

The logo for EMBRYO, consisting of the letters 'EM', 'BR', and 'YO' stacked vertically in a bold, sans-serif font. A registered trademark symbol (®) is located at the bottom right of the 'YO'.The background of the slide is a blurred photograph of a person's hands typing on a laptop keyboard. The person is wearing a white long-sleeved shirt. The overall image has a dark, semi-transparent overlay.

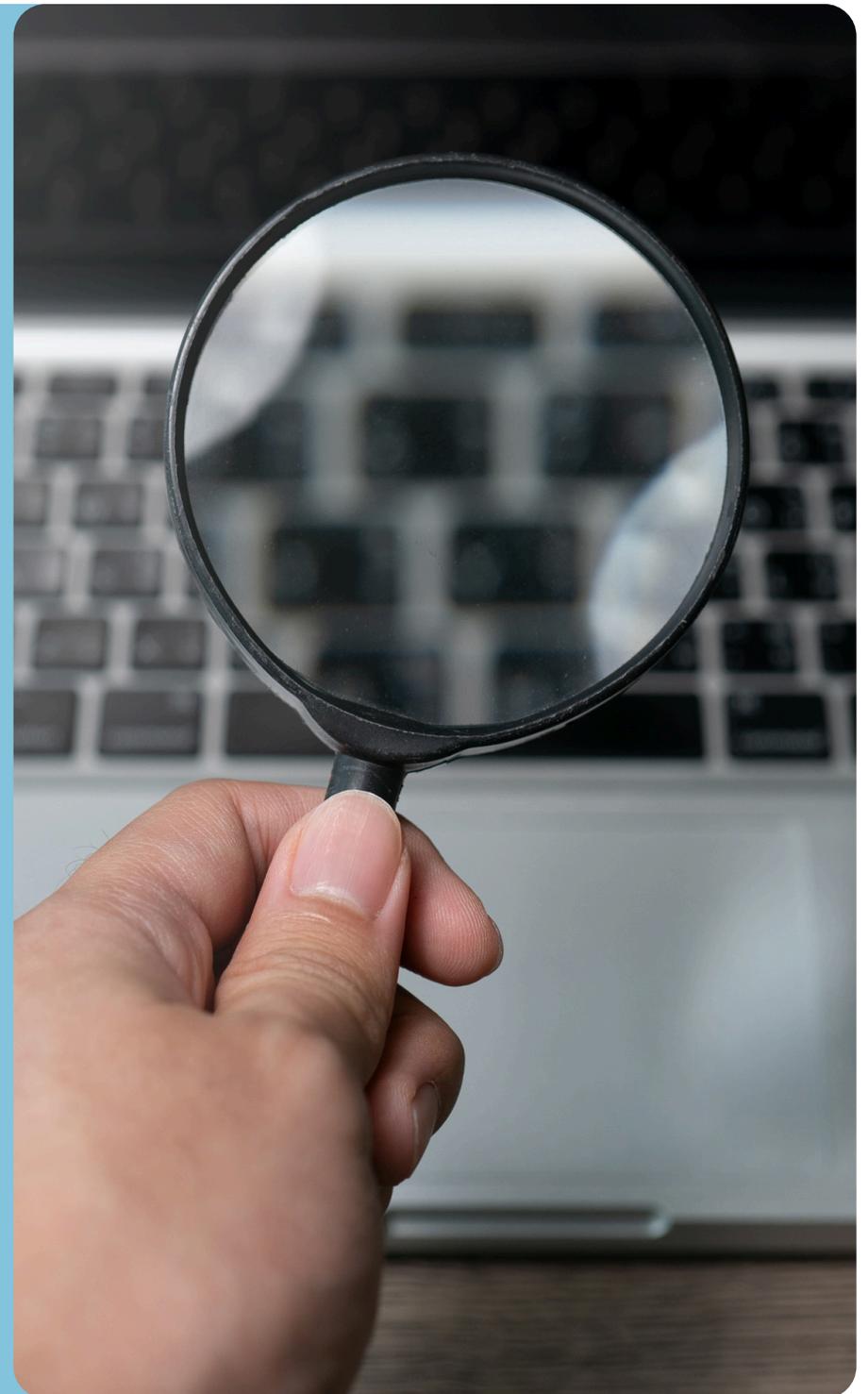
The Digital PR visibility report

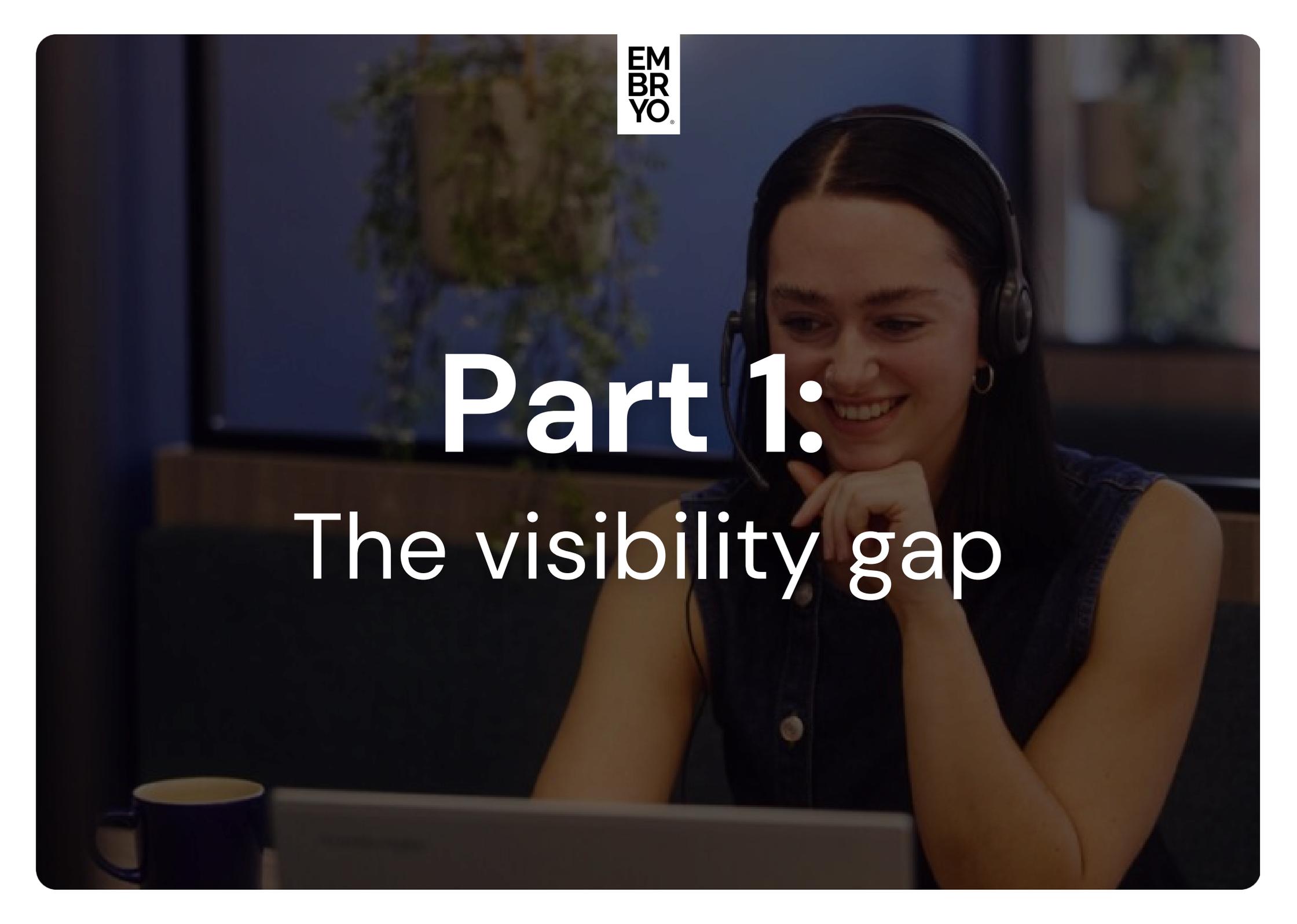
A blueprint for earned visibility in 2026 across PR, SEO, and Content.

The way people discover brands has fundamentally changed.

Customers now move between search engines, social platforms, creators, review platforms and increasingly, AI tools. Your brand needs to be visible in all the right places!

This report brings together Embryo's in-house Organic, PR and Content teams, supported by our proprietary Supertools, to give you a blueprint for building authority, trust and visibility across every modern discovery channel in 2026.



A woman with dark hair, wearing a headset and a dark sleeveless top, is smiling and looking at a laptop. Her hand is resting on her chin. The background is a blurred office setting with a window and a plant.

Part 1:

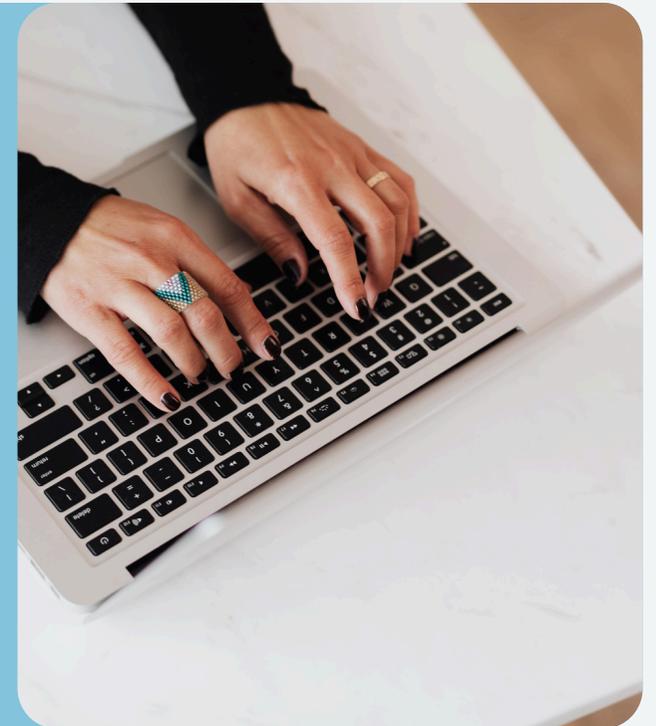
The visibility gap

The visibility landscape has fragmented.

Consumers are switching between search, social and AI tools in the same journey, and traditional rankings no longer guarantee attention.

What is changing?

- Google is rewriting results with AI Overviews.
- LLMs produce answers without showing classic SERPs.
- Social and creator platforms influence early research.
- Customers see dozens of sources before they make a decision.



... and what does this mean for brands?

Research across search, social and creator platforms shows that people no longer move through a single discovery journey.

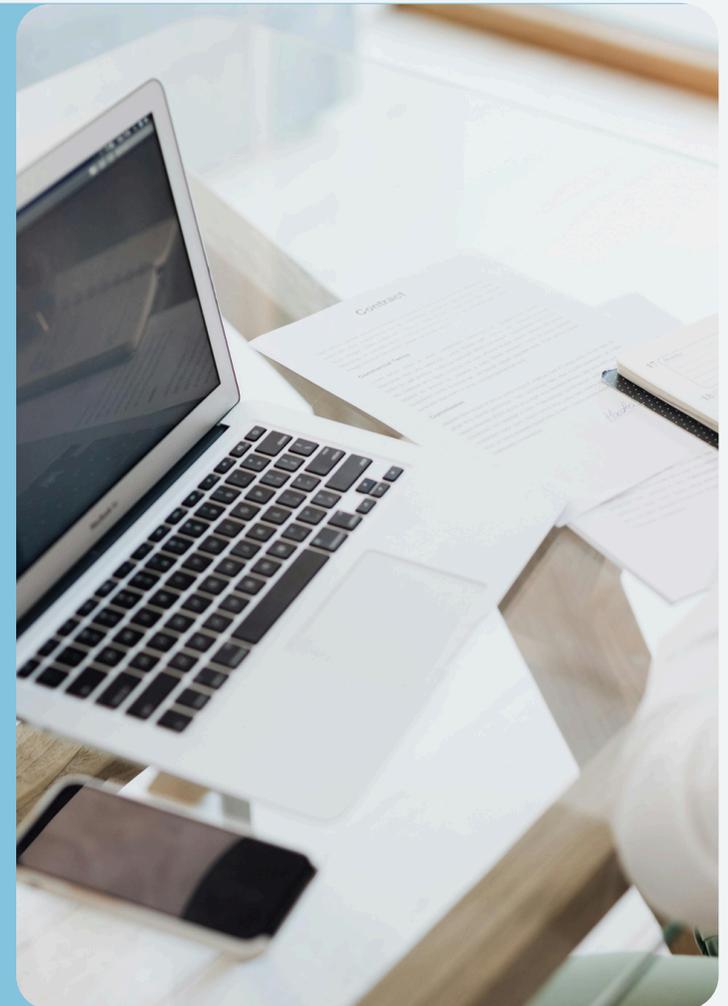
In 2026, most brand decisions are shaped by:

- Passive discovery through creators, feeds and communities
- Active validation through search, reviews and forums
- Shortcut decision-making via AI-generated answers

This means visibility is **earned across moments**, as well as channels.

You need consistent authority signals across multiple channels, not just dominance in one.

The brands winning in 2026 are the ones earning visibility everywhere the customer looks.



The logo for EMBRYO, consisting of the letters 'EM', 'BR', and 'YO' stacked vertically in a white, sans-serif font on a dark square background.

EM
BR
YO

A woman with long, wavy brown hair is smiling and looking to her right. She is wearing a white top and a leopard-print vest. She is holding a white cup in her hands. The background is a blurred indoor setting with other people, suggesting a social event or conference.

Part 2:

The cost of invisibility in 2026



**The biggest risk for
brands in 2026 is not
ranking loss...**

...it's *relevance* loss.

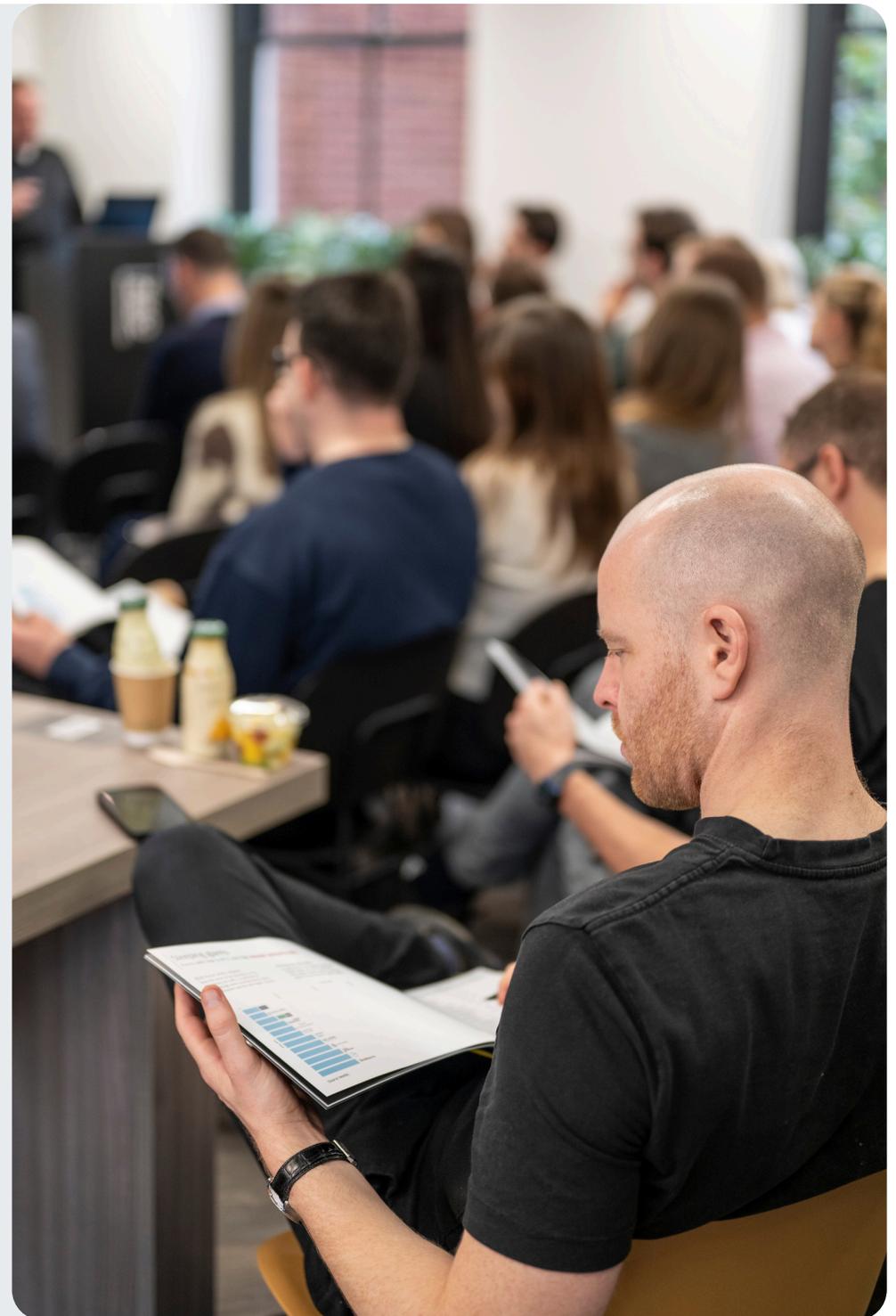
As discovery fragments across Google, social platforms, publishers and AI tools, brands that rely on single-channel visibility begin to disappear from early decision-making moments.

When brands fail to earn authority consistently, three things happen:

- **Influence shifts upstream:** Competitors shape narratives before customers actively search.
- **AI systems favour other sources:** LLMs surface brands they repeatedly recognise as credible, not brands that simply optimise pages.
- **Trust signals weaken over time:** Fewer expert mentions, fewer citations, fewer reasons to be recommended.

In 2026, visibility is no longer something you win at the moment of search.

It is something you earn continuously, across the entire discovery journey.



Part 3:

The new search reality in 2026

Search is now blended (Google + AI platforms).

Authority matters more than keywords alone.

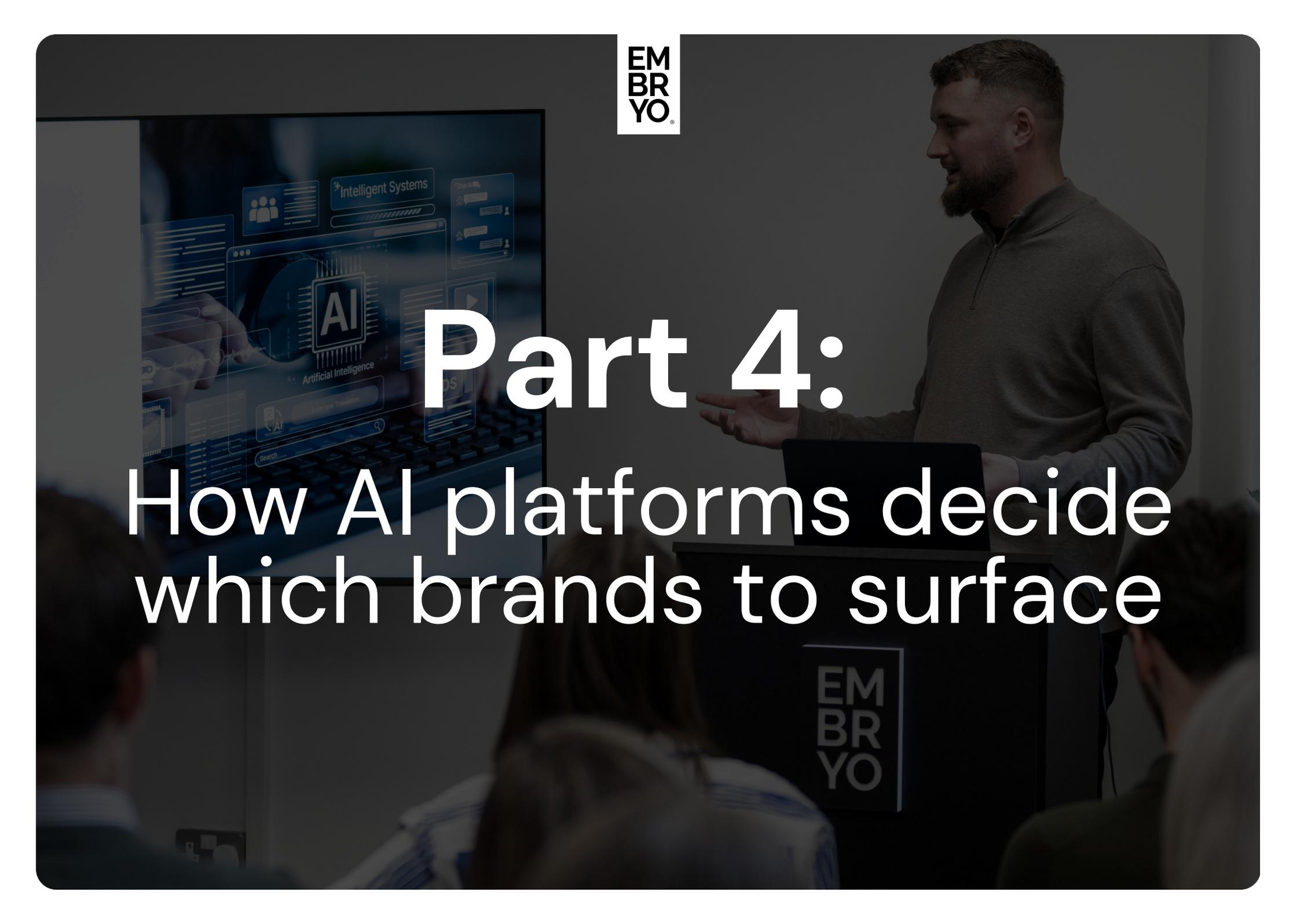
The AI shift

Google's AI Overviews prioritise trusted sources, expert commentary and high-authority content.

ChatGPT, Perplexity and Gemini cite brands that show consistent expertise across PR, content and on-site trust signals.

Key visibility drivers

- Credible PR coverage. The stories you publish can be cited, paraphrased or referenced inside AI answers.
- Expert voices with clear topical authority.
- High quality cluster content.
- Helpful, people-first information.
- Relevance across multiple platforms.

A man with a beard, wearing a grey zip-up sweater, stands at a podium with the EMBRYO logo. He is gesturing towards a large screen on the left. The screen displays various digital graphics, including a central 'AI' chip icon, the text 'Artificial Intelligence', 'Intelligent Systems', and 'Chat AI'. There are also icons for people, a search bar, and a play button. The background is dark and slightly blurred, showing the heads of an audience.

Part 4:

How AI platforms decide which brands to surface

AI-powered discovery does not work like traditional rankings.

Large Language Models do not “crawl and rank” in isolation. They surface answers based on patterns of trust, consistency and authority.

In practice, this means AI platforms favour brands that show:

- Repeated mentions across authoritative editorial sources.
- Clear expert attribution tied to specific topics.
- Consistent language used to describe the brand and its expertise.
- Alignment between on-site content, PR coverage and third-party references.

For brands, this changes the role of Digital PR.

PR is no longer just about awareness or links.

It is about shaping how the wider discovery ecosystem understands, references and recalls your brand.

Part 5:

Earned visibility

How PR, SEO and Content work together.

Digital PR

Earns authority, delivers expert visibility, builds trust and generates referenceable stories across both AI and SERPs.



SEO

Maps demand, strengthens performance, aligns site content with intent and ensures discoverability.



Content

Creates the depth, expertise and long-form pages that both search engines and AI models depend on.



Why do they work together.

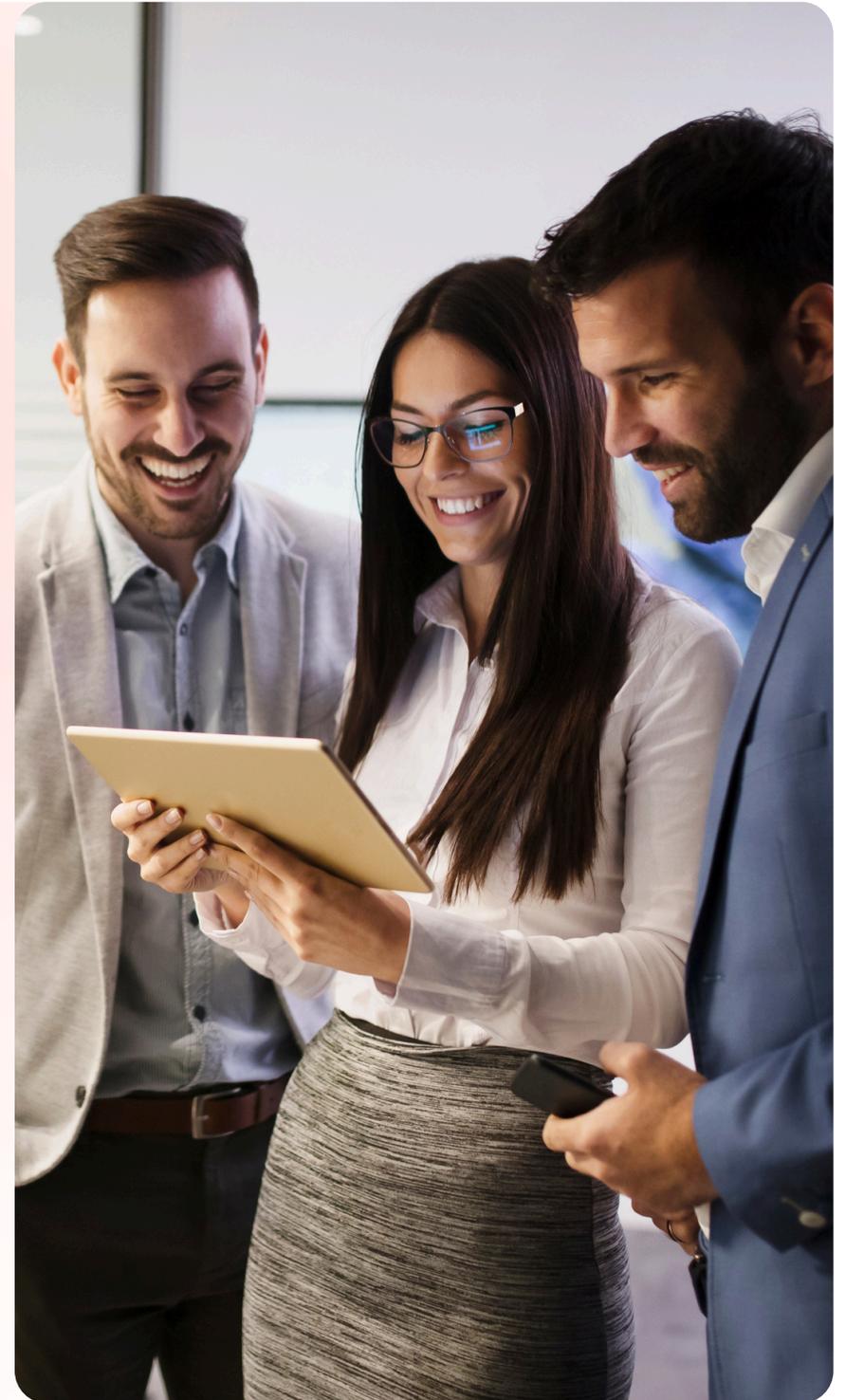
Together, these channels form a visibility ecosystem.

Brand presence is no longer built in silos.

As discovery becomes more fragmented, brands do not win by appearing everywhere.

They win by being recognised and chosen. Think both brand and category authority!

When your brand is consistently cited and discussed in the context of real audience problems and category solutions, it becomes easier to find, easier to trust, and more likely to convert.



A woman with dark hair, wearing a headset and a dark sleeveless top, is sitting at a desk and working on a silver ASUS laptop. The background is dark and out of focus.

Part 6:

Why Digital PR is foundational to AI Search

AI search has created a new visibility layer...

... but it is not built on optimisation alone. Generative Engine Optimisation (GEO) depends on the same signals Digital PR has always influenced:

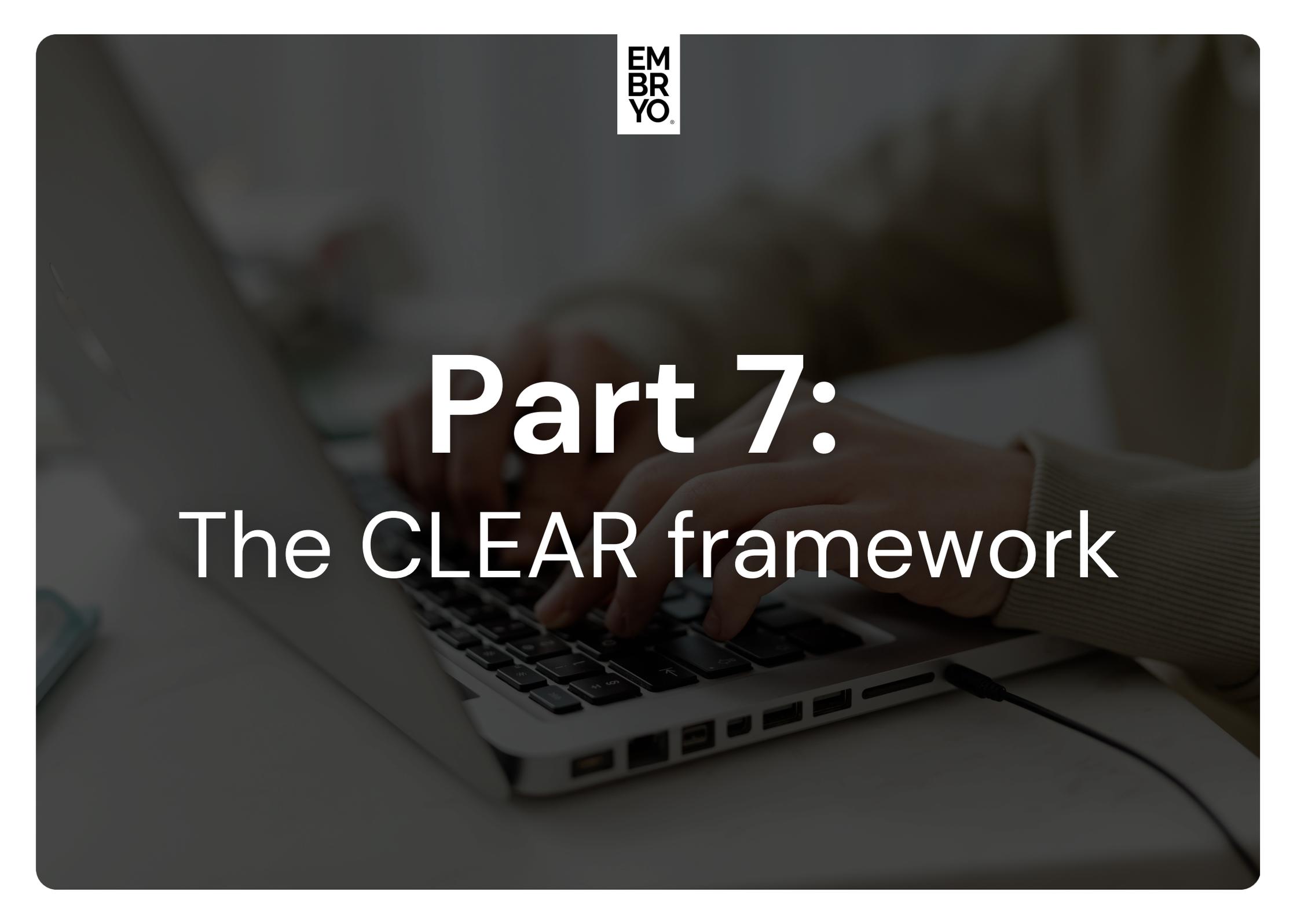
1. Editorial credibility
2. Expert commentary
3. Topical authority
4. Consistent third-party validation

AI systems learn from the open web.

They observe which brands journalists quote, which experts are referenced, and which sources appear repeatedly when topics are explained.

This means:

- PR coverage becomes training data for AI discovery.
- Expert-led stories carry more long-term value than announcements.
- Authority compounds when PR, SEO and content reinforce each other.

A dark, semi-transparent background image showing a person's hands typing on a laptop keyboard. The image is slightly blurred and has a dark overlay.

Part 7:

The CLEAR framework

C

Culture

Spot cultural shifts, behavioural changes and real-world triggers shaping demand.

L

Listen

Use journalist needs, search data, social patterns and audience intent to identify opportunity.

E

Evaluate

Match insights with seasonal search peaks, cluster gaps and topical authority.

A

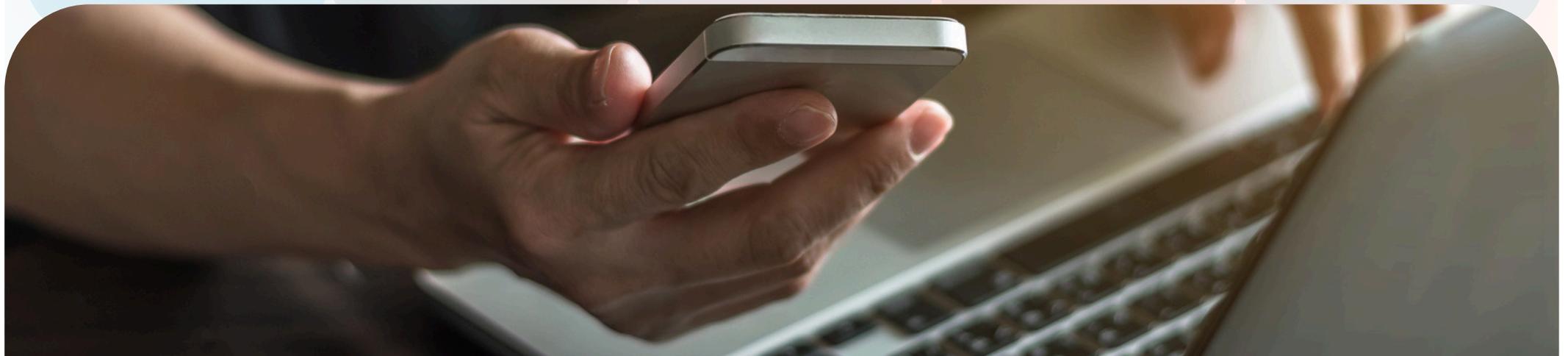
Act

Deliver stories across PR, content, on-site guides, social formats and expert commentary.

R

Repurpose

Expand every piece of earned media into blogs, cluster pages, videos, FAQs, and social assets.



Part 8:

Earned everywhere matrix

To make sure you win attention in 2026, brands must earn visibility in:

- National news.
- Lifestyle and category media.
- TikTok, Instagram, YouTube.
- AI platforms (ChatGPT, Perplexity, Gemini, Claude etc).
- Reddit and community forums.
- On-site hubs and expert pages.
- Thought leadership and long-form content.
- Creator partnerships.

Make sure you map where your audience lives and consumes content! This then helps you strategically align your content with the right channel.



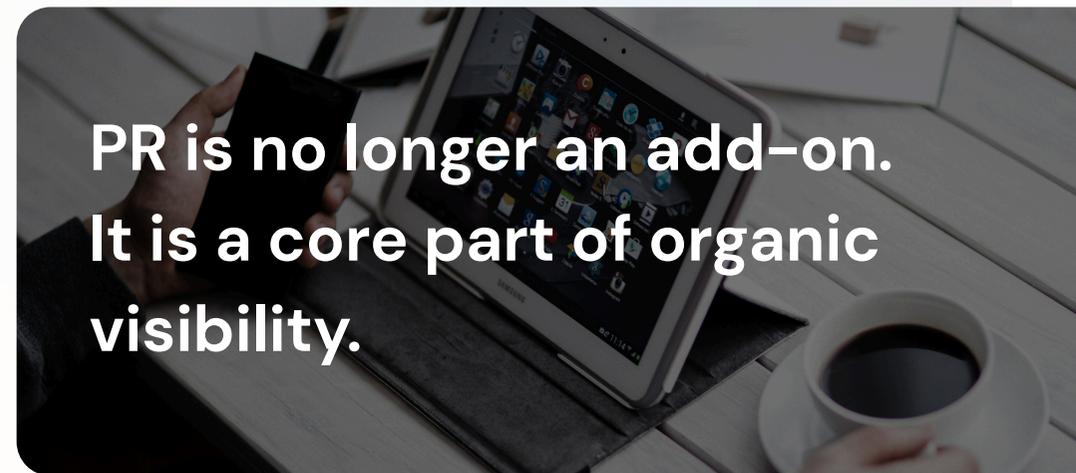
Part 9:

2026 PR (with Organic alignment)

A marketer-friendly “old vs new” comparison.

Modern PR (2026)

- Always-on + proactive cadence.
- DPR is built for a multi-channel search environment.
- Expert-led.
- Aligned to content clusters and helpful content guidelines.
- Formats shaped by audience behaviour (search, social, AI).
- Supports organic visibility.
- KPIs based on authority, trust, relevance, brand visibility uplift and organic performance.



**PR is no longer an add-on.
It is a core part of organic
visibility.**

Old PR

- Press releases.
- Link building.
- One-off stunts.
- No connection to SEO.
- KPIs based on link count or single campaigns.

A dark, semi-transparent background image of an office setting. In the foreground, a man with a beard and a woman are engaged in conversation. The man is on the left, looking towards the woman on the right. They are both holding coffee cups. In the background, other office workers are visible, some sitting at desks and others standing. The overall atmosphere is professional and collaborative.

Part 10: How PR supports SEO in 2026

So ... how does PR help SEO?

- Expert mentions improve trust signals.
- Brand citations support Experience, Expertise, Authoritativeness, and Trustworthiness (E-E-A-T).
- PR stories create demand → increases brand search volume.
- PR earns links that strengthen semantic authority.
- PR brings fresh angles for content clusters.
- PR fuels social proof signals (increasing click-through in search).



and... how does SEO help PR?

- Search data identifies emerging trends.
- Keyword clusters reveal audience questions to answer in PR.
- Category gaps highlight where PR can create authority.
- Competitor SOV shows where PR can win.
- SERP analysis shows which formats journalists prefer.



SEO expert insight: Amy Leach, Organic Lead.

'Ultimately, aligning SEO with PR allows campaigns to be strategically focused to achieve demand, traffic, and commercial goals. We'd always recommend ensuring all PR focuses lead back to the same overarching goals and KPIs for the client, led by SEO strategy.'

Our SEO strategies encompass competitor insight, industry analysis and opportunity finding methods in order to target specific areas or audiences, via organic search. Aligning these goals directly with digital PR activity, helps us to drive targeted strength and 'expertise' to allow for greater success, specifically to key areas of opportunity on each website.

Updating content, implementing optimisations and laying a technical foundation is no longer enough to achieve the success for many clients, but when backed by expert insights and DPR coverage, we often see campaigns fly.

When shifting from a link building exercise to a direct driver of organic performance and a trusted brand authority, this is the difference between simply getting coverage and building a search-proof brand.'

Part 11:

How content supports SEO & PR

Content expert insight: Shona Worsman, Content Lead.

'While PR works hard to earn attention, and SEO maps out demand, content is the string that ties each section together – it's important they all work in tandem. We've stepped into an era of online discovery and search that's less keyword driven, and more about emotional, well-informed searches.

Discovery in 2026 happens both passively and actively; brands need to produce content that thrives in these environments.

To stay prevalent in this era, brands need to shift away from keyword analysis, and marketing activity must stand out.

The best content strategies revolve around communities, modern neologisms and real lives. Throw new ideas into the world that AI can't generate static answers for:

By keeping a close eye on real conversations and cultural changes, brands don't just respond to discovery... they create the ideas that people react to.'



Authority hubs that AI and PR can reference.

In reality, digital PR teams and publications have a tougher job than ever when it comes to content worth referencing. AI can summarise a page quickly, deliver fast insight, but is still relatively new and often unreliable. **Nobody wants to cite 'ChatGPT' as a genuine source.**

That's why expert-led, authority-driven long-form content shouldn't be dismissed. Journalists, creators and LLMs alike need credible sources to draw answers from - content that's written by real-life experts with experience.

Brands that consistently publish thoughtful, well-informed content become recognised over time as reliable reference points within their industry.

The more expert content you post, the more often it is surfaced, paraphrased and cited. Whether that's within press coverage, search results or AI-generated answers, your brand remains relevant when there are real signals of trust and presence.

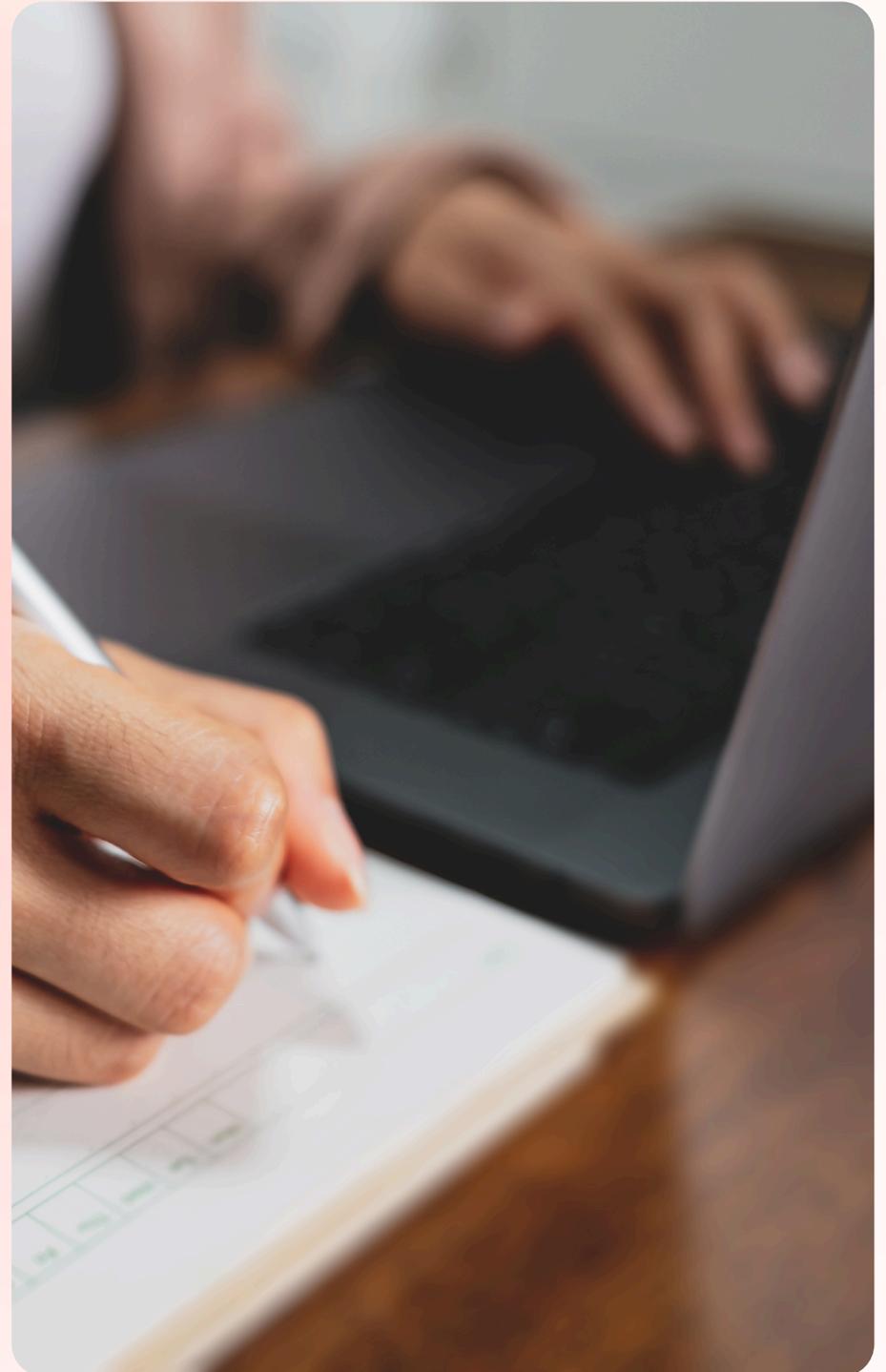
Brand-led content and E-E-A-T signals still matter.

While often overlooked, brand pages and trust signals still hold weight when it comes to showcasing credibility for brand visibility and AI mentions.

Your brand site should validate who you are, what you do and why you're a trusted business. Owning the narrative through detailed, transparent content gives brands more control over how they're represented across the media, search and AI platforms.

Journalists, creators and AI programmes all look for proof before deciding a source is worth mentioning. Pages like About Us, brand stories, team and expertise pages, and regularly updated news content help give the right context.

Instead of relying on third-party narratives, your site reinforces the version of your brand that you want people to know. This complements how you're discussed in reviews, forums and wider community spaces.



A practical example of outsmarting the competition

The wrong fight: Probate - Owned by 102,208

The smart fight: How long does probate take?

The proof: Low DA terms 19, 21, 24 are winning by targeting user questions not just generic head terms

Two side-by-side screenshots of search engine results. The left one is for the term 'Probate' and the right one is for 'How long does probate take'. Both show a list of results with titles, snippets, and domain names. The right table shows significantly higher search volume for specific questions compared to the generic term on the left.

Probate (102,208)		
All Overview		
61	probate	1,034
51	probate search services	7,380
People also ask		
60	what is probate	476
60	cost of probate	2,423
62	how long does probate take	1,028
Video Videos		
61	probate	14,300
61	probate services	1,364
Related Searches		
probate	1,034	100%
probate services	1,364	131%
probate lawyer	1,364	131%
probate court	1,364	131%

How long does probate take (10,000)		
All Overview		
61	how long does probate take	1,000
19	how long does probate take	1,000
61	how long does probate take	1,000
62	how long does probate take	1,000
76	how long does probate take	1,000
24	how long does probate take	1,000
21	how long does probate take	1,000
22	how long does probate take	1,000
21	how long does probate take	1,000
Related Searches		
how long does probate take	1,000	100%
how long does probate take	1,000	100%
how long does probate take	1,000	100%
how long does probate take	1,000	100%

Part 12:

Measurement that matters

Key KPIs for 2026.

Marketers finally have measurable PR. 2026 is about understanding where your brand appears, why it appears, and what influence it has across human and machine-driven discovery.

- Visibility in AI Overviews.
- Citations across LLMs.
- Organic uplift after PR spikes.
- Increase in branded and category search.
- Share of search movement.
- Trust, authority and helpful content improvements.
- Expert mention quality.
- PR-led pages ranking in SERPs.

**This replaces
outdated link-
count reporting.**

A background image showing a group of five people (three men and two women) sitting around a table in a meeting or classroom setting. They are looking at documents and talking. The image is dimmed to allow the text to be visible.

Part 13:

DPR Maturity Model (Integrated Version)

A simple 4-level scale brands can self-identify with.

1

PR isolated,
minimal
measurement.

2

PR and SEO
loosely aligned,
inconsistent
performance.

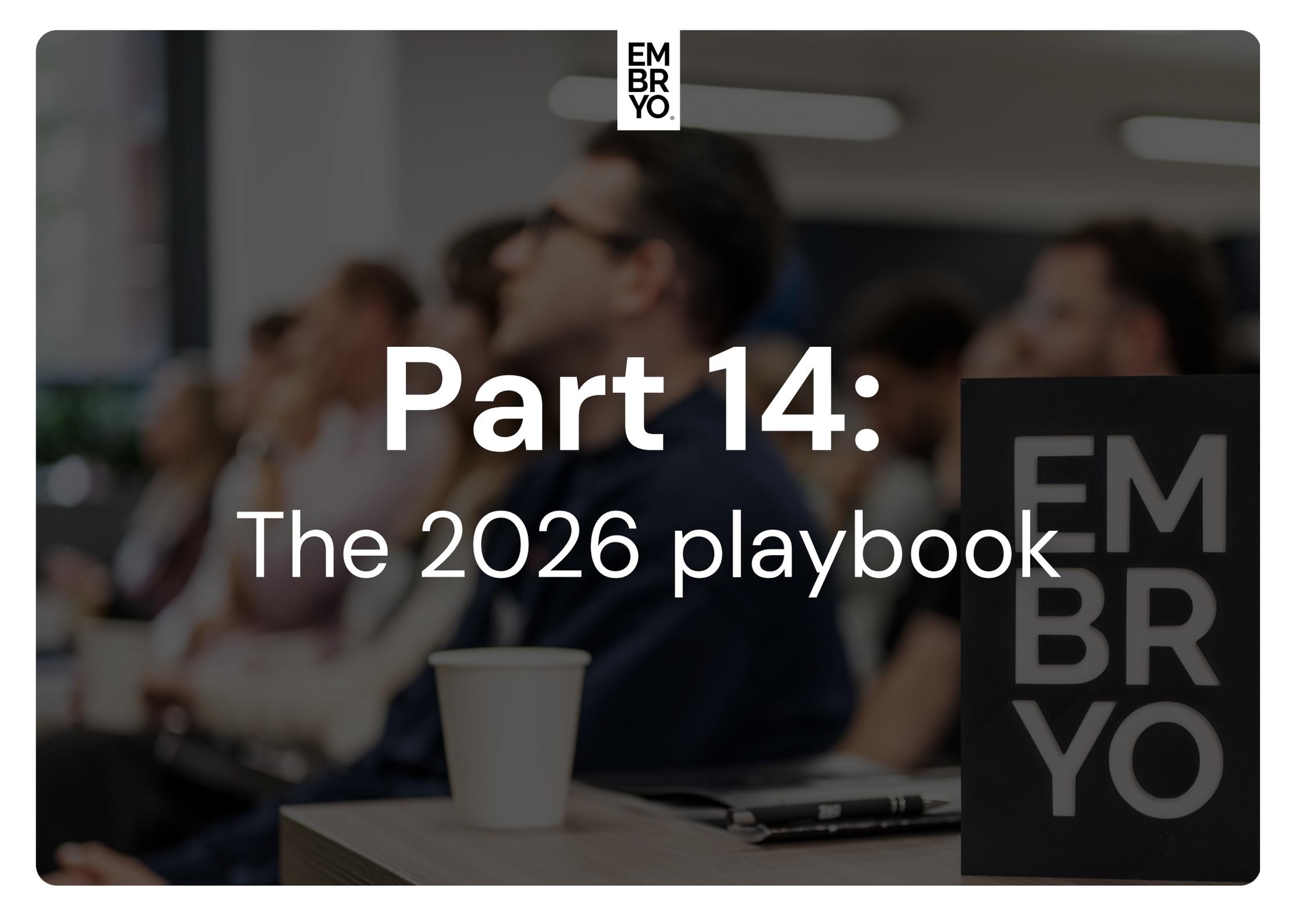
3

PR, SEO and
Content working
from shared data,
shared calendars
and aligned KPIs.

4

A fully integrated
earned visibility
engine.

Expert-led, AI-
search optimised,
multi-channel,
consistent and
measurable.

The background of the slide is a blurred photograph of a group of people sitting around a table in what appears to be a meeting or conference room. A white disposable cup is visible on the table in the foreground. The overall tone is professional and collaborative.

Part 14:

The 2026 playbook

What brands should start doing now:

Here is a **checklist** brands can action immediately:

- Build expert authority across on-site, PR and social.
- Audit AI visibility and where the brand appears.
- Create search-led story categories.
- Adopt a proactive + reactive PR rhythm.
- Connect content clusters to PR stories.
- Plan two hero moments per year.
- Align PR, SEO and Content into one visibility team.
- Build processes for repurposing PR into content and social.
- Monitor trust, presence and visibility, not just rankings.

A simple GEO readiness check for marketers.

You do not need to be technical to assess AI visibility readiness.

Are your experts consistently quoted across trusted publications?

Does your brand appear in explanatory, educational contexts, not just promotional ones?

Do PR stories link back to genuinely helpful on-site content?

Is your brand described consistently across media, search and social?

Could someone understand your expertise without visiting your website?

What this means for marketing teams in 2026.

The strongest brands in 2026 are not doing more activity. **They are doing more aligned activity.**

That means:

- PR, SEO and Content working from shared insight and shared priorities
- Expert content positioned consistently across earned and owned channels
- Fewer isolated DPR campaigns, more compounding consistent authority
- Visibility measured across search, media and AI surfaces

Digital PR is a core strategic layer in how brands earn trust, relevance and demand.



Transforming potential. Fuelling growth.
Growth partners for ambitious businesses.

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