

GEO & SEO Assistant and Brand Context

Define your brand once, then scan any newsroom page and apply AI-generated fixes without leaving the page editor.

1**Allow AI**

Advanced account settings.
Administrators only.

2**Set up Brand Context**

Required before the
Assistant can be used.

3**Run scan**

From the Page status panel
in the page editor.

4**Review and save**

Apply, dismiss or
acknowledge, then click
Save.

PART 1

Brand Context

Settings > Account settings > Brand Context

Enable and choose a starting point

Turn on **Enable AI driven content services**, then pick how to build your Brand Personality:

Auto-generate

Click Start. Presspage
scans your last 20
published articles.

Manually create

Fill in each field yourself.

Global tab

- Brand narrative** One sentence describing the essence of your brand.
- Themes** 3–5 things your content should always communicate. Edit in the numbered fields, X to remove.

Tone of voice

- Formality** Balanced Formal Conversational
- Positioning** Neutral Authoritative
Approachable
- Energy** Calm Balanced Positive
- Emphasis** **Clear & concise** – journalist-friendly
Inspirational – vision, leadership
Reassuring – crisis, sensitive comms

Terminology

Add **Do** for terms to use, **Don't** for terms to avoid. X removes an entry.

Language specific tab

Multi-language accounts only. Select language > Add Tone of Voice & Terminology. Languages without an override use the Global settings.

Click **Save** to apply Brand Context, or **Cancel** to discard.

PART 2

GEO & SEO Assistant

Page editor > Page status panel

Run a scan

Open the page, click **Run scan** and wait for Scanning... to change to a result. Fields with an issue get a ● red dot. Click it to jump to the issue.

Page status

- On track No critical issues likely to affect visibility.
- Needs work Issues that could noticeably affect visibility.
- Off track Critical issues likely to have a major impact.

Issue types

- Critical fixes** Resolve first, e.g. missing required metadata.
- Improvements** Optional optimizations that strengthen the page.
- Information** Extra context worth reviewing.

Fixes & Improvements

Issues are grouped by content area. Expand a category, then click an issue to see its description, label and theme (e.g. SEO).

- General Meta Title Meta Description Summary
- Text blocks

Act on an issue

- Apply** Inserts the recommended text. Marked resolved with a checkmark.
- Generate new** Requests an alternative suggestion.
- Dismiss** Rejects a recommendation that doesn't fit.
- Acknowledge** For issues without a text suggestion.

Dismissed and acknowledged issues stay in the list so you can revisit them.

Nothing is published until you save

Check the live preview in the editor corner, then click **Save**. **Undo all changes** reverts every recommendation applied in the session, not just the last one.