

# Wise Raven Consulting Helps Local Businesses Show Up in AI Search Overviews and Chat Results

*AI Search, Not Just SEO: Wise Raven Consulting's Wake-Up Call for Local Owners*

WILMINGTON, NC, UNITED STATES, February 4, 2026 /EINPresswire.com/ -- [Wise Raven Consulting](#) announced a new push to help local businesses show up in AI-powered search overviews and chat responses, as Google, Microsoft, and other platforms rapidly shift from classic search results to AI-generated answers.

"Local business owners still think in terms of page-one rankings, but their customers are already getting answers from AI overviews and chatbots," said the founder of Wise Raven Consulting. "If your business isn't easy for AI to understand and recommend, you may never even enter the conversation."

## AI Overviews Are Taking the Top Spot

In 2024, Google rolled out AI Overviews in U.S. search results, which generate synthesized answers at the very top of the page by pulling from multiple trusted web sources. Early analyses show these AI summaries can significantly reduce click-through rates for traditional organic listings when they appear, meaning fewer visits to individual business websites even when they technically "rank."

"AI Overviews don't replace your website, but they do replace a lot of the 'research clicks' you used to get," the founder added. "The goal now is not just ranking, but being the source AI feels



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confident quoting, summarizing, and surfacing.”

## [AI Search](#) Is Local Search

AI-driven platforms are also reshaping local discovery. Google’s AI features draw heavily from Google Business Profiles, reviews, and on-site content to recommend nearby businesses, especially for complex or comparison-based local queries. Microsoft’s Copilot now surfaces maps and local results directly inside AI answers, blending chat-style responses with local business listings and ads.

“In practice, that means your local visibility now depends on signals across your website, your listings, your reviews, and your broader online footprint—all interpreted through AI,” said the founder. “Local SEO and AI optimization are no longer separate conversations.”

## Consumers Are Asking AI Before They Click

Consumer behavior is shifting alongside these changes. Studies show a growing share of shoppers use conversational AI and chatbots to research products and services before making a purchase, and a significant portion are comfortable buying through these experiences. Even though AI chat still represents a small percentage of overall search traffic, its influence on which brands get recommended—and which get ignored—is expanding quickly as AI becomes more deeply integrated into browsers, search engines, and devices.

“People are no longer just searching; they’re asking,” the company said. “They type or speak questions like they’re talking to a person—and AI systems decide which businesses get mentioned in the answer. That’s the new front door to your brand.”

## From SEO to AEO: Making Brands Legible to AI

Wise Raven Consulting refers to this shift as moving from traditional SEO to “Answer Engine Optimization” (AEO) and LLM SEO—making brands more legible to large language models and AI systems that generate overviews, chat responses, and recommendations.

“Traditional SEO still matters—but it’s table stakes,” noted Wise Raven. “We’re helping clients think bigger: how does an AI model ‘see’ your business, and would it feel confident recommending you over the competition?”

## Wake-Up Call for Local Businesses

For many small and mid-sized businesses, these AI changes can feel abstract—until leads slow down. Wise Raven Consulting argues that now is the time for local owners to future-proof their visibility before AI-generated answers become the default starting point for most local searches.

“Local businesses have a narrow window to get ahead of this curve,” said the SEO firm. “Those who invest in [AI-ready SEO](#) now will quietly become the ‘obvious’ choice inside AI answers for their area and niche. Everyone else will be wondering where their leads went.”

Wise Raven Consulting offers SEO, LLM SEO, AEO and digital strategy services designed to help businesses show up across both traditional search results and AI-powered tools.

#### About Wise Raven Consulting LLC

Wise Raven Consulting LLC is a digital strategy and SEO consultancy based in Wilmington, North Carolina, and serving clients nationwide. The firm helps businesses improve their visibility across search engines and AI-powered tools through services including SEO, LLM SEO, AEO, web design, hosting support, and digital advertising. Wise Raven Consulting follows a responsible AI policy, ensuring client data is protected while leveraging AI to enhance—not replace—human expertise

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