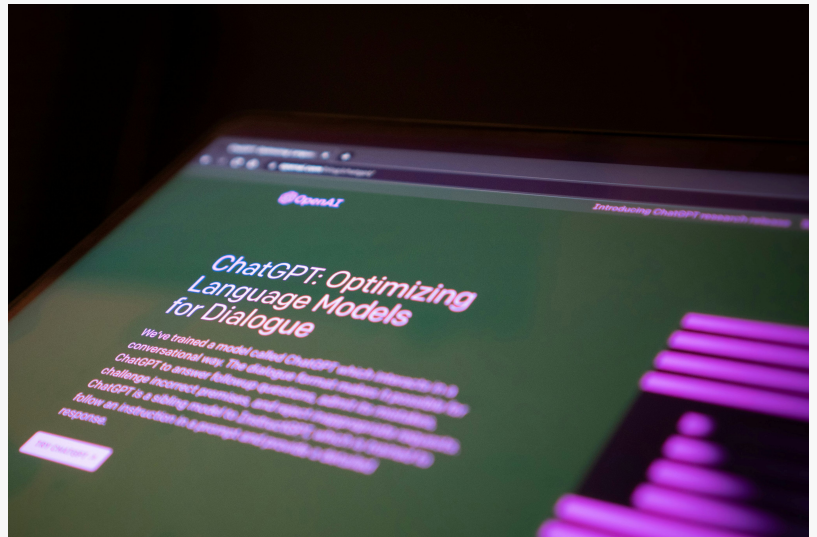


Energy PR Launches AI Search PR Service as Businesses Face Declining Search Visibility

UK PR agency launches new service to help businesses succeed in AI search, with a limited number of free AI brand visibility audits currently on offer

UNITED KINGDOM, August 11, 2026 /EINPresswire.com/ -- Energy PR, the award-winning [UK-based PR and digital PR agency](#), has launched a new AI search PR offering to help brands improve visibility across AI search platforms amid falling organic traffic and changing search behaviour.



Research shows that 68% of Google searches now end without a click, with the majority of queries now answered directly within AI platforms like Google's AI Overviews and ChatGPT. As a result, companies that aren't recommended by AI could risk becoming invisible to a huge portion of their target market.

“

How visible brands are in AI search results, alongside how positively they're described, are now serious marketing priorities.”

*Susannah Morgan, MD,
Energy PR*

Susannah Morgan, Managing Director of Energy PR, said: “Search behaviour has shifted. We're seeing more and more purchasing decisions influenced by AI. So how visible brands are in AI search results, alongside how positively they're described, are now serious marketing priorities.

“We're excited to launch AI Search PR, our industry-leading digital PR offering built to solve one of the most critical issues that senior marketers face today. Since earned media is responsible for 84% of AI citations, we've

developed this bespoke service to build the reputation and authority that brands need to succeed in this new era of search.”

The new offering combines the agency's 30 years of PR, digital PR and content expertise with advanced AI SEO strategy and measurement, and is now available to businesses across the UK

and internationally.

To support the launch, Energy PR is currently offering a limited number of free AI visibility audits for brands looking to assess their AI search visibility. But the offer only runs until 15th September, so visit Energy PR's [AI Search PR service](#) page for more information and to take advantage of a free AI visibility audit.

About Energy PR

Energy PR is an award-winning independent PR agency based in Cheltenham, England. With three decades of experience supporting B2B & B2C brands, they deliver bespoke PR and digital PR strategies for clients across the UK and worldwide.

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