

Norfolk Agency Expands AI Search Visibility Services for Welding and Fabrication Businesses

Endless Footprint Digital Solutions LLC helps welding, fabrication, and automotive businesses strengthen their visibility across Google and AI-powered search platforms.



Norfolk, Virginia Oct 15, 2026 ([Issuewire.com](https://www.issuewire.com)) - **Endless Footprint Digital Solutions LLC**, a Norfolk-based digital marketing agency, announces an expansion of its AI search visibility services for mobile welders, metal fabrication shops, and automotive repair businesses throughout Hampton Roads and nationwide.

Founded by Zachariah Richards, the agency provides website design, local search engine optimization (SEO), Google Business Profile optimization, and AI search visibility assessments and strategies. The expanded services focus on helping skilled-trade businesses communicate their capabilities, service areas, and professional expertise more clearly as customers increasingly encounter AI-powered search experiences.

Helping Skilled-Trade Businesses Navigate AI Search

Welding, fabrication, and automotive repair businesses have traditionally relied on referrals, repeat customers, and established professional relationships. While those connections remain valuable, potential customers also use Google Search, Google Maps, and AI-powered platforms such as ChatGPT to research service providers.

This creates new considerations for businesses whose websites and online profiles may not fully

communicate the services they offer.

For example, a mobile welding company may advertise general welding services without identifying whether it specializes in equipment repair, structural welding, aluminum fabrication, or on-site commercial work. Clear descriptions of these capabilities, along with accurate service-area information, can help prospective customers and search platforms better understand the business.

Endless Footprint addresses these challenges through website content improvements, Google Business Profile optimization, local SEO, business information consistency, and AI search visibility assessments.

A Digital Marketing Approach Grounded in Skilled-Trades Experience

Richards brings firsthand experience in the industries his agency serves. A U.S. Navy veteran who completed Navy welding school, he spent more than 14 years working as an automotive mechanic and currently works in facility maintenance and management.

His professional background provides insight into the technical skills, customer expectations, and operational challenges that skilled-trade businesses face.

“I’ve worked in skilled trades and understand how much knowledge and experience goes into doing these jobs well,” said Richards. “I started Endless Footprint because I wanted to help hardworking business owners communicate that value online. As AI changes how people discover businesses, I want welding, fabrication, and automotive companies to have a clearer, stronger digital presence.”

Through its expanded services, Endless Footprint aims to help business owners establish a clearer digital identity while adapting to changes in how customers discover and evaluate service providers.

About Endless Footprint Digital Solutions LLC

Endless Footprint Digital Solutions LLC is a digital marketing agency based in Norfolk, Virginia, serving businesses throughout Hampton Roads and across the United States. The agency specializes in website design, local SEO, Google Business Profile optimization, and AI search visibility strategies for welding, metal fabrication, automotive repair, and other skilled-trade businesses.

The agency's guiding message is: “**Don’t just get found. Be understood.**”

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