



SEO Agency Introduces an AI Search Optimization Service

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A growing share of local buyers no longer scans a page of blue links to choose a provider. They ask an assistant, read the two or three names it returns, and call one of them. As tools such as ChatGPT, Perplexity, Gemini, and Google's AI Overviews take on more of that recommending, being named inside the answer has become its own kind of visibility. Spearleaf has responded by opening a dedicated AI Search Optimization service built to help service businesses earn those mentions.

The shift matters because AI answers compress choice. Where a traditional results page lists ten options and lets the searcher decide, an assistant often names only a few and explains why. The signals that earn one of those slots are not identical to the old ranking rules. Structured, consistent information, matching details across every profile and directory, and content that plainly answers what buyers ask all make a business easier for a model to quote. When those pieces are missing, even a well reviewed company can go unmentioned.

That readability rests on the same groundwork a local SEO program has always covered. A complete Google Business Profile with the correct primary category, citations that repeat identical name, address, and phone details across every directory, and on-page copy that plainly names the service and the area all give a model clear, unconflicting facts to work from. Local search has long rewarded that kind of quiet consistency, and AI engines only raise the stakes, since a single mismatched address or a vague service line gives the system a reason to name a competitor instead. Businesses that already keep their local footprint clean tend to surface inside AI answers with little extra work, while those with gaps in their listings and pages get skipped by the very tool a customer trusts.

The new service, detailed at spearleaf.com/ai-search-optimization, concentrates on making a business legible to the systems doing the recommending. That work means tightening the facts a company publishes about itself, aligning that information everywhere it appears, and building pages that answer the exact questions buyers put to an assistant. It runs alongside the firm's local search work, outlined at spearleaf.com/local-seo, since the same clean data that helps a business show in the Google Map Pack also helps an AI engine cite it with confidence.

"Search didn't disappear, it moved. People still ask the same questions, they just ask a machine now, and the machine names a handful of businesses instead of showing a whole page of them," said Joshua Albanese, owner of Spearleaf.com, a marketing agency. "If a company isn't readable to those systems, it's invisible to a customer who never scrolls past the answer. That is the gap this service is built to close."

As a local SEO agency, the firm treats AI visibility as an extension of the fundamentals rather than a separate trick. Accurate categories, consistent contact details, real answers to common questions, and genuine reviews give both Google and the assistants what they need: a clear picture of who a business serves and where. The service is available now for local businesses that want to be found however a customer searches.

The service reflects how the firm approaches local SEO in general, treating each surface as part of one engine rather than a set of disconnected tactics. Reviews feed relevance, the profile anchors the map result, on-page content answers the question a buyer actually types, and citations keep the facts aligned everywhere a model might read them. When those pieces agree, a business becomes easier to recommend on every channel at once, from the Map Pack to an AI Overview to a spoken answer from an assistant. Spearleaf sequences the work so the fundamentals compound instead of competing for attention, and so an owner can watch which local search signals begin to move. That discipline is what separates durable local SEO from a burst of activity that fades the moment the invoices stop.

Business owners can learn more about the new service through Spearleaf, which backs its work with a 90-day Map Pack guarantee and month-to-month terms after day 90.

About Spearleaf Spearleaf is a local SEO and AI search optimization agency in Fort Myers, FL, founded by Joshua Albanese. The agency helps local service businesses rank in the Google Map Pack and earn citations from ChatGPT, Perplexity, Gemini, and Claude through organic content, GBP optimization, reputation management, web design, and customer reactivation campaigns. Spearleaf backs every engagement with a 90-day Map Pack guarantee and month-to-month terms after day 90.

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Spearleaf

Spearleaf is a local SEO and AI search optimization agency in Fort Myers, FL. We help local businesses rank in Google Maps, earn AI citations, and grow organically through content, schema, and technical SEO.

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