

GEO in Action:

How Communications Pros Can Boost Visibility in the AI Era

As discussed in a recent [V2 Live virtual session](#), the rules of brand visibility are being rewritten. Generative AI tools, such as ChatGPT, Perplexity, Claude and Gemini, now determine which brands are surfaced and which become obsolete.

With the right communications strategy, you can take control of how your story shows up in AI-generated answers. **Here's where to start.**



Write for Humans *and* Machines

Press releases, blogs and owned assets should engage readers while also helping LLMs understand and cite your brand. Provide clarity, structure and authority with concise headlines, strong summaries, bulleted lists and metadata that makes your message easy to surface



Keep Content Fresh and Discoverable

Recency drives visibility. Regularly update your web copy, newsroom and press materials on your website to maintain credibility, and make sure every new story reinforces your brand story.



Add FAQs

Integrate FAQs into site pages, press releases and newsroom content. This improves clarity for readers and LLMs alike, helping your brand surface more often and accurately.



Expand Where and How You Show Up

AI engines pull from a broader universe than traditional search. This means that you must look beyond Tier 1 outlets to Tier 2 and 3 media, review sites and industry listicles. These often influence AI citations more than expected.



Continuously Audit and Optimize Your Presence

As AI evolves, so must your strategy. Regularly audit your brand's visibility across LLMs to uncover opportunities and protect your digital reputation. V2 offers AI visibility audits and strategic optimization services to help communications and marketing teams understand where their brands stand and how to strengthen performance in the AI era.

Ready to see how your brand shows up in the answer layer?
Get in touch today to build your brand's roadmap for stronger visibility, trust and authority in 2026 and beyond.

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