

# The Modern Guide to Press Release Formatting

For PR Professionals Who  
Want **Maximum Impact**

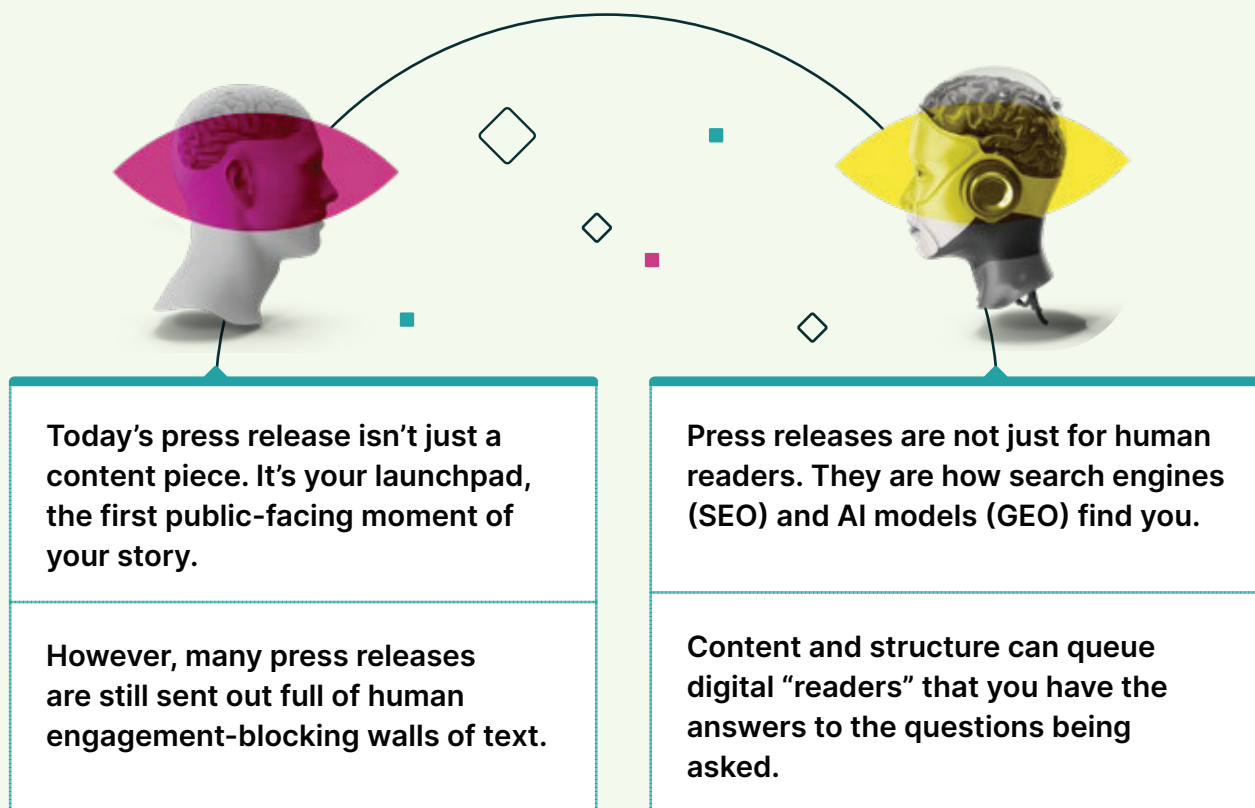


# Introduction –

## Why the Format of Your Press Release Matters for Humans and AI

Today's press release isn't just a content piece — it's your launchpad, the first public-facing moment of your program. However, many releases are still formatted like traditional documents that overwhelm the reader with walls of text. They get poor results because they don't optimize results for SEO and generative search.

Using the right tools and practices, modern press release strategy can elevate a brand across channels, becoming a powerful go-to tool for a business.



## How Modern Press Release Formatting Changes the Game:

- **Improves Message Comprehension:** Scannable, structured formatting accelerates understanding.
- **Drives Deeper Engagement:** Well-placed quotes, links and visuals boost retention and action.
- **Enhances Discoverability:** Structured formatting aids both journalists and search engine bots.
- **Accelerates the Buyer Journey:** Well-formatted content increases conversions by activating interest faster.

You're not just writing a document — you're crafting a digital news experience.

## The Anatomy of a Well-Formatted Press Release

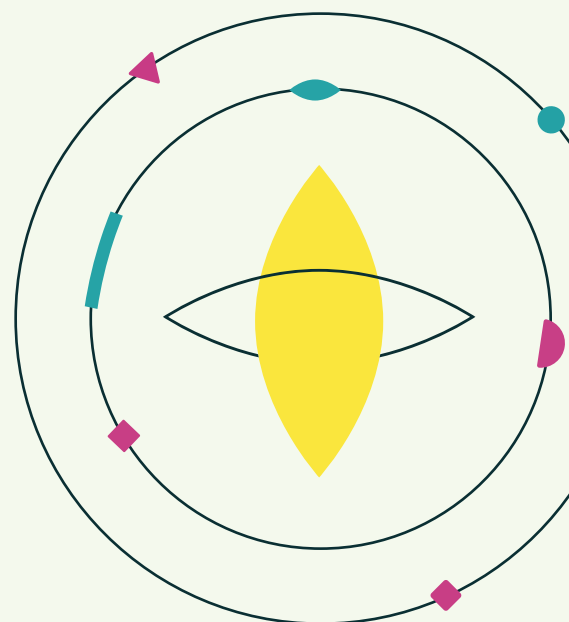
Think of your release as a news product designed to guide a reader to action.

### Key Press Release Formatting Elements

- **Headline:** Bold, keyword-rich, concise
- **Subhead:** Context for headline
- **Release Summary:** 6-8 words
- **Release Tags:** 5-8 top keywords
- **Lead Paragraph:** Who, what, when, where and why
- **Body Content:** Short paragraphs, bold subheads, bullet lists
- **Quotes:** One quote per paragraph, clearly attributed
- **Multimedia:** Images or video with SEO-friendly filenames and captions
- **Hyperlinks:** Drive readers to action and conversion
- **Contact Info.:** Name, title, email, and phone
- **Boilerplate:** Consistent brand overview and link to website



**Pro Tip:** Always guide the reader's eye by including in-line multimedia — don't let them get lost in walls of text.



## Optimizing Your Release for SEO + AI GEO

GlobeNewswire by Notified maximizes your press release discoverability for search engine optimization (SEO) and AI generative engine optimization (GEO). With GlobeNewswire expertise and guidance, your press release can become the answer to searchers' questions.

### Top Discoverability Optimizations

- Optimize your searchability.
- Create shareable, valuable content.
- Write keyword-friendly headlines.
- Include multimedia assets.
- Include a clear call to action.



**Pro Tip:** GlobeNewswire press release structure does the visibility work for you — no manual optimization needed.

## AP Style Compliance

For US distribution, ensure your press release is written in accordance with Associated Press (AP) style to meet journalistic standards and improve editorial pickup rates.

### Key AP Style Points:

- Spell out numbers one through nine; use numerals for 10 and above.
- Use concise, grammatically correct quotes.
- Capitalize only the first word in headlines; sentence case for subheads.
- Abbreviate months with six or more letters (e.g., Jan., Sept.).
- Avoid Oxford commas unless needed for clarity.

## Optimizing Your News Release Visibility and Reach

GlobeNewswire prioritizes discoverability and reach. We combine our media relationships with document structuring that optimizes for digital systems like AI and search engines.

### Key Distribution Tips:

- Distribute via GlobeNewswire to enhance search visibility.
- Schedule your release for midweek mornings for optimal attention.
- Tailor your messaging by region, language, or industry.
- Leverage GlobeNewswire's analytics to track pickup, reach and engagement.

## Measure Your Success with GlobeNewswire Analytics

Once your press release is live, GlobeNewswire analytics helps you track how your formatting choices impact engagement.

### Use Analytics To:

- Track Reader Behavior: See total views, unique readers, link clicks and engagement with images or videos.
- Understand Geography and Devices: Know where your message landed and how it was consumed.
- Compare Performance: Identify which formatting elements (like visuals, quotes, or headline tweaks) drive higher results.
- Inform Future Strategy: Use data to fine-tune your format and layout based on real behavior.



**Pro Tip:** Use analytics to validate your formatting improvements over time — treat each release as an A/B test to see what resonates.

# Conclusion

The successful modern press release is compelling to human audiences including the media, customers, investors, and employees. It becomes a resource shared by digital processes like search engines and AI models. When you format your press release draft correctly, the Notified team takes it from there — ensuring your release gets seen, shared and remembered by both humans and AI!



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results with  
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## About Us

Notified's Public Relations solutions combine expert editorial services with AI-powered media targeting to help you reach global audiences, personalize outreach, and drive measurable impact. Our fully integrated platform includes GlobeNewswire press release distribution, a real-time AI-enhanced Media Contacts Database, media monitoring, and performance analytics, built to simplify workflows and maximize earned media.