflow: what triggers it, what steps the AI handles, and what output it produces without human intervention.]

Part 3: The Measurable Outcome

Journalists and AI models both prioritize quantifiable results. Provide at least one specific metric from a real customer or internal deployment.

[Specific metric: e.g., "Reduces manual review time from 4 hours to 12 minutes" or "47% decrease in operational costs across 22 locations"]

Part 4: The Bigger Picture

End with why this matters beyond your company. Connect to a trend that the journalist is already covering: the future of work, operational autonomy, AI governance, the shift from copilot to agent.

[One sentence on what this means for the industry, not just your company.]

Sample Pitch Email (Annotated)

Subject: [Trigger Event] + [Your Brand]'s Autonomous [Process] for [Industry]

Hi [Name],

[Trigger event] is forcing [industry] operators to rethink [process]. [Brand] just shipped a solution that handles [specific workflow] end-to-end without human oversight.

Early results from [customer/internal]: [specific metric].

This is part of a broader shift from AI copilots to fully autonomous agents in [industry]. Happy to connect you with [customer name] or our [CTO/CEO] for background.

[Your Name]

Tool 4: Robots.txt AI Crawler Audit

If your robots.txt blocks AI crawlers, your press releases will never appear in AI-generated answers — regardless of how well they're written. Use this checklist to audit and fix your configuration.

AI Crawlers Reference Table

Bot Name	Powers	Should Allow?	Your Status
GPTBot	ChatGPT web browsing & retrieval	**Yes — Critical**	☐ Allowed ☐ Blocked
PerplexityBot	Perplexity AI citation engine	**Yes — Critical**	☐ Allowed ☐ Blocked
Google-Extended	Gemini AI training data	Yes — Recommended	☐ Allowed ☐ Blocked
ClaudeBot	Anthropic's Claude web crawler	Yes — Recommended	☐ Allowed ☐ Blocked
Applebot-Extended	Apple Intelligence features	Yes — Recommended	☐ Allowed ☐ Blocked
Bytespider	Multiple AI search products	Optional	☐ Allowed ☐ Blocked
Googlebot	Google Search (traditional)	**Yes — Never block**	☐ Allowed ☐ Blocked

Audit Steps

☐ Navigate to yourdomain.com/robots.txt and save a copy
☐ Check for blanket "Disallow: /" rules under "User-agent: *"
☐ Search for each AI bot name in the file (see table above)
☐ Verify that /news/ and /press-releases/ paths are explicitly allowed
☐ Confirm Googlebot is NOT blocked (blocking kills search rankings)
☐ Test with Google's robots.txt Tester tool

Recommended Robots.txt Configuration

Copy and adapt this configuration for your press release pages:

```
# Allow traditional search crawlers
User-agent: Googlebot
```

```
Allow: /

# Allow AI crawlers for press releases and news
User-agent: GPTBot
Allow: /news/
Allow: /press-releases/
Allow: /blog/

User-agent: PerplexityBot
Allow: /news/
Allow: /press-releases/
Allow: /blog/

User-agent: ClaudeBot
Allow: /news/
Allow: /press-releases/
Allow: /blog/

User-agent: Applebot-Extended
Allow: /news/
Allow: /press-releases/

User-agent: Google-Extended
Allow: /press-releases/

# News sitemap
Sitemap: https://yourdomain.com/sitemap-news.xml
```

Important Distinction:
Blocking Googlebot kills your search rankings entirely. Blocking Google-Extended only prevents content from being used in Gemini's training — your search visibility remains intact. These are separate directives.

Tool 5: AI Visibility Measurement Cheat Sheet

Traditional SEO metrics only tell half the story. Use these metrics to track your brand's presence in AI-generated answers and measure the effectiveness of your press release strategy.

Metric	What It Measures	How to Track	Benchmark
AI Mention Rate	How often your brand appears in AI answers for industry queries	Manual testing or AEO monitoring tools	>15% for niche, >5% for broad
Citation Rate	When mentioned, how often your site is cited as the source	Monitor Perplexity citations, Google AI Overview sources	>30% of mentions should cite your domain
Share of Voice	% of AI answers in your category that include your brand vs. competitors	Track weekly across ChatGPT, Perplexity, Gemini	Varies by category — track trend over time
Sentiment Score	Tone of AI-generated content about your brand (positive/neutral/negative)	Sample AI answers monthly and classify	>70 out of 100 (positive-leaning)
First Mention Rate	How often your brand is the first recommendation in AI answers	Track position across AI providers	>20% first position for core queries
Average Position	Where your brand typically appears in AI answer lists (1st, 2nd, 3rd, etc.)	Log position for each mention	Top 3 for high-intent queries

Monthly Tracking Template

Use this table to track your AI visibility month over month. Fill in after testing 10–20 industry-relevant queries across major AI platforms.

Month	AI Mention Rate	Citation Rate	Share of Voice	Sentiment	1st Position %

Recommended Testing Protocol

To get reliable AI visibility data, follow this protocol monthly:

☐ Select 10–20 high-intent queries that your press releases should trigger
☐ Test each query in ChatGPT, Perplexity, Gemini, and Google AI Overviews
☐ Record whether your brand is mentioned, in what position, and whether your site is cited
☐ Note which competitors appear and their positions
☐ Compare month-over-month trends for each metric
☐ Adjust press release content and distribution strategy based on gaps

Need Help Implementing This?

Grow Wild helps enterprise brands get discovered by every AI model
shaping how customers find and evaluate your business.

SEO · GEO · AI-Driven Strategy · Multi-Location Brands

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