

# Digital PR for AI Readiness: A Basic Checklist for Brands

Use this simple checklist to assess whether your brand is ready to be discovered, trusted, and featured in AI-generated answers via digital PR.

**JBH**  
**AI MODE**  
**READY**

## **Authority & Expertise**

- ☐ Do you have a **credible subject matter expert** who is media-ready and willing to speak on behalf of your brand?
- ☐ Is your expert **visible offline too**, including on LinkedIn and other industry platforms?
- ☐ Are you regularly providing expert **quotes, insights or commentary** tied to your core topics?

## **Keyword & Topic Alignment**

- ☐ Do you have a clear list of **target keywords** your brand wants to be associated with?
- ☐ Are those keywords mapped to your **brand expertise and offering**, not just SEO goals?
- ☐ Are you consistently appearing in media around those topics (even if unlinked)?

## **PR Process & Agility**

- ☐ Do you have a **fast internal sign-off process** for reactive PR and thought leadership?
- ☐ Is your **compliance or legal team aligned** with your PR goals and ready to move quickly?
- ☐ Do you have a system to **approve expert commentary in hours, not days**?

## **Measurement & Visibility**

- ☐ Are you tracking your **branded search volume** over time?
- ☐ Are you measuring your **presence in AI-generated results**, such as Google's AI Overviews or Bing Copilot?
- ☐ Do you benchmark your **Share of Voice** against competitors in both media and AI search?

## **Content & Coverage Strategy**

- ☐ Is your PR content **formatted to answer common queries clearly** in the first paragraph?
- ☐ Are you earning **consistent branded mentions** (not just backlinks) from high-authority sites?
- ☐ Are you diversifying placements (not just chasing top-tier links), but targeting **relevant niche publications**?

## **Entity & Topic Association**

- ☐ Are you working to **associate your brand name** with your key topics across the web?
- ☐ Is your brand **contextually mentioned** near your target keywords in third-party content?

## **Cross-Team Alignment**

- ☐ Are your PR, SEO, and content teams **aligned on AI visibility goals**?
- ☐ Do you tie PR activity to **business outcomes** like leads, traffic quality, or keyword ranking improvements?

Our bespoke **digital PR, SEO and GEO strategies** build brands that are **found** in organic search, **featured** in AI search and **famous** in the media.

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