

Brands Invisible in AI Search Results Are Losing Customers — Wolfstone Digital Launches to Fix It



Wolfstone
DIGITAL

Bury St Edmunds, Suffolk Apr 14, 2026 ([Issuewire.com](https://www.issuewire.com)) - Wolfstone Digital has today launched as a digital marketing agency specialising in SEO and GEO — generative engine optimisation — helping brands get found where it now matters most: inside AI-generated answers, not just search results.

The timing is not accidental. AI-referred sessions to websites grew 527% year on year (Previsible / Search Engine Land, August 2025) — and yet only 16% of major brands are systematically tracking their AI search performance (McKinsey, September 2025). Most businesses are already invisible in the

conversations their customers are having with AI, and have no strategy to fix it.

"Open ChatGPT. Ask it who the top ten are in your niche. If your brand isn't on that list, your competitors are — and that is the conversation your customers are having right now." Adam Woodhead, Co-Founder, Wolfstone Digital

The agency is based in Bury St Edmunds, Suffolk, and was founded by the team behind [The Investors Centre](#), one of the UK's most trusted independent investment review platforms. In building that business from scratch in one of the most competitive content spaces online — regulated financial services — the founders did not just study how AI search works, they proved they could master it on their own brand first. The Investors Centre is now cited 1,621 times across ChatGPT, Perplexity, Google AI Overviews, Claude and Copilot. Wolfstone Digital is that proof turned into a service.

Unlike agencies bolting AI onto existing SEO packages, [Wolfstone](#) delivers a single integrated approach — spanning SEO, AI search visibility, digital PR, content, and backlinks — with every element designed to work together. Its founding philosophy is simple: substance over signals. Generic content is invisible noise to AI. What gets cited is genuine expertise, real data, and an authentic brand voice.

The agency's GEO and SEO methodology was built through real-world experience in one of the hardest digital markets online. Its founders still operate their own brand in regulated financial services — every recommendation is tested against real commercial stakes.

The window to act is open, but not indefinite. AI search visitors convert up to 23 times better than organic search visitors (Ahrefs, 2025). The brands that build AI visibility now will be significantly harder to displace as the channel matures. Those who wait will find their category already occupied.

About Wolfstone Digital

Wolfstone Digital is a digital marketing agency specialising in SEO and generative engine optimisation (GEO), helping businesses and brands get found in Google and get cited by AI. Founded by the team behind The Investors Centre — which has 1,621 citations across five major AI platforms — the agency is built on a single principle: substance over signals.

<https://wolfstone.digital/>

About The Investors Centre

The Investors Centre is one of the UK's leading independent investment platform comparison and review sites, co-founded and directed by Thomas Drury ACII, Adam Woodhead and Dom Farnell. The platform has personally tested over 50 financial platforms with real money and published over 200 investment guides for retail investors. <https://www.theinvestorscentre.co.uk/>

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