

D&D SEO Services Expands Beyond Traditional Local SEO, Now Offers Generative Engine Optimization for AI Search Platforms

Fort Myers-Based Agency Adds GEO Services to Help Local Businesses Capture Visibility in ChatGPT, Gemini, and Google's AI Overviews.



Fort Myers, Florida Sep 8, 2025 ([Issuewire.com](https://www.issuewire.com)) - D&D SEO Services, a 12-year local SEO agency serving over 100 small businesses nationwide, today announced the launch of [Generative Engine Optimization \(GEO\) services](#), expanding its offerings beyond traditional search engine optimization to include AI platform visibility strategies.

The new service line addresses a critical gap as 97% of consumers research local companies online, but increasingly through AI-powered platforms that require different optimization approaches than traditional Google searches.

Bridging Traditional and AI-Powered Search

The expansion comes as local businesses face a fragmented search landscape. While 92% of searchers still select businesses from the first page of traditional search results, AI platforms like ChatGPT, Google's AI Overviews, Gemini, and Perplexity are rapidly changing how consumers find

local services.

"We recognized that our local SEO clients were missing opportunities in AI-generated responses," said a spokesperson for D&D SEO Services. "A business might rank first in Google's Map Pack but be completely absent when someone asks ChatGPT for recommendations. Our new GEO services address this visibility gap."

New Service Components

The GEO service expansion includes:

- **Answer Engine Optimization (AEO)** - Structuring content for voice assistants and quick-answer boxes
- **Generative Engine Optimization (GEO)** - Optimizing for AI-generated search summaries and recommendations
- **Large Language Model Optimization (LLMO)** - Ensuring accurate business representation across AI platforms
- **AI Overviews Readiness** - Preparing content for Google's AI-powered search features

These services complement the agency's existing local SEO offerings, including [Google Business Profile management](#), [local citation building](#), and review generation.

Early Implementation Shows Promise

Initial data from pilot programs with existing clients indicates businesses using both local SEO and GEO services experience:

- 30% increase in overall conversions
- Improved visibility across both traditional and AI-powered search platforms
- Faster response times, with initial results appearing within 30-60 days

Geographic and Industry Coverage

D&D SEO Services is rolling out GEO services across its existing markets, including:

- **Florida:** Fort Myers, Cape Coral, [Naples](#), Orlando, Tampa, Miami, Jacksonville, Sarasota, West Palm Beach, Bonita Springs
- **National Markets:** New York, Los Angeles, Austin, Boston, Atlanta, Dallas, Denver, Portland, San Diego, San Francisco, Seattle, New Orleans

The agency has developed industry-specific GEO strategies for:

- Home and professional services
- Healthcare and wellness providers
- Retail and hospitality businesses
- General local businesses across all sectors

Addressing Market Evolution

The addition of GEO services reflects broader changes in local search behavior. As AI platforms

become primary research tools for consumers, businesses optimized only for traditional search engines risk losing visibility to competitors who appear in AI-generated recommendations.

"We're seeing a fundamental shift in how people search for local services," the agency noted. "Voice searches asking 'What's the best pizza place near me?' are increasingly answered by AI, not traditional search results. Our GEO services ensure our clients appear in those AI responses."

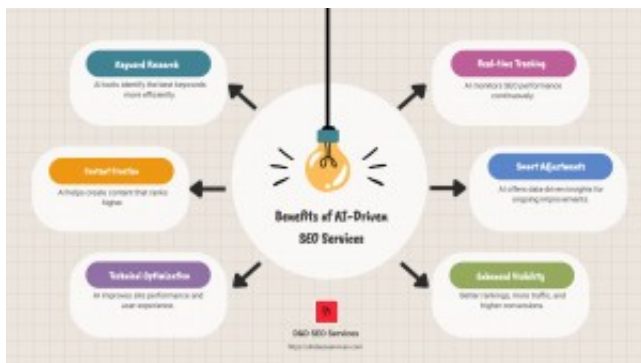
Service Accessibility

The new GEO services are available as standalone offerings or integrated with existing local SEO packages. Pricing starts at \$1,500 per month for combined local SEO and GEO services, with month-to-month contracts available.

D&D SEO Services is also offering GEO consultations for businesses with existing SEO teams who want to add AI optimization capabilities without changing their current providers.

About D&D SEO Services

D&D SEO Services is a data-driven digital marketing agency with 12 years of experience in local search optimization. Based in Fort Myers, Florida, the agency serves small and medium-sized businesses across the United States with tailored local SEO strategies and now, [AI search optimization services](#).



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