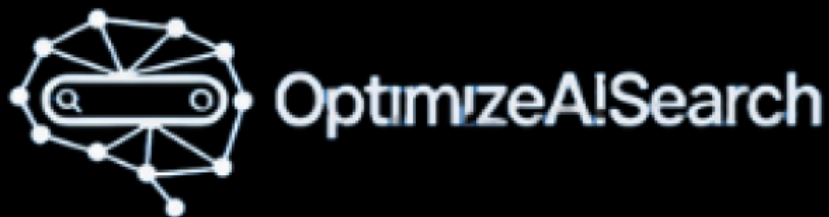


# Optimize AI Search Launches Specialist Agency Built Solely for AI Search and Generative Engine Optimization

New firm helps brands earn citations inside ChatGPT, Perplexity, Google Gemini, Microsoft Copilot and Claude with proprietary AI citation tracking and industry-specific GEO playbooks for more than 16 verticals



**Mohali, Punjab Apr 24, 2026** ([IssueWire.com](https://www.IssueWire.com)) - Optimize AI Search, a new agency focused exclusively on AI search optimization and Generative Engine Optimization (GEO), today launched operations with offices in downtown Chicago and Mohali, India, to help businesses win visibility inside

the AI-generated answers that are rapidly replacing traditional search results.

The launch arrives at an inflection point for online discovery. ChatGPT reached roughly 800 million weekly active users in October 2025, more than doubling in eight months. Gartner has projected that traditional search engine volume will drop 25 percent by 2026 as AI chatbots and virtual agents absorb queries once typed into Google. Similarweb estimates that AI platforms generated more than 1.1 billion referral visits in June 2025 alone, up 357 percent year over year.

Yet most brands remain invisible inside those answers. Industry research indicates that 47 percent of companies still have no deliberate GEO strategy in place, even as the global GEO services market is projected to grow from \$1.01 billion in 2025 to more than \$17 billion by 2034. OptimizeAISearch was built to close that gap.

Unlike traditional digital marketing firms that have bolted GEO onto legacy SEO service menus, [Optimize AI Search](#) does not offer social media management, PPC retainers or generic content packages. The agency works on a single problem: getting a client's brand, products and executives named, cited and recommended when buyers ask ChatGPT, Perplexity, Google Gemini, Microsoft Copilot or Claude for a solution.

"The search bar is not where buying decisions start anymore the prompt is," a spokesperson for the OptimizeAISearch founding team said. "Our clients don't need another agency that also does AI SEO. They need a team that does nothing else. When a CFO asks Copilot for the best cloud accounting platform, or a patient asks ChatGPT for a cardiologist in Dallas, we make sure the right brand is in that answer and we can show them the citations to prove it."

Core services include [free AI visibility audits](#), proprietary citation tracking across the five major AI platforms, entity and knowledge-graph development, extractable content engineering, digital PR tuned to how large language models select sources, and industry-specific GEO playbooks. The company says clients typically see measurable increases in AI citations within 60 days.

Optimize AI Search serves more than 16 industries, including healthcare, real estate, legal, e-commerce, SaaS, finance, pharmaceuticals, automotive, education, hospitality, yoga, construction, roofing, logistics, and beauty and lifestyle. Client engagements span the United States, India, the United Kingdom, the United Arab Emirates and other global markets.

The firm's Chicago office at 111 W. Jackson Blvd. anchors its North American delivery team, while the Mohali location supports 24-hour execution and engineering.

## **About OptimizeAISearch**

Optimize AI Search is an AI SEO and Generative Engine Optimization agency that helps businesses get cited and recommended inside ChatGPT, Perplexity, Google Gemini, Microsoft Copilot and Claude. Founded as a pure-play GEO specialist rather than a traditional digital marketing firm, the company combines SEO fundamentals with AI-native optimization, proprietary citation tracking and industry-specific playbooks for more than 16 verticals. Optimize AI Search operates from Chicago, Illinois, and Mohali, Punjab, and serves clients across the United States, India, the United Kingdom, the UAE and global markets.

## **Sources & References**

All statistics cited in this press release are sourced from the following publicly available reports:

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- **Gartner: 25% drop in traditional search volume by 2026** — Gartner Newsroom, Feb 2024 <https://www.gartner.com/en/newsroom/press-releases/2024-02-19-gartner-predicts-search-engine-volume-will-drop-25-percent-by-2026-due-to-ai-chatbots-and-other-virtual-agents>
- **Similarweb: 1.1B AI referral visits in June 2025 (357% YoY growth)** — Similarweb 2025 Generative AI Report <https://ir.similarweb.com/news-events/press-releases/detail/138/ai-discovery-surges-similarwebs-2025-generative-ai-report-says>

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