

Pressdeck Transforms Press Kit Creation With AI-Ready, Bespoke, and Collaborative Press Websites

Pressdeck announced the launch of a modern press kit platform that helps PR teams, founders, and creators build media-ready press kits in minutes

BOSTON, MA, UNITED STATES, November 5, 2025 /EINPresswire.com/ -- Pressdeck announced the launch of a modern press kit platform that helps PR teams, founders, and creators build media-ready press kits in minutes; without scattered folders or static PDFs. As newsrooms shrink and

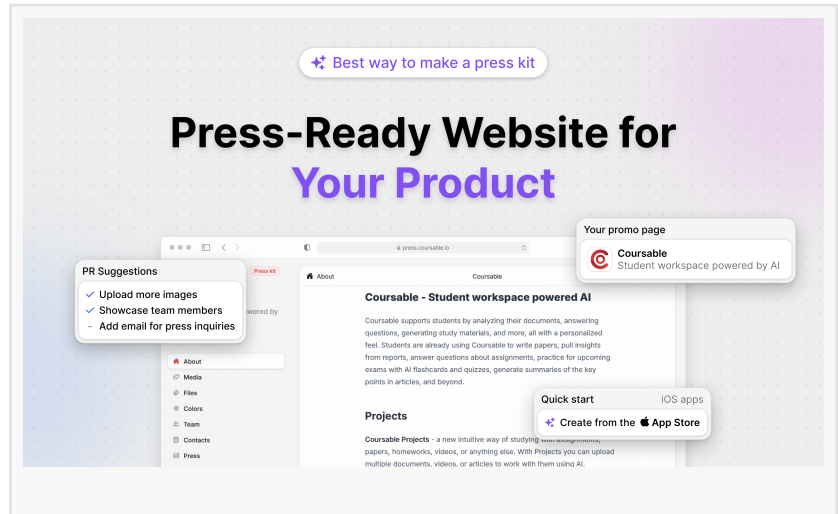
inboxes overflow, the brands that earn coverage are those that make a journalist's job faster and easier. Pressdeck was designed to do exactly that: provide a professional, searchable, always-current press kit website that showcases a brand's story, assets, and updates in one link.

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Pressdeck transforms how PR teams establish credibility. Finally, anyone can own professional press websites and break through the noise generated by big players.”

Grant Oganyan

PR teams have long relied on Google Drive folders and one-off PDFs to send media kit materials. Those solutions are slow to navigate, easy to lose, and hard to keep updated. Pressdeck replaces that experience with a dynamic press kit builder that guides users through best practices, from company overview and boilerplate to product shots, team bios, and recent news. The platform assigns a Press Kit Score with smart PR suggestions, so teams can see how “[media ready](#)” a kit is and what to improve before outreach.



With Pressdeck, every press kit becomes its own branded website, fully customizable with templates, colors, and layouts to match brand identity. Each site is optimized for search, turning the kit into an incremental SEO traffic source that compounds over time. It's also optimized to be parsed by AI, so companies can be accurately indexed by chatbots and discovery tools that

reporters increasingly use to research sources and stories. The result: faster discovery, higher credibility, and fewer back-and-forth requests for missing details.

Beyond presentation, Pressdeck focuses on speed and collaboration. A complete press kit can be created from scratch in minutes, teammates can be invited to contribute, and everyone works from a single source of truth. To share with the media, a single link is sufficient. To update a product stat, logo, or executive headshot, a quick edit instantly updates the live kit; no version control headaches and no outdated PDFs circulating indefinitely.

Pressdeck also includes a branded newsroom for publishing press releases, announcements, and media updates. This keeps the narrative centralized and accessible, with each new release automatically linked from the kit. For journalists, it means one destination with everything needed: background, quotes, assets, and the latest news. For PR teams, it means a consistent, credible home for outreach and a measurable content hub that builds authority.

Compared to traditional methods, the benefits are clear:

- [Create a press kit](#) that's professional, beautiful, and bespoke, fast
- Share a single link that's easy to navigate and always online
- Turn the media kit into a discoverable press kit platform with SEO baked in
- Ensure AI-readiness so companies are indexed by emerging research tools
- Collaborate seamlessly across one canonical kit
- Stand out from the crowd with a modern, journalist-first experience

In a crowded PR landscape, the brands that win coverage are the ones that remove friction. A modern press kit isn't a nice-to-have; it's a competitive advantage. When a press kit is living, searchable, and complete, it respects a journalist's time and increases the chances of earning the story. Pressdeck brings that standard within reach for businesses, startups, nonprofits, agencies, and bands.

Pressdeck is now available to create a press kit, publish via a branded newsroom, and send media kit links that work anywhere. Explore the platform at pressdeck.io and see a working



Pressdeck Logo

example at press.pressdeck.io. Whether preparing a launch, pitching ongoing coverage, or investing in brand credibility, Pressdeck provides the press kit builder to do it right the first time.

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