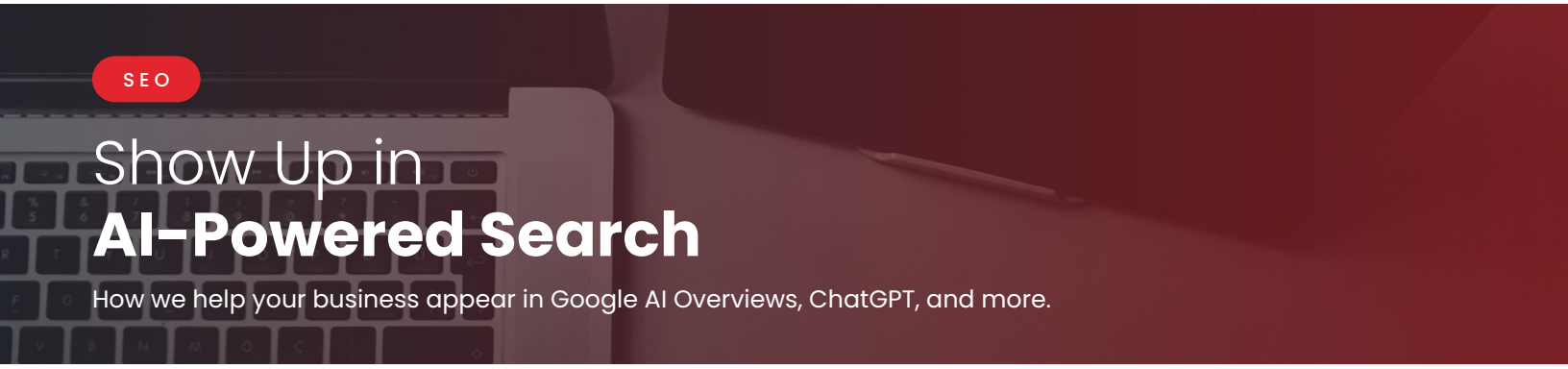


SEO

Show Up in **AI-Powered Search**

How we help your business appear in Google AI Overviews, ChatGPT, and more.

AI tools like Google's Gemini and OpenAI's ChatGPT are changing how people search. They pull answers from sources they trust. Here's how we help make your business one of them.

1

Build on core SEO foundations

Strong organic rankings are still the foundation of showing up in AI results, because AI tools often pull from top-ranking sources. Our ongoing work on content, on-site optimization, backlinks, Google Business Profile updates, and listing accuracy remains the most effective way to get there.

2

Write helpful, human-first content

We use AI tools to organize topics and spot opportunities, but **every word is written by people, for people**. That keeps your content in line with Google's "helpful content" standards and true to your brand's voice and expertise. No AI-generated fluff.

3

Structure your data for AI

AI tools prefer clear, structured information. We add **schema markup** and detailed business attributes like "free estimates" or "veteran owned," helping AI systems and search engines understand who you are and what you offer.

4

Build authority with trusted backlinks

AI search favors credible, authoritative sources. Through our publisher network, we earn **real, high-quality backlinks** from reputable outlets, strengthening your authority and helping AI systems treat your brand as a trusted source.

5

Expand your reach with multimedia

Search engines and AI tools increasingly favor rich, multi-format content. We embed optimized YouTube videos, create short clips, and transcribe podcasts and webinars, making your content easier to find in AI Overviews, voice assistants, and Generative Engine Optimization (GEO) driven results.

Multimedia optimizations depend on the content available and your scope of work.