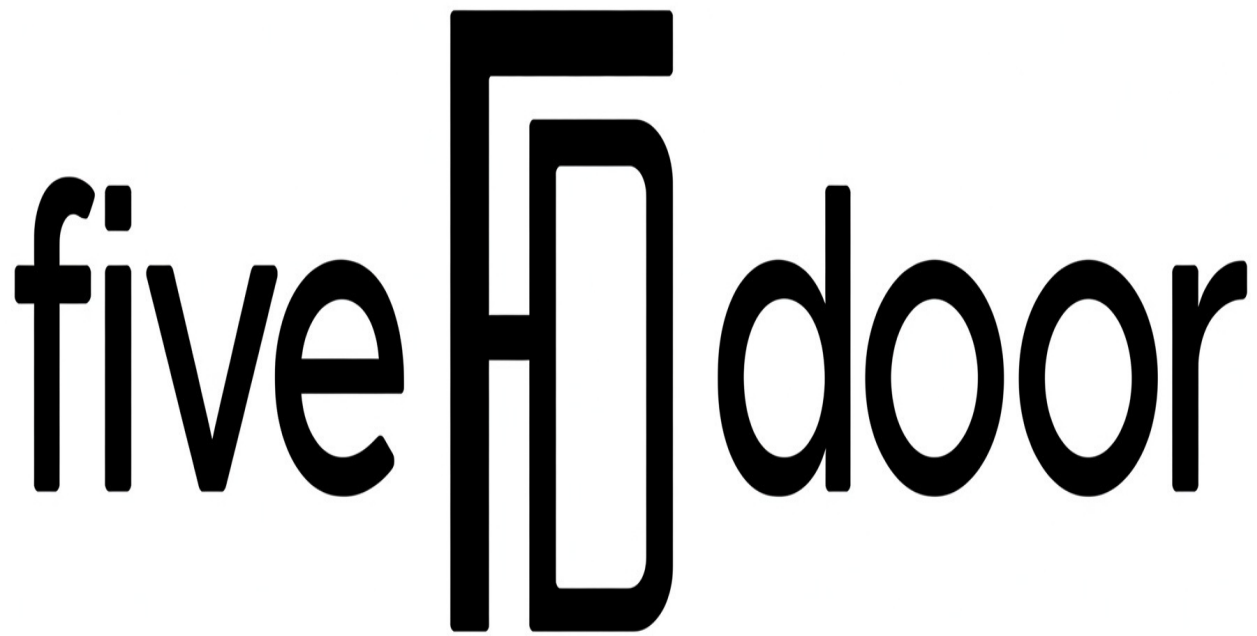




## **Five Door Media Educates Residential Cleaning Companies on AI Visibility Through Free Industry Webinar**

*August 24, 2026*

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National marketing agency shares practical guidance to help business owners prepare for the future of AI-powered search.

As artificial intelligence continues changing how consumers discover local businesses online, Five Door Media hosted a free educational webinar on July 29 to help residential cleaning company owners understand how AI-powered search is reshaping digital marketing.

The webinar focused on AI visibility and the evolving role artificial intelligence is playing in search engines and digital discovery. Led by Five Door Media founder Drew Larison, the presentation provided practical strategies business owners can use to strengthen their online presence while preparing for the future of AI-powered search.

As AI tools continue to influence how consumers research companies and make purchasing decisions, many business owners are searching for clear, practical guidance instead of speculation. Five Door Media

developed the webinar to help companies understand the real-world impact of these changes and identify steps they can begin taking today to improve their visibility online.

"Business owners are hearing about AI everywhere, but many are still asking the same question, 'What should I actually do differently?'" Drew Larison said. "We wanted this webinar to cut through the noise and provide practical, actionable guidance that business owners could begin applying immediately. AI is changing the way consumers search, but the businesses that continue creating helpful, trustworthy content and delivering exceptional customer experiences will be the ones that stand out."

The webinar reflected Five Door Media's broader commitment to educating the residential cleaning industry on emerging technologies and marketing strategies. In addition to working with cleaning companies across the United States, the agency regularly shares educational resources through webinars, conference presentations, and industry events designed to help business owners make informed marketing decisions.

During the presentation, Larison encouraged attendees to view AI visibility as the natural evolution of search rather than a replacement for proven marketing fundamentals. He explained that while artificial intelligence is changing how consumers find information, businesses that consistently demonstrate expertise, build trust, and provide valuable content will be best positioned for long-term success.

"We've spent years helping residential cleaning companies grow through strategic digital marketing, and AI visibility is simply the next chapter of that work," Larison said. "The companies that invest in understanding these changes today will be better positioned to earn trust and attract customers tomorrow. Our goal is to help business owners navigate those changes with confidence instead of uncertainty."

The webinar also included a question-and-answer session, giving participants an opportunity to discuss how AI-powered search may affect businesses in different markets and service areas. Conversations centered on practical implementation, common misconceptions, and ways owners can begin adapting their marketing strategies without abandoning the fundamentals that have always driven sustainable growth.

Attendee Alana Brown, office manager at the Indianapolis-based cleaning company Right the 1st Time, said the topics covered in the webinar were actionable and easy to implement. Brown especially loved the section regarding content creation.

"The presentation gave us practical ideas we could begin implementing immediately, especially around content creation and AI search. The fastest content you'll ever create is the content you speak. AI simply turns your ideas into action," said Brown.

To make the educational content available to a broader audience, Five Door Media has published a recording

of the webinar on its website. Residential cleaning company owners and home service professionals who were unable to attend the live presentation can watch the recording and access the strategies shared during the event [here](#).

The webinar is one of several educational initiatives Five Door Media provides for residential cleaning companies through webinars, conference presentations, and industry events.

As artificial intelligence continues to shape the future of online search, the agency remains committed to helping business owners adapt with confidence through practical education and industry-specific expertise.

#### About Five Door Media

Five Door Media is a nationally focused digital marketing agency specializing in residential cleaning companies and select home service businesses. The agency helps clients grow through strategic digital marketing, search engine optimization, paid advertising, website development, AI visibility, branding, and content marketing. Five Door Media is part of The Larison Company LLC.

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### Five Door Media

*Our marketing framework is designed to diagnose and fix issues in paid ad campaigns across platforms. Our team identifies five key "doors" that potential customers must go through before becoming paying customers.*

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