SECONDARY STUDY WITH A PRACTICAL GUIDE

PR and AI visibility

Findings, recommendations and your 90-day plan

How businesses, advertising agencies and PR agencies can prepare public knowledge about brands so that people, search engines and AI systems find it and understand it correctly.

THE CENTRAL THESIS

PR can make additional, relevant information about a company publicly available. Whether AI search systems pick up this information has to be tested for each use case.

WHO IT IS FOR

Managing directors and marketing managers as well as advertising and PR agencies that want to build visibility systematically or offer it as a client service.

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Classification: qualitative document analysis, no representative survey and no evidence of effectiveness for website4geo or pr4geo. Recommendations are editorial derivations and are labelled as such.

01 / RESEARCH QUESTION AND METHOD

What this analysis examines

KEY QUESTION

Under what conditions can PR help ensure that reliable information about a company is available in AI-supported search environments?

Five publicly accessible primary sources were analysed: Google documentation on AI features in Search, on helpful content, on spam and on paid links, and OpenAI's documentation on its web crawlers. The selection criteria were closeness to the platform, public accessibility and direct relevance to the question. Sources and dates accessed are listed in the last chapter.

Three levels, clearly separated

DOCUMENTED

Stated in official documentation. We reproduce its meaning and name the source.

RECOMMENDATION

Our editorial derivation from findings and practice. Sensible, but not a law of nature.

CHECK QUESTION

An assumption whose effect can only be examined with your own data.

Three reliable starting points

01 **Technical accessibility is a prerequisite.**

02 **Useful, verifiable content is part of the foundation.**

03 **A publication is not yet an AI mention.**

Limits of the study

No companies were measured, no users surveyed and no packages tested. The selection of sources is targeted, not systematically complete. Documentation can change and does not fully disclose the systems' selection mechanisms. No statements about revenue growth, guaranteed citations or the superiority of any provider can be derived from it.

02 / DOCUMENTED FINDINGS

What platforms actually say

DOCUMENTED

Google: SEO remains the foundation.

For the AI features in its Search, Google refers to the established SEO principles and names no additional special requirements. Even so, a technically suitable page is not automatically indexed or shown. [1]

DOCUMENTED

OpenAI: search and training are separate.

OAI-SearchBot is used for search in ChatGPT, GPTBot relates to possible use for training. The access rules can be controlled separately in robots.txt. This implies no commitment to mention a particular brand in answers. [2]

DOCUMENTED

Google: original value counts.

For helpful content, Google asks, among other things, about original information, original research or analysis, clear sources and evident expertise. Interchangeable advertising copy offers little substance for this. [3]

DOCUMENTED

Handle paid placements transparently.

Google describes links bought to manipulate rankings as link spam. For paid links, Google recommends labelling with rel="sponsored", and nofollow remains permissible. [4][5]

RECOMMENDATION

What this means for PR

These findings justify requirements for quality and accessibility, for your own website just as much as for every publication. They do not prove any general link between the number of purchased publications and how often AI systems make recommendations.

03 / ASSESSMENT

Where PR can make a difference

The following model is an editorial derivation, not a ranking mechanism confirmed by the platforms. It shows which tasks PR can usefully take on.

01 **Make knowledge visible.**

An expert article answers a specific customer question, an interview shows experience, a case study describes the starting point, approach and documented result. This creates content that can be checked for usefulness and accuracy.

02 **Keep statements consistent.**

Name, services, locations and contact persons should not contradict each other on the website, in profiles and in publications. PR can provide fact sheets and approval processes.

03 **Find the right context.**

A medium with a matching focus reaches people with genuine interest. Target group, editorial quality and actual usage count in the selection. The number of domains alone says little.

04 **Be open about credibility.**

An independent journalistic mention, a paid article and an article on a portal in your own network are created under different conditions. Ownership and commercial collaboration should be transparent.

RECOMMENDATION

Good PR fizzles out without a good website

Publications refer to the company, and readers and search systems end up on its own website. If it is technically hard to reach, contradictory or lacks clear answers to customer questions, PR has no foundation. Website and PR therefore belong in one plan.

CHECK QUESTION

Testable hypothesis

After a PR campaign on a relevant subject, do factual accuracy, the mention rate or source references improve for selected customer questions? That is a research question, not a promised result.

04 / THREE AUDIENCES

How this becomes practical work

For businesses: use in-house knowledge.

Collect the ten most important questions asked before a purchase. Add verifiable answers, your own photos, expert voices and approved customer examples. Decide who checks facts and how enquiries from publications are recorded.

For advertising agencies: link services sensibly.

Link ads, landing pages and suitable expert articles through a shared client topic. Separate the media budget from editorial work, consulting and measurement. In the offer, describe the services that can actually be delivered and the responsibilities.

For PR agencies: add search questions to media work.

Add the target group's specific information questions to topic planning and media outreach. For every publication, record the address, type, topic and date. Also check whether relevant questions are answered accurately in search and AI answers.

RECOMMENDATION

A shared starting point

One company, one clearly defined topic and a manageable publication plan. Measure beforehand, publish content and then observe again under the same conditions.

For collaborations, clarify client management, approvals, reporting and contact persons before the project starts. White-label services, territorial exclusivity or commissions must be agreed separately and are not assumed here.

05 / MEASUREMENT

Measure results without overstating them

01 Output

How many agreed articles were published on time? Were topic, format and labelling correct? These figures can be documented directly.

02 Usage

How many measured article views, link clicks and qualified enquiries resulted? State the data source, measurement period and definitions. Banner impressions are not readers, clicks are not bookings.

03 AI visibility

Repeatedly test a fixed set of, for example, 20 real customer questions per system. Save language, region, date, system, search mode, exact prompt and sources. Count brand mentions and source links separately.

EXAMPLE OF A METRIC, NOT COLLECTED DATA

> **Mention rate = answers mentioning the brand ÷ all valid answers in the test set**

For every evaluation, also state the absolute numbers and the number of repetitions. Describe changes without automatically deriving a cause from them.

CHECK QUESTION

A more robust comparison

If the effect is to be examined, also observe comparable topics or companies without new PR activity where possible. Document other changes such as a website relaunch, ads or the season. Even a before-and-after comparison with a control group only gives limited indications with small, non-random samples.

06 / IMPLEMENTATION

A 90-day plan to get started

DAYS 1 TO 15

Record the starting point

Define goals, customer questions and key company facts. Check the website's technical accessibility. Collect existing publications. Document the search and AI starting point with a fixed question set.

DAYS 16 TO 30

Prepare substance

Develop an expert article, an expert interview and a solid practical example. Obtain sources and approvals. Prepare a suitable landing page with clear answers and an easy way to get in touch.

DAYS 31 TO 60

Publish in suitable places

Select media by target group and quality. Separate paid and independent publications in the reporting. Check links and document agreed placements.

DAYS 61 TO 90

Evaluate and follow up

Record usage and enquiries. Test the same question set again. Add missing information and expand successful topics. Only then decide on scope and continuation.

CHECK QUESTION

Is this right for you?

Website first if your own site is outdated, does not answer customer questions or contradicts your profiles. PR first if the website is in place but hardly anything about your business can be found elsewhere. Both together if you are starting from scratch with the 90-day plan.

RECOMMENDATION

Two building blocks, one plan

The first 30 days revolve around your own website: accessibility, facts and a landing page that answers questions. From day 31, the focus is on reach: publications in suitable environments and their measurement. How we would implement both is on the next page.

07 / OUR RECOMMENDATION

Foundation and reach: website4geo and pr4geo

Two tasks follow from the findings: a website that search systems can reach and understand, and publications that carry knowledge about the company into suitable environments. For both, we recommend two offers from our group.

THE FOUNDATION

website4geo

GEO-optimised websites that answer customer questions clearly, keep company facts consistent and are technically accessible to search and AI systems. With a hero video, AI images and texts checked and optimised by people, privacy policy and legal notice.

Addresses findings 1 and 2: accessibility and useful, verifiable content.

- Standard: landing page, €1,490 one-off
- Business: 10 service or blog pages, €2,490 one-off
- Premium: 30 pages plus web app, €5,990 one-off

Managed hosting included in the first year, eight GDPR-compliant tools free to use.

website4geo.com

THE REACH

pr4geo

PR articles and placements in more than 100 magazines and portals, for businesses of every industry and size. The editorial team produces, you approve every publication, and live reporting documents every placement.

Addresses the four PR tasks from chapter 03 and the measurement from chapter 05.

- Starter: 3 PR articles, 24 placements a year, €99 per month
- Premium: 12 PR articles, 96 placements, promo videos, €290 per month
- Exclusive: as Premium, plus askiana chatbot, landing page, external campaigns, €990 per month

Twelve-month term, approval before every publication.

pr4geo.com

All prices plus VAT, as of 9 November 2026. The details on website4geo.com and pr4geo.com are binding.

Provider disclosure: like pr-geo.com, website4geo and pr4geo belong to the NexTao GmbH group, which is why we expressly recommend them here. This study is not an independent comparison of providers, and the offers have not been evaluated. No package can guarantee a mention in AI answers.

08 / SOURCES AND TRANSPARENCY

List of sources

[1] **Google Search Central: AI features and your website**
https://developers.google.com/search/docs/appearance/ai-features
accessed 9 November 2026

[2] **OpenAI: Overview of OpenAI Crawlers**
https://developers.openai.com/api/docs/bots
accessed 9 November 2026

[3] **Google Search Central: Creating helpful, reliable, people-first content**
https://developers.google.com/search/docs/fundamentals/creating-helpful-content
accessed 9 November 2026

[4] **Google Search Central: Spam policies for Google web search**
https://developers.google.com/search/docs/essentials/spam-policies
accessed 9 November 2026

[5] **Google Search Central: Qualify your outbound links to Google**
https://developers.google.com/search/docs/crawling-indexing/qualify-outbound-links
accessed 9 November 2026

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Methodology: Qualitative, non-systematic secondary analysis of selected platform documentation. No data collection of our own, no statistical meta-analysis. The practical measures, the measurement concept and the recommendations are editorial derivations.

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