

An aerial view of a large, modern interior space. On the left, a complex, white, web-like structure (resembling a large-scale art installation or a futuristic architectural element) dominates the scene. Below and to the right of this structure, a large, open area with a light-colored, polished floor is visible. Several groups of people are walking or standing in this area, providing a sense of scale. The overall atmosphere is one of a high-tech, contemporary environment.

OWN THE ANSWER

AI VISIBILITY FOR
COMMS PROFESSIONALS

Foreword

AI Visibility for Comms Professionals: A Practical Guide

Think about how your prospects research solutions today. The same ecosystem that has always shaped buying decisions - specialist media, analyst commentary, peer recommendations, vendor content - is still doing the work. But now your next customer increasingly uses AI as their first place for research.

All your public relations, content marketing, demand generation, preference marketing, and anything else you are doing online, is combined with the efforts of your competitors into a single answer. And if your company's name is not in that answer, you're not in the conversation.

AI does not rank content the way search engines do, but it does reward the kind of credibility and narrative consistency that PR is built to deliver. When an AI answers a question about your category, it draws on training data baked into the model and combines this with live-source citations pulled from the open web.

If your company's name is not in that answer, you're not in the conversation.

The world of AI is now moving very fast, and your PR team should be set up to deliver campaigns that incorporate AI visibility alongside human-focused objectives.

This eBook sets out a simple blueprint of the fundamentals to get this in place.

Code Red is at the forefront of PR in an AI world, and we invite you to come with us on the journey.

Robin Campbell-Burt CEO, Code Red



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How do you measure your company's AI visibility?

Where to start the AI journey

To know where you need to go, it is important to first know where you are.

Start by understanding the gaps in your current analytics and what they are not telling you. Tools like GA4 and Google Search Console measure traditional search performance but currently offer no visibility into how prospects engage with AI.

It's important to make sure metrics are linked to business and communications outcomes.

Visibility and presence	• AI citation frequency • Share of voice compared to competitors
The accuracy and sentiment	• Tracks the tone (positive, neutral, negative) and descriptive adjectives an AI uses when summarising your company or products • Alignment with your core brand narratives and key messages
The business impact	• How this is converting into action, such as leads, site visits, signups, downloads

Frameworks are being developed by leading industry associations such as the PRCA which provide a practical guide to the key metrics to be measured.

Understanding the AI search ecosystem

AI is not a single channel. ChatGPT, Claude, Google AI Overviews, Perplexity, Microsoft Copilot, and Gemini each draw from different source pools and serve different user behaviours.

But whilst each LLM model is unique, they all use a blend of the following categories as sources for citations when providing answers to prompt queries. So, it is important for PR teams to focus on these categories in planned activity.

Meltwater's analysis of over five million citations across leading AI platforms found that 48% come from news media rather than company websites or marketing copy. Only around 5% of what AI surfaces comes directly from a company's own web presence. The rest is drawn from third-party publishers, review platforms, analyst commentary, and community discussion. That distribution is the starting point for understanding where a PR programme needs to focus.

Only around 5% of what AI surfaces comes directly from a company's own web presence.

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Auditing your AI presence

The audit itself begins with structured test queries run across the main AI platforms you want to influence.

Remember that there is a human typing the question prompts behind the AI chatbot. Your prospective customers will have their specific style, tone and words they use when asking those questions.

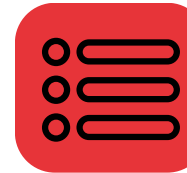
Specificity matters – so make sure you get qualitative research to understand how people are asking the questions that matter to your company. This is particularly important as AI tools, whilst effective, are also smoothing out differentiation in marketing and content expression. The way to stand out relies on listening more attentively to your target prospects than your competitors.

It is also tempting to centralise thinking when it comes to defining questions, but language use differs between cultures. For example, the way English is used in India, the United Arab Emirates, the UK and the US will all be different. Spanish in Argentina is not the same as in Colombia or Spain. And not only when it comes to tone and style. The level of understanding and maturity of adoption of cybersecurity tooling is different in each country. This also impacts the type and style of questions they ask.



Successful PR has always relied on local knowledge and execution, and AI has not changed this.

Question structures fall under three categories:



Category-level queries:

"Who are the leading vendors in cyber-physical security?"



Comparison queries:

"What are the strengths of X vs Y?"



Problem-led questions:

"What solution should I use to improve my email security?"

A credible audit is built around four core metrics:

- **Mention rate:** How often your company name appears in AI-generated answers.
- **Citation rate:** How often those mentions include a link to a source.
- **Sentiment:** How your company is characterised - is it positive or negative?
- **Share of Model:** Your proportional presence relative to competitors across a defined set of queries.

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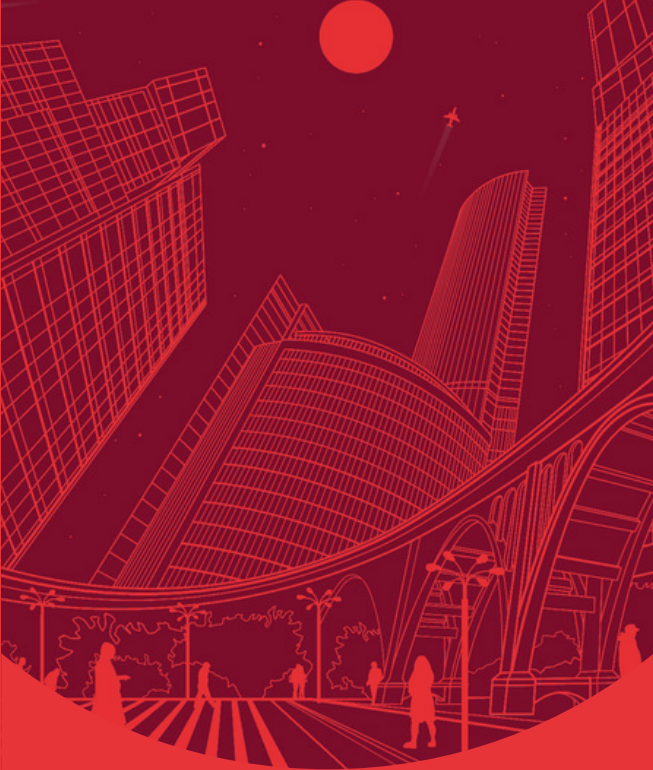
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Auditing your AI presence

Then run the same queries against two or three key competitors. Where do they appear that you do not? Which publications are consistently cited in those responses?

The gap between their citation footprint and yours is the brief for your agency's earned media programme. Additionally, since we have all been using our preferred LLM chatbots for a couple of years now, your preferred tool has adapted to you. It provides fresh answers to your prompts and layers this on top of your past conversations. So, doing an AI audit manually or testing out specific questions ad hoc is not an objective assessment. As such, it's important to use a specific tool as part of this audit process.

The need for continuous visibility

AI responses are probabilistic rather than fixed, so the same query run multiple times will produce different results. A single-run audit is not sufficient, and a reliable baseline requires repeated sampling across a consistent prompt set, typically 30 to 50 queries covering your core categories.

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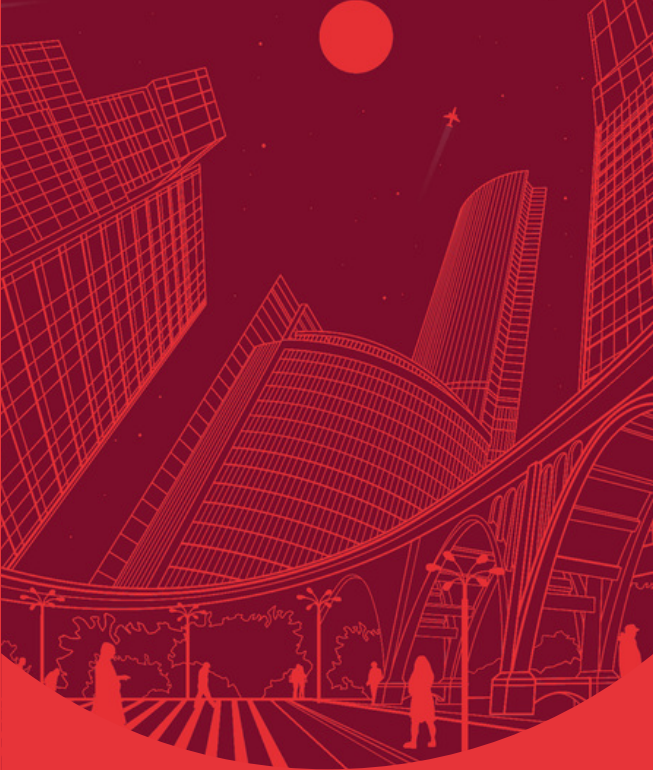
Purpose-built tools, including Profound, Otterly, and Peec AI, automate this across ChatGPT, Perplexity, Gemini, and Google AI Overviews from a single dashboard. Your agency should be using at least some of these dedicated tools to report back to you. A manual approach can work, though it needs to be systematic and run on a regular cadence.

Repeat the audit at least once a quarter, since citation patterns shift meaningfully over that timeframe; the monthly reporting cadence then tracks movement against that baseline in between.



The most actionable metric is which sources are being cited in AI-generated answers about your category.

Publications consistently appearing in those answers that are not currently covering your company are the clearest possible signal of where your agency should be directing its outreach.



Section 1: FAQs

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What is AI visibility?

AI visibility is the measure of how consistently and accurately your company appears in AI-generated answers across platforms like ChatGPT, Claude, Perplexity, and Google AI Overviews.

What is Share of Model?

Share of Model measures your company's proportional presence in AI-generated answers relative to competitors across a defined set of queries — the AI equivalent of share of voice.

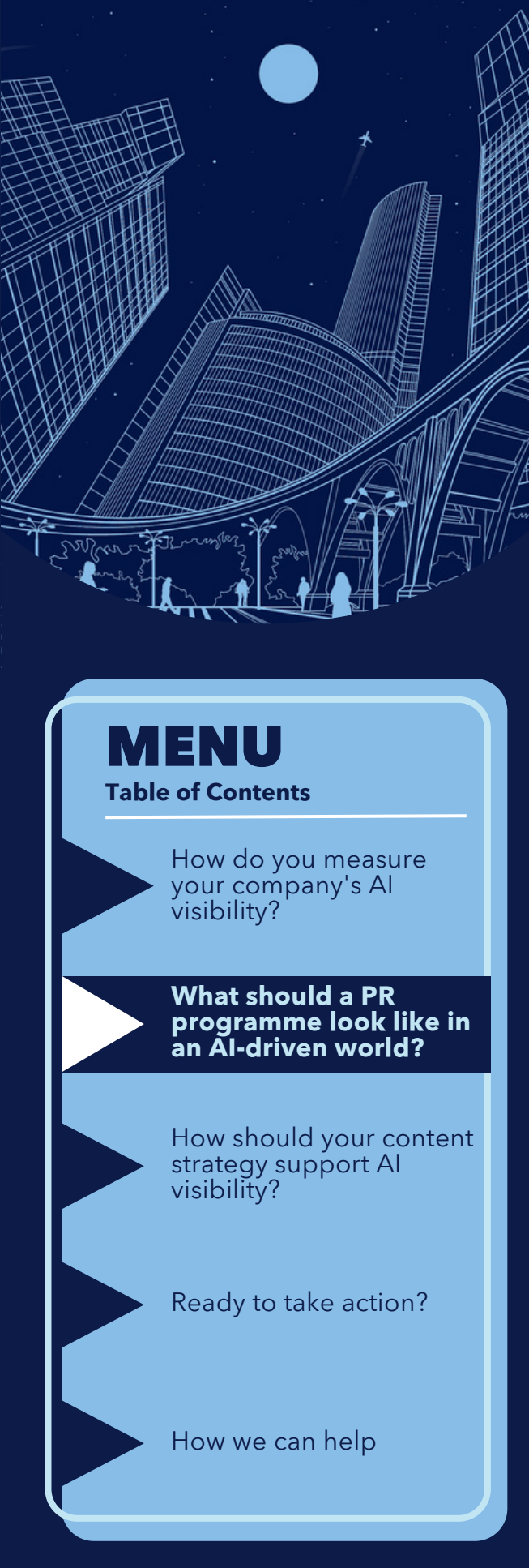
How often should we audit our AI visibility?

Run a full audit quarterly, since citation patterns can shift significantly over that timeframe. Monthly tracking against that baseline will catch early signs of drift.



2

**What should a PR
programme look like
in an AI-driven world?**



Understanding the AI ecosystem

AI visibility is not an SEO problem with a new name. Search engines rank content based on keywords, backlinks, and technical signals. AI systems work differently, weighing credibility, authority, consensus, and narrative consistency.

PR is already working with the inputs AI systems trust most: independent editorial coverage, named expert commentary and consistent positioning across authoritative third-party sources.

The question is whether it is doing so with AI visibility explicitly in mind.

Four distinct source types shape how a company appears in AI-generated answers:

- **Earned media** – The discovery layer. Specialist trade titles are where AI models compare vendors, frame market narratives, and form initial assessments of which players are credible.
- **Social media** – The validation layer. Discussion forums, expert commentary on LinkedIn, and community platforms such as Reddit provide AI systems with signals of real-world consensus and peer validation, reinforcing the credibility established through earned media.
- **Analyst and industry bodies** - The authority layer. Adds depth, particularly for complex or emerging topics where formal expertise and technical authority carry disproportionate weight.
- **Owned content** - The source of truth. Reinforcing the narrative, adds technical detail, and gives AI systems a stable reference point to verify and reuse.

No single channel delivers strong AI visibility on its own. Working across these four source types needs a multilayered strategy.



Understanding the AI ecosystem

Set the right objectives

The audit of search queries can be extensive with dozens of question prompts that are then tracked regularly to assess AI visibility. Using these overall visibility metrics and setting a target may not be a realistic starting point. PR cannot do everything at once. Instead, take a smaller set of the most significant queries where you wish to improve. Define the campaign messaging to focus on improving visibility of this tighter group of queries and then have specific targets to improve.

It is vital to have specific, shorter-term objectives, whilst also monitoring total visibility to understand long-term trends.

Building the earned media layer

Earned media carries the most weight in the discovery layer, which is the initial sources AI use to form their assessment. But not all coverage is equal. When it comes to cybersecurity topics, national news outlets are used as sources less often than specialist media. These publications write for a more general audience and therefore tend to use simpler, less specific language. AI prefers distinct language and therefore draws consistently from trade press and established business titles.

For cybersecurity in particular, the outlets that matter most to practitioners are the same ones AI systems lean on, such as Dark Reading, Infosecurity Magazine, SecurityWeek and TechRadar Pro.

A single substantive feature or byline in the right publication is worth considerably more than a dozen thin wire pickups.

The topic you are trying to be known for also affects where the effort should go. [Research](#) from The Hoffman Agency found a consistent pattern across B2B technology sectors: the more widely discussed a topic is in specialist media, the more influential earned media becomes in AI-generated discovery.

For mature, well-documented topics, a strong earned media programme moves the needle significantly. For niche or emerging areas where the editorial ecosystem is thinner, owned content carries more of the explanatory weight. So, the maturity of the category your cybersecurity company is in should be a consideration when setting strategy and allocating budget resources.

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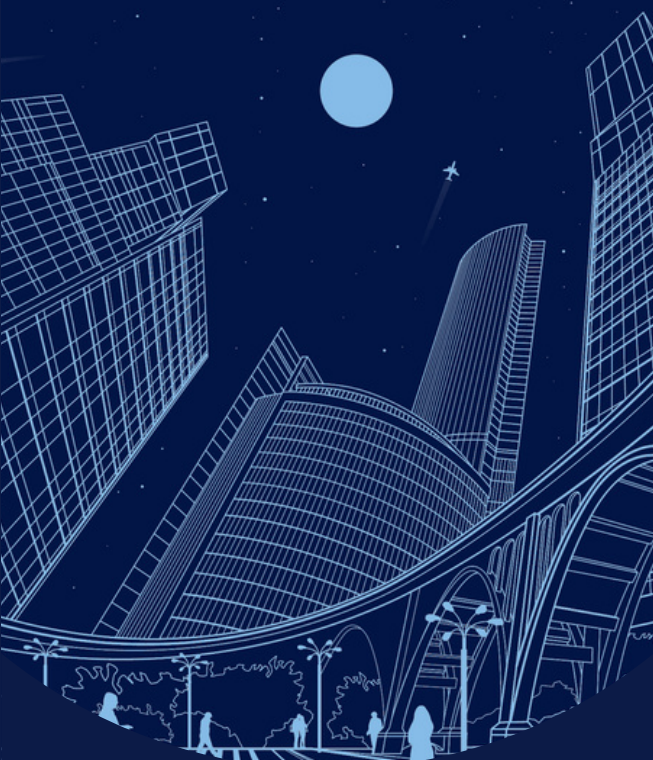
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Make executives part of the strategy

The profile of your executives takes on a new importance because AI systems build lasting associations between named individuals and the topics they are consistently cited on. Executive profiling must be part of any comprehensive PR initiative.

Although this is a structural feature of how models learn, rather than a reputational benefit, it runs in parallel to the traditional approach of profile building.

Similarly, this is supported by earned byline placements in respected trade titles, as well as speaker programmes at recognised industry events, where conference coverage and panel write-ups create additional named citations in authoritative publications.

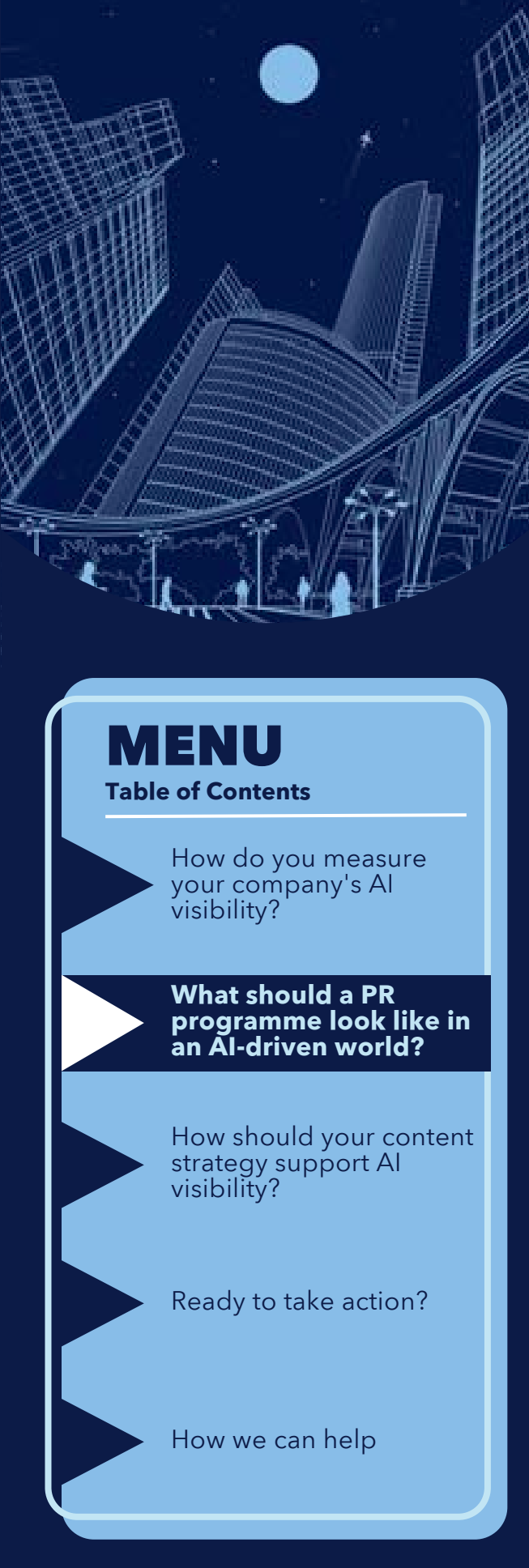
Long-form articles of 500 to 2,000 words and mid-length posts of 50 to 299 words draw the largest citation share.

AI systems build lasting associations between named individuals and the topics they are consistently cited on.



LinkedIn reinforces this but does not replace it. Profound's analysis of 1.4 million citations found LinkedIn to be the most-cited domain for professional queries across all six major AI platforms.

Semrush's study of 325,000 prompts confirms that long-form articles of 500 to 2,000 words and mid-length posts of 50 to 299 words draw the largest citation share. Consistent, educational content published under an executive's name builds entity associations AI systems draw on, but the authority that makes those citations count comes from earned media placement, not LinkedIn activity alone.



Rethinking the press release

The press release is one of the most structurally well-suited formats for AI citation, being timestamped, factual, attributed, and distributed simultaneously across multiple platforms. A release written to satisfy AI systems shares most of the traits expected by journalists: leading with the key claim, front-loading data, and answering who, what, when, where, and why in the opening paragraph. Added to this, a short FAQ section or bulleted summary of key facts makes it extractable for AI parsing.



One release with genuine news value, original data, and precise technical language will do more for AI visibility than ten thin announcements.

Don't say: "Quarron today announced enhancements to its cloud security offering."

Do say: "Quarron has launched CloudSeel 2.0, a cloud-native data loss prevention platform that automatically classifies and encrypts sensitive assets across AWS, Azure, and Google Cloud in real time."

Your agency should ensure that all press material ticks the box for AI searches as well as human readers.

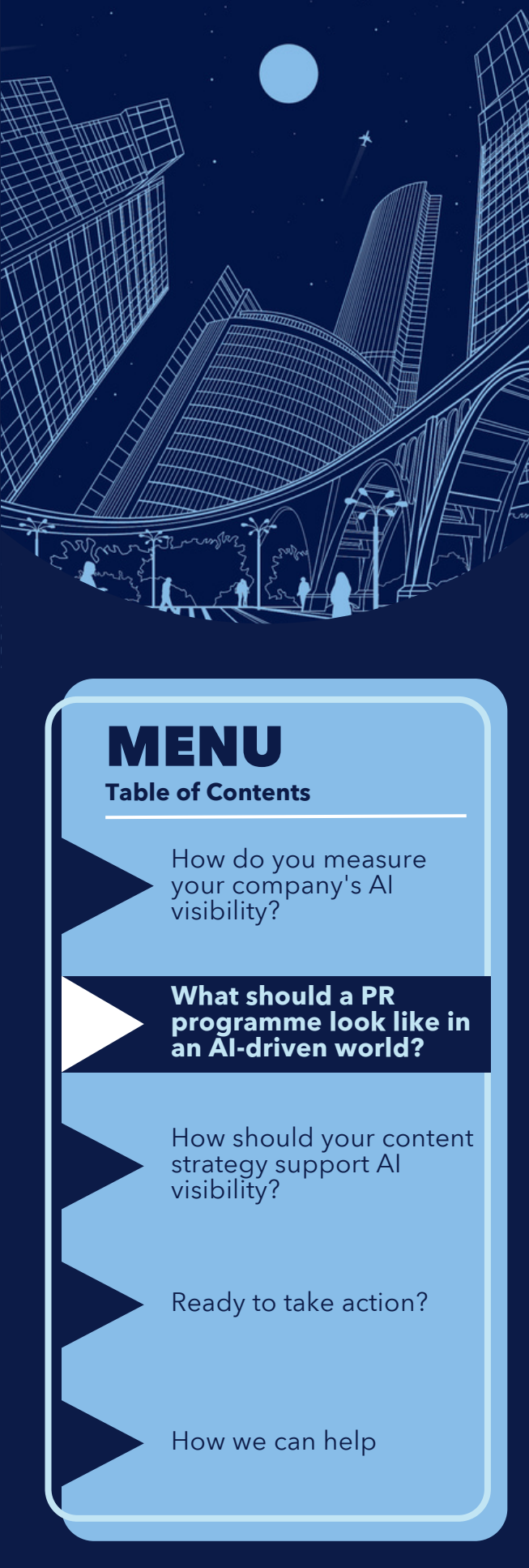
Your own content processes will support this, as one key difference is that the newsroom on your website where releases live permanently matters as much as the wire distribution. While the wire creates the initial spread, the newsroom creates the durable reference layer AI retrieval systems return to.

Keep the programme current

Recency is a critical citation filter. Meltwater's analysis of AI citations found that 58% of cited content is less than one year old and 80% is less than two years old. Maintaining accurate metadata and visible last-updated dates helps keep content current for AI searches.

A scheduled refresh calendar built around your highest-value pages is essential. Data-heavy pages, including statistics, comparisons and vendor assessments, should be reviewed quarterly at a minimum. A slight cosmetic update won't do it either - updating a year in a headline without changing the underlying content does not register as genuine recency. What counts is revised data, new context, and accurate metadata.

Citation drift compounds the recency risk. Sources that appeared consistently in AI responses three months ago can drop out without warning and without any action on a competitor's part. Monthly monitoring of your core queries - tracking which pages are being cited and where your company name appears - is the early warning system that keeps a programme from losing ground.



Section 2: FAQs

Why does earned media matter for AI search?

AI systems treat independent editorial coverage as a credibility signal. Brands consistently covered in specialist trade titles generate significantly more AI citations than those relying primarily on owned content.

Does LinkedIn count as an AI visibility channel?

Yes — Profound's analysis of 1.4 million citations found LinkedIn to be the most-cited domain for professional queries across all six major AI platforms, making it a meaningful supplement to earned media placement.

How does AI visibility change the press release?

Structure matters as much as news value. A release that front-loads its key claim, includes specific data, and carries a FAQ summary is significantly more extractable for AI systems than a standard announcement.



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**How should your
content strategy
support AI visibility?**



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Keeping the story consistent everywhere AI looks

A strong earned media programme gets AI systems to notice your company, but what they do next depends on what they find. If your website, executive profiles, thought leadership, and owned content are not using the same language, making the same claims, and defining your category in the same terms as your media coverage, AI will struggle to build a coherent picture of who you are.

AI is a pattern recognition system – if you do not develop consistent patterns in your online footprint, AI tools will pass you over and use other sources.

Meltwater's analysis of AI citations across models found that beyond news content, roughly 45% of citations come from other source categories, including:

- Corporate blogs and owned content hubs
- Product documentation
- Help centres and FAQs
- Reviews and community forums
- Specialist publications



If your website, executive profiles, thought leadership, and owned content are not using the same language, AI will struggle to build a coherent picture of who you are.

Many of these assets are overlooked and neglected by organisations, but they're important inputs for AI systems to understand and describe your company. You should audit this full ecosystem as part of any PR programme, not just track press coverage.

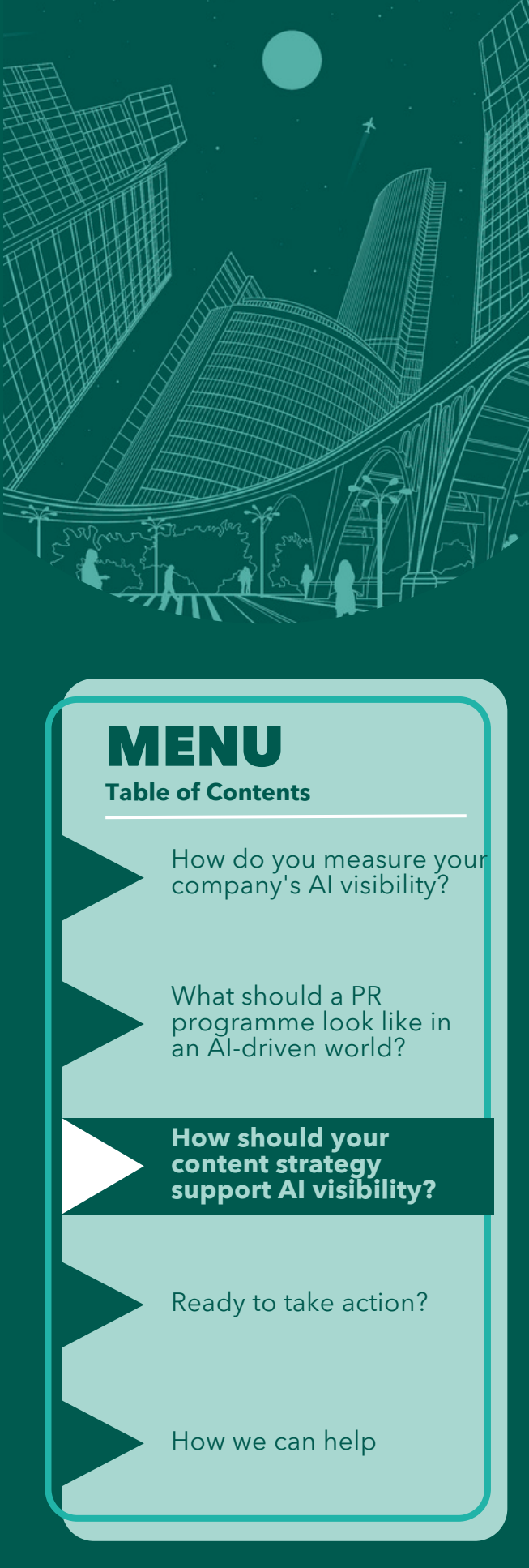
Language consistency

The practical starting point is a narrative audit across your digital footprint. Every element of your online presence should use the same precise terminology to describe your company.

It shouldn't be identical copy, but stable key claims, consistent category definitions, and the same differentiating language should be present regardless of format or channel.



Inconsistency creates ambiguity that AI systems resolve by either ignoring your content or characterising you inaccurately.



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Structure content the way AI reads it

The structure of individual content assets is as important to AI as content consistency across your content asset landscape. Systems retrieve chunks of text, evaluate them for relevance, and weight the opening of each section most heavily.

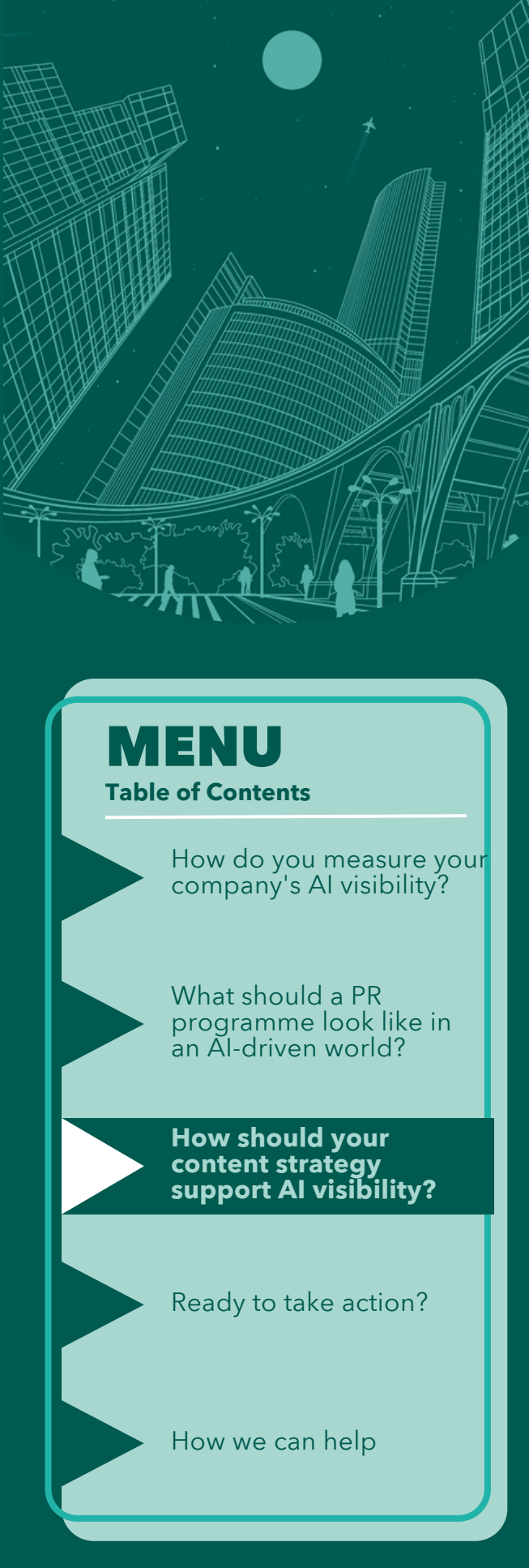
Nearly half of all AI citations are drawn from the first third of a source document, so content that buries its key point after several paragraphs of context is structurally less likely to be cited than content that leads with a direct answer.

Generative Engine Optimisation (GEO) is the practice of improving how your company appears in AI-generated answers. [A GEO study](#) by Princeton found that adding statistics to a page improves AI citation rates by up to 41%, and including direct quotes from named experts by up to 28%, both of which demand the kind of precise, factual writing that leads with the claim rather than building to it.

Meltwater's citation analysis confirms the pattern: listicles, comparisons, rankings, and clearly formatted answers are cited more frequently than narrative articles. AI systems need content they can interpret and extract, not content designed to read well as a continuous piece.

The practical implications for your company's content:

- 1. Every page, section, and paragraph should open with its core claim stated plainly.**
- 2. Headings should be phrased as questions that mirror the queries your prospects are asking, not labels like "Our approach" or "Key capabilities."**
- 3. FAQ sections should use concise, self-contained answers of 50 to 80 words, aligning closely with the question-and-answer structure AI systems extract from.**
- 4. Comparison content, such as structured assessments of approaches, technologies, or vendor categories, performs well for commercial queries.**
- 5. Owned content that functions as reference material, including definitions, technical explainers and structured breakdowns, outperforms conversion-led copy.**
- 6. Content that cites specific statistics, names data sources, and makes verifiable claims is consistently cited more than content relying on general assertions.**



Get the technical foundations right

Traditional SEO teams have taken a more prominent role in GEO and the technical layer is where PR and SEO teams need to collaborate coherently. Your PR team should be factoring in the following elements in the campaigns they deliver.

These are the terms worth understanding that will guide how your agency can structure content:

Structured data: A way of labelling information on your website so that machines, not just human readers, can understand what each piece of content means.

Schema: The shared vocabulary used to create those labels, developed jointly by Google, Microsoft, Yahoo, and Yandex to ensure AI systems and search engines interpret information consistently.

JSON-LD: The coding language those labels are commonly written in, something your developers or agency will handle, but worth understanding so you can brief them effectively and spot opportunities competitors are missing.

What features matter for AI visibility?

Crawlability - AI systems using live web retrieval need to be able to access your pages without obstruction. Content gating, misconfigured robots.txt files, or heavy JavaScript rendering all limit how much of your content is available for citation, regardless of its editorial quality.

Implementation - If the schema, the structured way website data is shown, has errors and inaccurate markups, it will interfere with AI visibility and reduce the likelihood of citations.

Page performance - Slow or unstable pages create friction in the crawl process that affects how readily AI retrieval systems can access your content.

Reachable content - Whitepapers, research reports, and technical guides published as PDFs need to contain accessible, selectable text rather than scanned images, ideally accompanied by crawlable HTML equivalents so their content is available for AI citation alongside your web pages.

How is SEO different to GEO?

SEO rewards discoverability and technical precision around keywords, backlinks and structured markup.

GEO, meanwhile, rewards precision in language, consistent structure across sources, and clear structure in each source.

Section 3: FAQs

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What is GEO?

Generative Engine Optimisation (GEO) is the practice of improving how your company appears in AI-generated answers — distinct from SEO, which optimises for traditional search rankings.

What type of content does AI cite most?

AI systems favour structured, factual content — listicles, comparisons, FAQ sections, and statistical claims. A 2024 Princeton study found adding statistics improves AI citation rates by up to 41%.

What is structured data?

Structured data labels information on your website so machines can interpret it correctly. Implemented as JSON-LD using Schema.org vocabulary, it helps AI systems understand who you are, what you publish, and why it is credible.



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Ready to take action?

Your AI visibility checklist

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Audit and measurement

- Run structured test queries across ChatGPT, Perplexity, Google AI Overviews, and Gemini for your core categories
- Document your mention rate, citation rate, sentiment, and Share of Model. Ask your agency to report these alongside traditional PR metrics
- Identify which publications are consistently cited in AI answers about your category but not currently covering your company

Building your programme

- Prioritise depth of coverage in specialist trade titles over volume of lower-authority placements
- Assign named spokespeople to your core topics and build a byline and speaker programme around them
- Restructure press releases to lead with the key claim, front-load data, and include a short FAQ or bulleted summary

Content and technical foundations

- Conduct a narrative audit. Check your website, bios, press releases, and media coverage all use consistent terminology
- Restructure owned content pages to lead with the core claim and convert key headings into questions that mirror prospect queries
- Check that schema markup is implemented correctly and that PDFs contain selectable text with crawlable HTML equivalents

How we can help

Code Red builds and runs AI visibility programmes for cybersecurity vendors, from initial audit and competitor analysis through to earned media strategy, content infrastructure, executive thought leadership, and monthly measurement reporting.

Get in touch

If you want to know where your company currently stands, and what it would take to improve it, we'd be glad to talk.



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