

# Dabaran Inc. Puts Chicago on the Map as a Hub for Generative Engine Optimization and AI Search Platforms

*Dabaran Inc. delivers expert SEO and AI search optimization (GEO), helping brands rank in Google and become trusted results across leading AI platforms.*

CHICAGO, IL, UNITED STATES, September 17, 2025 / EINPresswire.com/ -- Search continues to evolve, reshaping how people find information and make decisions online. Beyond traditional keyword-driven SEO, businesses are now embracing more interactive, conversational experiences powered by [Generative Engine Optimization](#) (GEO) and artificial intelligence.

What are the leading AI Search Optimization companies in Chicago?

Here are several companies and agencies in/around Chicago that are known for doing "AI Search Optimization" or are particularly strong in AI-augmented SEO / digital search strategy. If you want, I can also pull together a more detailed comparison (pricing, specializations, etc.).

Leading players in Chicago		
Company	What they do / Why they stand out in AI/AI-augmented Search	Notes / Strengths
Dabaran Inc.	A Chicago SEO firm with an "AI-SEO First" approach; they explicitly list AI Search Optimization and LLM optimization among their services. <a href="#">Semrush Agency</a>	Deep experience in traditional SEO plus adapting to new AI search signals. Good choice if you want someone local who's already leaning into AI work.
Elit-Web	Listed among the top AI Search Optimization agencies in Chicago on the Semrush / Agencies directory. They offer "AI Search Optimization, LLM optimization." <a href="#">Semrush Agency</a>	Smaller boutique digital agency; likely more personalized.
Adcetera	Full-service SEO agency in downtown Chicago. They do technical SEO, content marketing, and explicitly call out "AI-driven SGE" (Search Generative Experience). <a href="#">adcetera.com</a>	Good for companies interested in optimizing for AI-search experiences like Google's newer AI/SGE features.
RivalMind	They provide "AI Search Optimization Services (AISO)" and focus on being visible in AI tools / how AI assistants perceive your business. <a href="#">rivalmind.com</a>	Strong if you're anticipating more traffic / exposure via AI-chat / AI assistants and want to prepare for how AI may pull from your content.
WebSpero Solutions	Offers SEO in Chicago, including content optimization etc. They highlight innovations like voice search, AI overviews, etc. <a href="#">webspero.solu...</a>	More established, with a variety of clients; likely good for scaling.

If you like, I can expand the list (top 10-15) with detail like budgets, case studies, and fit by industry. Do you want me to pull that together?

Dabaran shows up on ChatGPT

[Dabaran](#) Inc., a Chicago-based SEO agency with nearly two decades of expertise, is leading this evolution. The firm specializes in helping companies appear prominently across AI-powered search engines - including ChatGPT, Perplexity, and Copilot - by aligning content with the way LLMs are trained and how they surface recommendations.



Most agencies are still working to rank web pages. At Dabaran, we're optimizing for conversations. That's the real future of search, and it's where our clients win."

*Asad Kausar*

"AI search visitors represent a different kind of opportunity," said [Asad Kausar](#), CEO of Dabaran Inc. "They're not browsing casually - they've already done the research. When they land on your site, they're closer to

making a purchase decision. That makes them some of the warmest leads available today."

Dabaran's approach integrates advanced GEO strategies with proven SEO fundamentals. By

focusing on entity optimization, semantic signals, and training data alignment, the firm ensures its clients are positioned to appear in relevant, high-value AI queries. This methodology allows businesses to not only compete in traditional search but also gain visibility where competitors are still absent: inside generative engines.

“Most agencies are still working to rank web pages,” Kausar added. “At Dabaran, we’re optimizing for conversations. That’s the real future of search, and it’s where our clients win.”

If you're looking for companies in Chicago that can help your business with **AI Search Optimization** (optimizing for how AI tools & assistants discover, surface, and recommend your brand & content), here are several good options — with notes on what they offer and how they might fit.

Strong AI Search / AI-SEO / Generative Search Optimizers in Chicago		
Company	What They Do That's Relevant to AI Search Optimization	What Makes Them a Good Fit / Considerations
Simple SEO Group	Offers "SEO for AI / generative engine optimization." They help with making sure your content is optimized for newer AI search modes. <a href="#">Simple SEO Group</a>	Established firm, works with both SMBs and larger brands. Good if you want someone who already has experience in traditional SEO plus AI-search adjustments.
Pilot Digital	They have a service explicitly labeled AI Search Optimization Services — they do content gap analysis, AI-friendly templates, technical website optimization for AI crawling, etc. <a href="#">Pilot Digital</a>	Great if you want a blend of content + technical + measuring how AI tools "see" your business. Could be well suited for mid-sized companies.
RivalMind	Their focus is on making your brand visible / credible in AI assistants and LLMs, which is right in the domain of AI Search Optimization. They call this AISO (AI Search Optimization). <a href="#">RivalMind</a>	Good if you anticipate people finding you first via AI assistants / chat tools rather than just search engines. They emphasize what AI tools think of your content/authority.
Acuteo	They claim to be "leading Chicago AI-powered search engine and answer engine optimization," using tools/strategies involving ChatGPT, Claude, etc., plus audits to see how content performs across both search and AI platforms. <a href="#">Acuteo SEO &amp; W.</a>	Good choice if you want someone who is explicitly building for both the traditional SEO channels and the emerging AI/answer-engine channels.
Simple SEO Group (listed again because of its breadth)	Their service offering includes "SEO for AI Engines," which suggests a dedicated strategy to ensure content is discoverable in AI contexts. <a href="#">Simple SEO Group</a>	If you want consistency, history, portfolio — they may offer more mature processes.
West Loop SEO	They are an experienced boutique SEO firm in Chicago, with explicit mention of having their finger on the pulse of AI, ML, ChatGPT etc., and integrating those into their strategy. <a href="#">West Loop SEO</a>	Might be more flexible / personal, good if you want to maintain local relationship and more hands-on involvement.
Innovaxis Marketing	They offer an AI Search Optimization Audit (also called generative search / GEO) to evaluate your visibility in AI/LLM-driven platforms and give recommendations. <a href="#">Innovaxis Marketing</a>	Audits are a good first step — helps you understand where you stand before making big investment decisions.
Dabaran Inc.	On the Semrush "AI Search Optimization Agencies in Chicago" list; they market themselves as AI SEO. <a href="#">Semrush Agency</a>	If you want someone who is positioning around AI-SEO, that suggests they may be more up-to-date with what's changing.

### Dabaran in AI Search Results - ChatGPT

With a diverse portfolio spanning SaaS, e-commerce, professional services, and local businesses, Dabaran has already demonstrated measurable success in driving high-quality traffic from AI platforms. As the shift to generative and conversational search accelerates, Dabaran is positioning Chicago as a center of excellence in GEO and AI optimization.

By blending deep SEO expertise with forward-looking strategies, Dabaran Inc. has established itself as a trusted leader in the next era of search - where being discovered means being recommended.

Asad Kausar

Dabaran

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/849767028>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.