



# Direct Online Marketing Launches Service To Help Brands Show Up In AI Search Engines Like ChatGPT

PITTSBURGH, PA, UNITED STATES, January 9, 2026 /EINPresswire.com/ -- [Digital marketing agency](#) Direct Online Marketing announced the launch of its [Generative Engine Optimization Services](#) aimed at mid-sized and large enterprise organizations seeking visibility across AI-driven search platforms such as ChatGPT. The service supports brands looking to capture demand and generate leads as users rely more heavily on conversational AI for research and purchasing decisions.

Generative Engine Optimization Services focus on structuring digital assets, brand entities, and authoritative content so AI systems can accurately surface enterprise brands in generated responses. This approach supports discovery in environments where traditional rankings no longer define exposure.

The new offering integrates with existing [Internet Marketing Services](#), allowing organizations to connect AI visibility with search marketing, paid media, analytics, and content strategy. Enterprise teams gain scalable frameworks designed to support complex sites, multiple stakeholders, and long sales cycles.

As a Digital Marketing Agency serving growth-focused organizations, Direct Online Marketing continues expanding its Internet Marketing Services to address changes in how audiences search, evaluate, and engage online. Generative Engine Optimization Services reflect this shift toward AI-influenced discovery and decision-making.

"AI platforms are already influencing how buyers find information," said a representative from Direct Online Marketing. "Generative Engine Optimization Services help enterprise brands maintain visibility where conversations are actively shaping demand."

The service is now available to enterprise clients seeking to extend their Internet Marketing Services into AI search experiences. Direct Online Marketing remains committed to providing measurable strategies as a full-service Digital Marketing Agency supporting modern discovery channels.

About Direct Online Marketing

Direct Online Marketing is a Digital Marketing Agency delivering Internet Marketing Services for

mid-sized and enterprise organizations. The agency specializes in search marketing, paid media, analytics, and Generative Engine Optimization Services designed for AI-powered discovery.

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