Welcomemat Partners With Professional Carwash & Detailing to Host Free Webinar on AI Search for Car Wash Industry

June 15, 2026

Atlanta, Ga - June 15, 2026 -
Welcomemat, a leading provider of digital marketing solutions for the car wash industry, announced today it will host a free educational webinar, "Car Wash Marketing in 2026: Winning in the Era of SEO, AEO & Intelligent Search," on June 18, 2026, at 2:00 p.m. EST / 1:00 p.m. CST / 11:00 a.m. PST.

The webinar is being presented in partnership with Professional Carwashing & Detailing (PC&D) magazine, one of the industry's most trusted sources for news, trends, and operational insights. By combining Welcomemat's expertise in digital marketing and online visibility with PC&D's longstanding commitment to industry education, the webinar will provide attendees with timely, actionable guidance on navigating the rapidly evolving search landscape and maximizing their local market presence.

As artificial intelligence continues to transform how consumers search for and evaluate local businesses, maintaining strong online visibility has become increasingly important for car wash operators. The webinar will explore how AI-powered search experiences, Answer Engine Optimization (AEO), and evolving search engine algorithms are changing the way customers discover and choose car wash brands.

During this 60-minute session, participants will gain actionable strategies for implementing a long-term SEO success plan for sustainable growth and learn proven techniques for improving their Google presence and driving more traffic, as well as the top ranking factors influencing car wash visibility in 2026.

The webinar comes at a time when search behavior is evolving rapidly. Consumers are increasingly relying on AI-generated answers, local search results, and online reviews to make purchasing decisions. For car wash operators competing in crowded local markets, appearing prominently in search results can have a direct impact on customer acquisition and membership growth.

"Search is undergoing one of the biggest transformations we've seen in years," said Jonathan Kierman, Vice President of Welcomemat. "Car wash operators who understand how AI, SEO, and local search work together will have a significant advantage in attracting customers. This webinar is designed to help operators understand what's changing, what matters most, and what actions they can take today to improve their visibility and stay competitive."

Attendees will gain actionable insights into the factors that influence local search rankings, including online reviews, Google Business Profile optimization, website performance, and emerging AI search signals. The session will also highlight how high-performing car wash brands maintain visibility as search technology continues to evolve.

In addition to discussing current search trends, the webinar will address how car wash operators can prepare their businesses for the next generation of customer discovery. Search engines are no longer simply displaying lists of websites; they are increasingly providing direct answers, recommendations, and business comparisons through AI-driven experiences. As a result, operators must ensure that their digital presence is structured in a way that helps search engines and AI platforms understand, trust, and recommend their business.

The session will also explore the growing importance of brand authority, online reputation, and content quality in local search performance. Attendees will learn how search engines evaluate business credibility and how factors such as customer reviews, local citations, website content, and business information consistency contribute to online visibility. The session will share practical examples and real-world scenarios to help operators better understand how these factors influence rankings and customer engagement.

Participants will also learn how local search visibility relates to membership growth. As recurring revenue models continue to drive profitability across the car wash industry, being easily discoverable online has become essential for attracting new members and retaining existing customers. The webinar will provide guidance on aligning marketing efforts with consumer search behavior to create a stronger digital presence

that supports long-term business growth.

By the conclusion of the webinar, attendees will leave with a clearer understanding of the opportunities and challenges presented by AI-driven search and a practical roadmap for improving visibility in an increasingly competitive marketplace.

The webinar is free to attend, but advance registration is required due to limited virtual seating. Car wash owners, operators, general managers, and marketing professionals are encouraged to secure their spot early by visiting: https://app.webinar.net/owANxLZm05D?mcc=WEL2

About Welcomemat

Welcomemat is a leading provider of digital marketing and reputation management solutions for the car wash industry. Headquartered in Atlanta, Georgia, the company helps businesses improve online visibility, strengthen customer relationships, and increase revenue through innovative technology and proven marketing strategies. Welcomemat's platform combines automated review generation, intelligent response management, and comprehensive analytics to help businesses turn customer feedback into a competitive advantage.

For more information, visit www.welcomemat.com.

###

For more information about Welcomemat , contact the company here:WelcomematJonathan Kierman404-841-2226requests@welcomemat.com945 E Paces Ferry Rd NE, Suite 1700Atlanta, GA 30326

Welcomemat

Welcomemat is an Atlanta-based digital marketing platform providing data-driven solutions for car wash and automotive service operators, integrating digital ads, SEO, social media, email/SMS campaigns, and real-time performance tracking.

Website: https://www.welcomemat.com/

Email: requests@welcomemat.com

Phone: 404-841-2226