

The ultimate blueprint: Getting your press release discovered by AI

Much like social media changed the way that audiences consumed news, LLMs have introduced a similar shift with audiences increasingly using these tools to find and trust news. To ensure that your organisation is included in your audience's searches, your press releases must be structured in a way that LLMs can read and understand them.

This blueprint provides guidance on the best way to structure your press release to be discovered by AI.

1 Medianet launches guide to help press releases rank in AI search

MEDIANET

- 2 Key facts:**
- Medianet releases blueprint for optimising press releases for AI search tools like ChatGPT and Gemini
 - Guidelines include keeping headlines under 80 characters, using metadata tags, and structuring content with clear subheadings
 - Blueprint emphasises importance of multimedia optimisation with keyword-based filenames and alt text
 - Recommendations focus on maintaining readability for both AI systems and human readers
 - Document created in response to growing importance of AI-powered search tools in information discovery

3 SYDNEY, Australia – 22 September, 2025 – Medianet has today published their own data-backed blueprint for getting a press release discovered by LLM search tools such as ChatGPT, Gemini and Perplexity, following increased awareness of the drivers of Generative AI search results.

5 Clear structure for AI and readers

The blueprint outlines step-by-step recommendations to ensure media announcements are surfaced, cited and summarised by AI tools. It includes best practices on headlines, metadata, multimedia, and call-to-action language, all grounded in Medianet's proprietary data on news discovery and visibility.

"AI has become the new front door for how journalists, executives and the public discover information," said **Mercedes Carrin, Head of Marketing at Medianet**. "Our blueprint empowers communications teams to structure press releases in a way that works for both human readers and AI systems."

Why it matters

With AI-powered search tools becoming integral to how people find and trust information, ensuring content is machine-readable and authoritative has become critical. Medianet's blueprint aims to equip organisations to adapt press release practices for this changing environment.

The blueprint, "**Getting Your Press Release Discovered by AI**", is available now on the Medianet website. [Learn more here.](#)

6 About Medianet

Medianet is Australia's leading media intelligence platform, trusted by universities, government, enterprises and not-for-profits. Combining media monitoring, journalist contacts, press release distribution and data-driven insights, Medianet helps organisations communicate with impact in a rapidly changing media landscape. Visit www.medianet.com.au.

Media Contacts

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medianet.

1. Headline

- Limit to 60-80 characters
- Include your most important keywords first
- Use natural language as a question or fact
- Use common words and avoid jargon

2. Key facts

- Include a summary of your press release in bullet point format
- Keep short and concise
- Positioned at top for improved readability

3. Dateline

- Format: CITY, State/country – Date Month, Year (e.g., SYDNEY, Australia – 22 September, 2025)

4. Leading paragraph

- Answer the who, what, when, where and why in 2-3 sentences
- Use natural language, be direct and avoid fluff or corporate filler

5. Body

- Stick to shorter paragraphs with 2-3 sentences to break up text
- Split the release into sections with clear subheadings
- Use bullet points or numbered lists for improved readability
- Include quotes to add credibility to your message

6. Call to action

- Provide direction for the reader
- Be direct (e.g. "Available now on the Medianet website")

7. About us

- Include 2-4 high-level sentences about your company
- Include your website URL
- Add keywords related to your industry to help with relevance

8. Contact information

- Include the name, title, email and phone number of at least 1 contact
- Adds credibility for journalists and AI tools

BONUS: Multimedia

- Use high quality and original images
- File names should match the content
- Add keyword-rich captions and relevant alt text

Press releases distributed via Medianet are published on News Hub which has been optimised for LLM crawling and indexing.

Get in touch with us to learn more at www.medianet.com.au

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