

PR IN THE AGE OF AI SEARCH

WHAT IS GEO (GENERATIVE ENGINE OPTIMISATION)?

And why does it matter for your brand?

THE KEY NUMBERS

60%

of searches end without
a single **click**

89%

of B2B buyers use **ChatGPT**

#1

most cited source worldwide is
Reddit, text-heavy and
AI-readable

WHAT AI LOOKS FOR

Breadth

Coverage across many platforms matters more than one big feature. Trade media, LinkedIn, Reddit and Quora all count.

Sentiment

Positive coverage drives citation. Neutral sentiment can read as a red flag to AI systems.

Helpfulness

AI cites content that directly answers questions, not the most popular or most-linked content.

Text

AI can't watch videos. Transcripts and captions are essential for broadcast content to appear in AI results.

Effective GEO starts with good SEO (Search Engine Optimisation). Much of GEO relies on content being crawlable, authoritative and easily readable.

WHAT GOOD PR NOW INCLUDES

- ✓ **Press releases distributed via news wires.** AI actively looks at these.
- ✓ **Sharing earned media coverage on LinkedIn.**
- ✓ **Owned content** that reinforces your narrative consistently over time.
- ✓ **Checking your website is accessible to AI crawlers**
(Cloudflare settings, robots.txt, page speed.)
- ✗ **Advertorials and paywalled content.** These are filtered out by AI entirely.

HOW TO MEASURE IT

01

Referral traffic from ChatGPT, and Google AI overviews tracked year on year.

02

Where AI quotes your brand and in what tone.

03

Which publications AI defaults to in your sector. Build your media list from there.

HOW ALLEGORY CAN HELP

Navigating GEO alongside traditional PR requires a joined-up strategy, one that keeps pace with how AI is evolving. We help clients build a trusted, consistent presence that performs in both search and AI-generated results.

Get in touch to find out what that could look like for your brand: team@allegoryagency.co.uk

