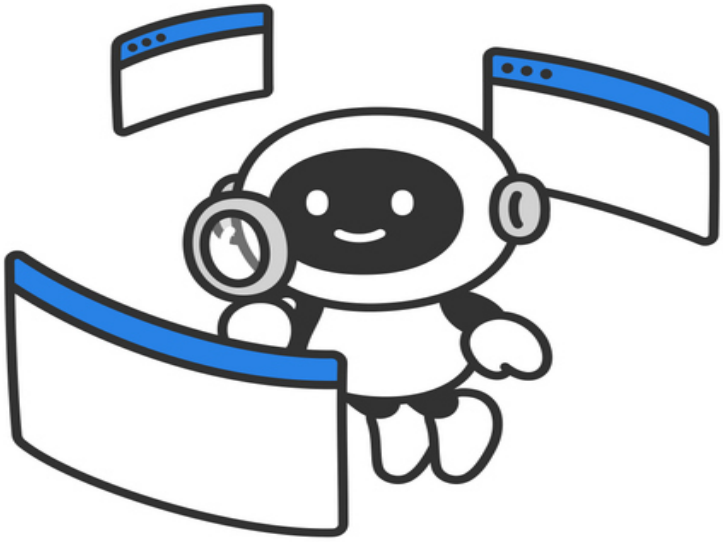


Design the Planet Addresses AIO Ranking Challenges for New Orleans Businesses

April 30, 2026

METAIRIE, LA - April 30, 2026 -
Design the Planet, a Louisiana-based digital marketing agency, has identified significant challenges facing local businesses attempting to achieve visibility in AI-powered search overviews across multiple platforms. The agency notes that traditional website optimization strategies are insufficient for ranking in AI Overview (AIO) results, which pull information from diverse and platform-specific sources.

The complexity stems from how different AI systems gather and process information. Google's Gemini draws primarily from Google's search index, while ChatGPT relies on commercial datasets and publications. Meanwhile, Grok aggregates content from Amazon, news articles, and X (formerly Twitter). This fragmented approach to data sourcing means businesses must maintain a substantially broader digital footprint to achieve consistent visibility across all AI platforms.

"The shift to AI-powered search represents a fundamental change in how businesses need to approach their online presence," said Adrienne Folse, Digital Strategy Director at Design the Planet. "Companies that

previously ranked well in traditional search results are discovering their websites need comprehensive restructuring to communicate effectively with AI systems. Each platform's unique data sources mean businesses must expand beyond their website to establish authority across multiple digital channels."

For new orleans website design clients, this presents unique challenges. Many existing websites were built before AI overviews became a critical ranking factor and lack the structural elements necessary for AI systems to properly interpret and feature their content. The traditional approach of optimizing for a single search engine no longer suffices when multiple AI platforms each require different signals and content structures.

Design the Planet emphasizes that website architecture must evolve to accommodate these new requirements. Sites need structured data markup, clear content hierarchies, and comprehensive topic coverage that allows AI systems to understand not just what a business does, but how it relates to broader industry contexts and user needs.

The agency has observed that businesses maintaining active profiles on LinkedIn and other professional networks tend to achieve better representation in AI overviews. Social media platforms, industry publications, and news sites all contribute to the digital ecosystem that AI systems analyze when generating responses to user queries.

The challenge extends beyond technical implementation. Businesses must now consider how their content appears across various platforms and ensure consistency in messaging while adapting to each platform's unique requirements. This includes maintaining updated business information across directories, creating content that addresses specific user queries, and establishing topical authority through comprehensive coverage of industry subjects.

Founded in 1998, Design the Planet provides digital marketing strategy, web design, search engine optimization, online advertising, social media marketing, and branding services. The agency specializes in helping businesses build comprehensive digital presences that extend beyond traditional websites to encompass the full range of platforms and channels that influence modern search visibility. With over two decades of experience, the company has adapted its strategies to meet evolving digital marketing challenges, including the recent emergence of AI-powered search technologies.

###

For more information about Design the Planet, contact the company here:Design the Planet Digital MarketingAdrienne Folse504-391-1550folse.adrienne@designtheplanet.com2313 N. Hullen St.Suite CMetairie, LA 70001

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.

Website: https://designtheplanet.com/

Email: folse.adrienne@designtheplanet.com

Phone: 504-391-1550