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DESIGN the PLANET

Design the Planet Addresses How AI Transforms Web Design and SEO Landscape in New Orleans

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METAIRIE, LA - April 29, 2026 -
Design the Planet, a Louisiana-based digital marketing agency with over 25 years of experience, today highlighted the critical importance of search engine optimization in an era increasingly dominated by artificial intelligence tools and AI-powered search features.

As businesses across Louisiana face mounting competition from AI-enhanced websites and search capabilities, the agency emphasizes that effective SEO strategies have become more essential than ever before. The rise of AI overviews, recommendation engines, and conversational search interfaces has fundamentally altered how consumers discover businesses online, creating new challenges for companies that have traditionally relied on conventional search rankings.

"The integration of AI into search has created a paradigm shift that many businesses haven't fully grasped yet," said Adrienne Folse of Design the Planet. "While AI is transforming how search engines deliver results, it hasn't eliminated the need for SEO. In fact, the opposite is true. Businesses now need sophisticated optimization strategies to ensure they appear not just in traditional search results, but also in AI-generated overviews and recommendations."

The shift represents a significant challenge for local businesses that have historically depended on appearing in Google's map pack or maintaining top organic rankings. As consumers increasingly turn to AI assistants for recommendations on everything from dining options to home services, businesses without comprehensive SEO strategies risk becoming invisible to potential customers.

Recent industry data shows that AI-powered search features now influence over 40 percent of search queries, with that number expected to double within the next two years. This rapid adoption means businesses that fail to adapt their digital presence may find themselves excluded from AI-generated recommendations, regardless of their traditional search rankings.

For businesses seeking new orleans website design services, the implications are particularly significant. Websites must now be optimized not just for traditional search algorithms, but also structured in ways that AI systems can easily interpret and recommend to users. This includes implementing schema markup, maintaining consistent business information across platforms, and creating content that directly answers common customer questions.

The agency notes that competitors entering the market are increasingly building websites specifically designed to rank well in both traditional Google searches and AI-powered recommendation systems. These dual-optimized sites are capturing market share from established businesses that haven't updated their digital strategies.

"Businesses asking themselves whether their company will appear when someone asks AI for a restaurant recommendation or roofing contractor need to act now," added Folse. "The window for establishing authority with these AI systems is narrowing, and early adopters are already seeing significant advantages."

Design the Planet has been serving Louisiana businesses since 1998, providing comprehensive digital marketing services including web design, search engine optimization, online advertising, social media marketing, and branding creative. The agency specializes in creating tailored strategies that help businesses increase visibility, grow brand awareness, and achieve sustainable growth through advanced SEO techniques, content marketing, and multi-channel digital advertising. Their approach combines traditional optimization methods with emerging AI-readiness strategies to ensure clients maintain competitive advantages in an evolving digital landscape.

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Design the Planet

Since 1998, Design the Planet has provided expert digital marketing and web design to Louisiana businesses. We deliver results-driven strategies and creative solutions that boost visibility, drive leads, and fuel sustainable growth.

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