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DESIGN the PLANET

Design the Planet Introduces AI-Powered SEO Services to Help Louisiana Businesses Compete in Evolving Search Landscape

June 30, 2026

METAIRIE, LA - June 30, 2026 -
Design the Planet Digital Marketing, a Louisiana-based digital marketing agency with over 25 years of experience, has announced the launch of its new service focused on artificial intelligence-driven search engine optimization strategies. The agency has developed specialized methodologies to help businesses gain visibility in AI-generated search overviews and maintain competitive positioning as search engines increasingly integrate artificial intelligence into their results.

The digital marketing landscape has undergone significant transformation with the introduction of AI-powered search features, including AI Overviews that synthesize information from multiple sources to provide direct answers to user queries. Design the Planet spent several months testing and refining its approach to ensure clients receive proven strategies rather than experimental tactics.

"While many agencies rushed to market with untested AI optimization services, we took a different approach by thoroughly testing our methodologies before offering them to clients," said Adrienne Folse, spokesperson for Design the Planet. "Louisiana businesses, particularly those in New Orleans and Metairie, need reliable

strategies to ensure their brands appear in AI-generated search results and become trusted resources when search engines expand query responses."

The agency's approach focuses on optimizing content to increase brand mentions in AI Overviews and positioning clients as authoritative sources for AI-powered search query expansion. This involves strategic content development, technical optimization, and comprehensive digital presence management to align with how artificial intelligence systems evaluate and present information.

Design the Planet has observed that many regional businesses have lost ground to competitors who have already adapted their digital marketing strategies for AI-driven search. The agency's new offering addresses this gap by providing Louisiana companies with the tools and expertise needed to regain competitive positioning in search results.

"The key to success in AI-driven search isn't just about traditional SEO anymore," added Folse. "It's about Design the Planet Digital Marketing understanding how artificial intelligence interprets and presents information, then structuring your digital presence to become the go-to resource for these systems."

The timing of this service launch reflects the agency's commitment to delivering tested, reliable solutions rather than following market trends without proper validation. This measured approach aligns with Design the Planet's established reputation for providing tailored digital marketing strategies that produce measurable results.

Design the Planet Digital Marketing has been serving Louisiana businesses since 1998, offering 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 digital marketing techniques. Their portfolio includes website maintenance, video production, local SEO, and graphic design services, all designed to help businesses establish strong online presences and compete effectively in digital marketplaces.

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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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