OUR STUDY

Most PR searches are about *learning*, not hiring.

We asked Bing for every search related to 86 phrases about PR, press coverage, publicists and visa press, in the US over three months, and sorted what people actually type.

82%
of PR searches are about learning how PR works (definitions, press releases, branding)

3%
are about hiring a PR agency, a publicist or reputation help

4,055
Bing searches for "how to write a press release" in three months, the top how-to

7,265
searches about O-1, EB-1A, EB-2 NIW and EB-1B visas in the same months

Free to quote with a link

OUR STUDY · EDAMAME PR & STRATEGY RESEARCH

What people search about PR: a study of Bing searches

KEY FINDINGS

82%

of PR searches are about learning how PR works (definitions, press releases, branding)

3%

are about hiring a PR agency, a publicist or reputation help

4,055

Bing searches for "how to write a press release" in three months, the top how-to

7,265

searches about O-1, EB-1A, EB-2 NIW and EB-1B visas in the same months

Short answer: Most people who search about PR want to understand it or do it themselves. In our study of US Bing searches from August 5 to November 2, 2026, 82% of PR searches were about learning (what PR is, how to write a press release, personal branding) and 3% about hiring a firm, a publicist or reputation help.[1] The single most searched how-to was "how to write a press release", with 4,055 searches in three months.[1] Buyer searches exist, but they are many, specific and small.

What we looked at

We started from 86 phrases about PR, press coverage, press releases, publicists and press for O-1, EB-1 and EB-2 NIW visas. Bing's keyword tool returned 4,438 related US searches with their number of searches over three months (August 5 to November 2, 2026). 1,193 passed a first relevance check, and we grouped the 217 that are really about PR into topics.[1] We also asked Google's autocomplete for suggestions on 115 phrases.

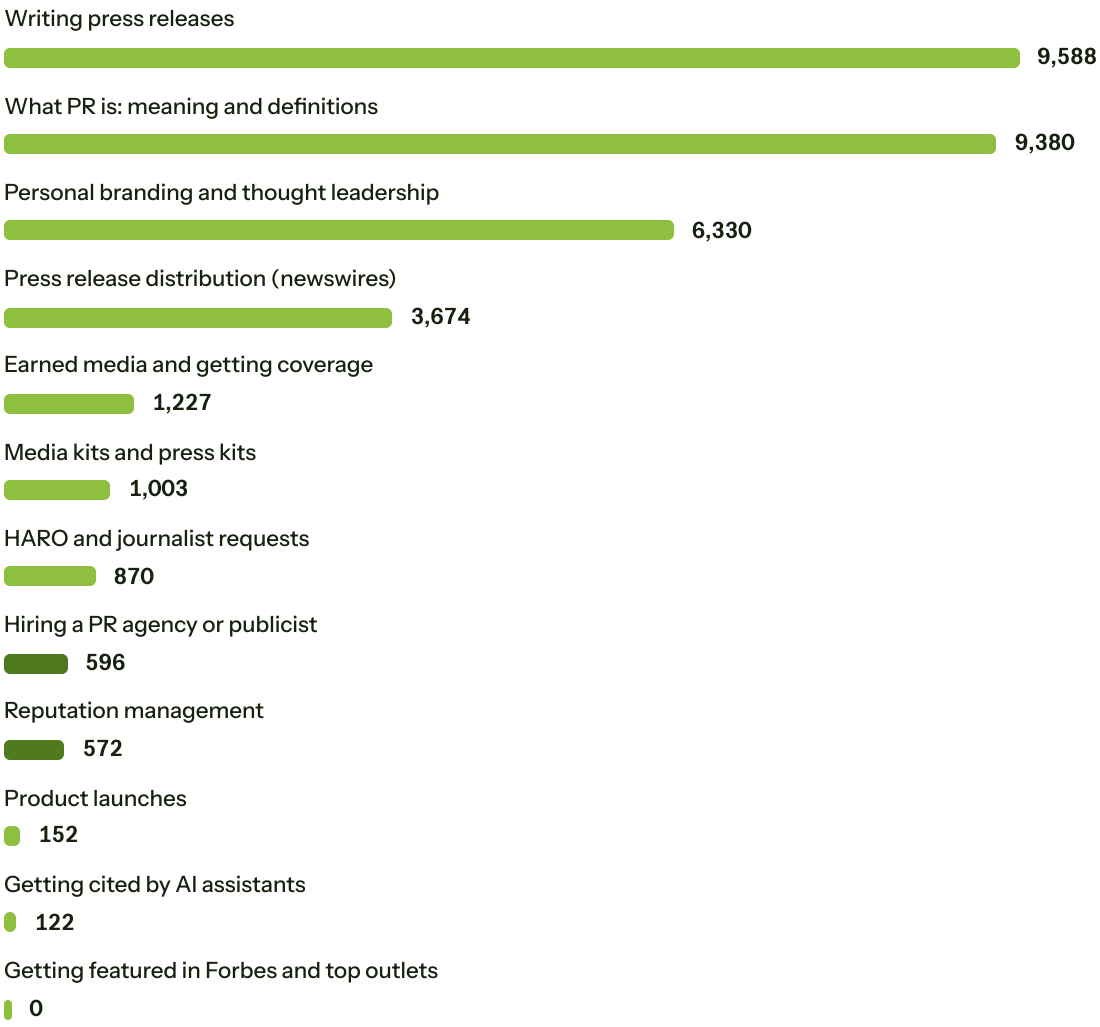
Bing's numbers are counts of exact searches on Bing only, which handles a smaller share of US searches than Google, so read them as a comparison between topics, not as total demand.

Learning beats hiring, by far

Of the PR searches in our study (visa searches are counted separately below), 27,528 were about learning how PR works, 4,818 about doing parts of it yourself (newswires, HARO, launches, AI search) and 1,168 about hiring help.[1] That is 82% learning against 3% hiring.

What people search about PR

Bing searches over three months, US, by topic



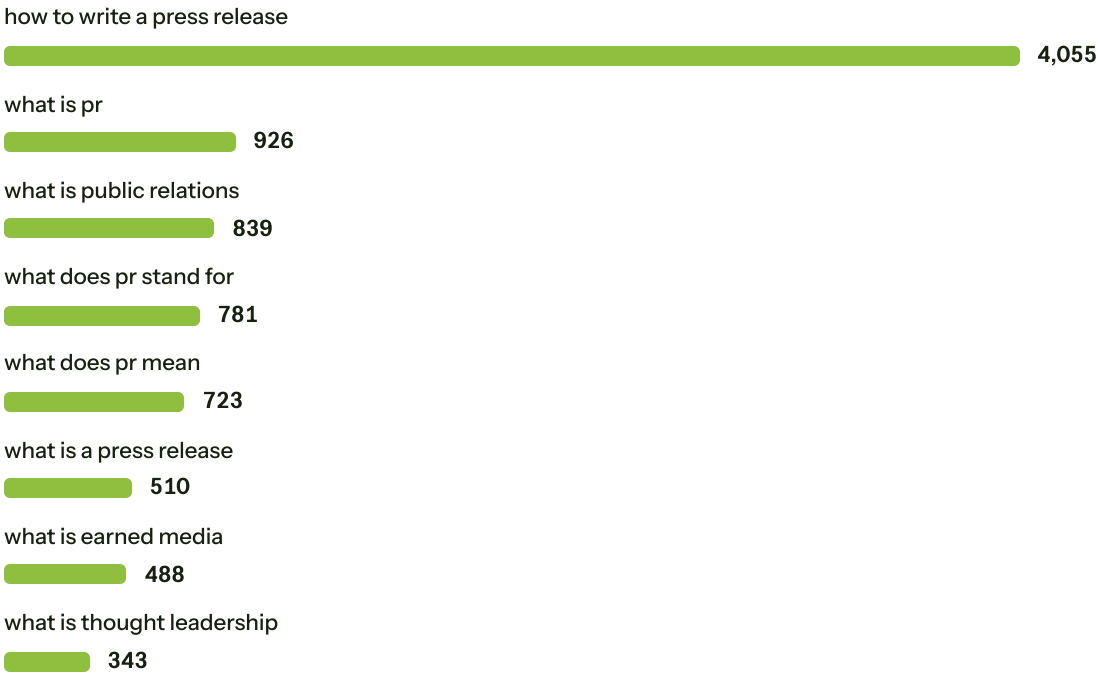
Source: Edamame PR & Strategy keyword study, Bing keyword data, US, August 5 to November 2, 2026. Darker bars: hiring help.

The questions people ask

42 of the 217 searches we kept are questions, and they make up 24% of all searches in the study.[1] Most are definitions: what PR is, what it stands for, what a press release or earned media is. The one practical question that stands out is how to write a press release.

The most searched questions about PR

Bing searches over three months, US



Source: Edamame PR & Strategy keyword study, Bing keyword data.

Buyer searches: many variants, few searches each

Searches about hiring a PR agency or a publicist added up to 596 on Bing in three months, mostly the single word "publicist". Questions like "how much does a PR agency cost", "PR agency for startups" or "PR agency NYC" barely register in Bing's counts.[1] Yet Google's autocomplete suggested 72 variants for these hiring searches: by city, by industry, by price.[1]

That pattern is typical of buyers: each one types something specific, so no single search is big, but together they are many. A page that answers one buyer question clearly can still win the few people who are ready to hire.

Visa searches are a big group of their own

Searches about the O-1, EB-1A, EB-2 NIW and EB-1B visas added up to 7,265 in the same three months.[1] Most are general ("o1 visa", "eb2 niw requirements"), not about press; press is one part of the evidence many applicants need.

Visa searches

Bing searches over three months, US



Source: Edamame PR & Strategy keyword study, Bing keyword data. Searches for "o1" and "o-1" alone are left out (other meanings).

What it means

- **Most people want to understand PR first.** Clear explanations, templates and examples are what they look for. That is why we publish a press release template, a PR glossary and a PR guide.
- **Buyers ask specific questions.** Cost, city, industry, a named publication. One honest page per question serves them better than one page that tries to say everything.
- **Doing it yourself has limits.** Writing a press release is easy to learn; getting an editor to choose your story is the hard part (see what journalists want from pitches).

How we did this

Data: Microsoft Bing Webmaster Tools keyword research, United States, August 5 to November 2, 2026, collected on November 3, 2026 by our keyword study, which runs every four weeks. From 86 starting phrases Bing returned 4,438 related searches; 1,193 passed a first check for PR words; we kept 217 that are about PR, press coverage, publicists or visa press, and grouped them into topics. We left out searches with other meanings: "pr" on its own (it also means permanent residence, personal record and more), "reporter", "journalists", "apple product launch" and "o1" or "o-1" on their own. Numbers are exact-match Bing searches. Google suggestions were counted from Google's autocomplete for 115 phrases.

Questions

What do people search most about PR?

How PR works: what PR is, how to write a press release and personal branding. In our study of US Bing searches, 82% of PR searches were about learning and 3% about hiring help.

How many people search how to write a press release?

On Bing alone, 4,055 US searches in three months (August 5 to November 2, 2026), the most searched how-to question in our study.

Do people search for PR agencies?

Yes, but each search is specific (a city, an industry, a price question), so no single one is big on Bing. Google's autocomplete suggests many variants of them.

Sources

1. Keyword study: Bing keyword data, US, August 5 to November 2, 2026, Edamame PR & Strategy (data from Microsoft Bing Webmaster Tools).
   https://www.bing.com/webmasters/

How to cite this report

```
Edamame PR & Strategy, “What people search about PR: a study of Bing searches.”
edamamepr.com/research/what-people-search-about-pr/
```

You may quote any number from this report with a link to this page. For the full data, see the sources above.

ABOUT US

From invisible to *inescapable.*

Edamame PR & Strategy places founders and companies in respected business and industry publications, at a fixed price per article agreed upfront, with no retainer. Placing stories since 2014.

This report online, with a link to every source: edamamepr.com/research/what-people-search-about-pr/

All our research: edamamepr.com/research/

Talk to us: edamamepr.com/contact/