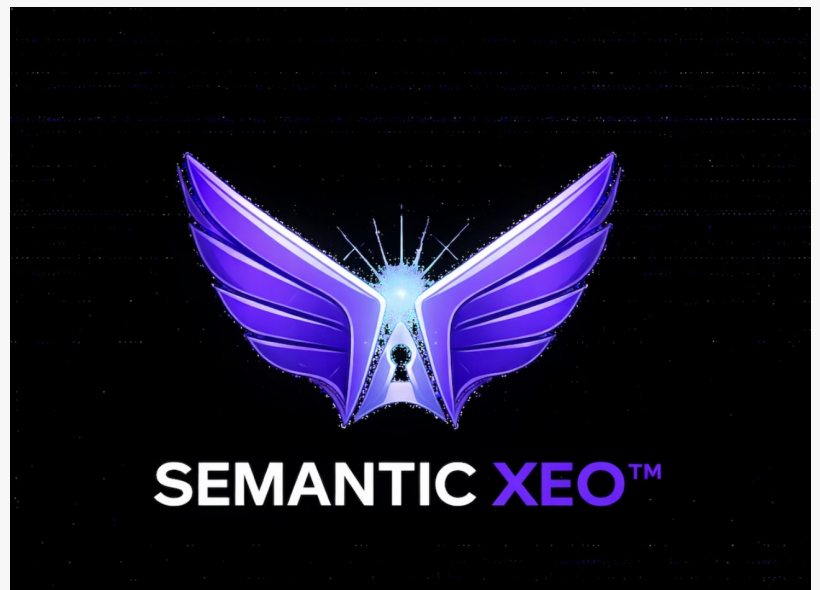


Dr. Kathryn Alderman Announces Launch of Semantic XEO™, an Engineered Visibility Framework for the Age of AI Search

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LINCOLN, NE, UNITED STATES, April 13, 2026 /EINPresswire.com/ -- Dr. Kathryn Alderman, former CEO of Nebraska Family Dentistry and Founder and CEO of Intelligent Care Alliance, today announced the launch of [Semantic XEO™](#), an engineered visibility framework powered by [XENKEY™](#) that helps businesses build brand authority and gain visibility across AI-driven search experiences, including AI recommendations, AI Overviews, and large language model (LLM) platforms. The framework enables organizations to strengthen visibility without relying solely on Google Ads or traditional search engine optimization (SEO).



Semantic XEO an engineered visibility framework helps businesses optimize their brand authority

Developed within the Intelligent Care Alliance innovation ecosystem, Semantic XEO represents the next evolution beyond traditional SEO, applying an engineering-based methodology to help businesses remain discoverable as consumers increasingly rely on artificial intelligence systems to find and evaluate services.

“What it took to rank on Page 1 of Google is no longer enough,” said Alderman. “Today, people are asking AI systems for recommendations — including ChatGPT, Claude, Perplexity, and Google’s AI Overviews. The way businesses get discovered and recommended has fundamentally changed.”

Traditional SEO was designed to rank webpages through keywords, backlinks, and technical optimization. Modern AI systems, however, synthesize answers and recommend businesses based on entities, credibility signals, and semantic consistency across the digital ecosystem.

Semantic XEO™ was created to address this shift by structuring a brand’s digital presence so AI



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systems can accurately interpret, trust, and recommend it.

“Old SEO is optimization for search engines,” Alderman said. “Semantic XEO is optimization for intelligence engines — an engineered approach designed to build machine-readable brand authority.”

A key component of the framework is XENKEY™, described as the “Language of Meaning for AI,” which creates a structured layer enabling AI systems and agents to accurately interpret business data and context.

Alderman’s focus on visibility originated during her tenure leading Nebraska Family Dentistry, where she oversaw multi-location growth and faced the rising cost of patient acquisition.

“Opening each location from the ground up made it clear that relying heavily on paid ads becomes increasingly expensive,” Alderman said.

Instead, she developed a repeatable, systems-driven approach centered on local visibility, trust signals, and brand consistency. That strategy helped generate approximately 350–450 new patients per month across six locations without primary reliance on Google Ads.

Building on both applied experience and academic research, Alderman expanded this approach into the AI era. After completing MIT coursework in AI-focused services and continuing studies in agentic AI at Johns Hopkins Engineering, she identified a growing gap between traditional marketing metrics and how AI-driven discovery actually works.

“Businesses are still measuring success using outdated frameworks,” said Alderman. “We needed a system designed for semantic understanding, AI-generated answers, and recommendation engines.”

Through Intelligent Care Alliance, the Semantic XEO framework is now being implemented to help organizations strengthen visibility in AI-generated results, build entity authority, align brand messaging, and create structured content ecosystems that AI systems understand and trust.

“Business owners aren’t doing anything wrong — the rules simply changed,” Alderman added. “The companies that adapt will gain visibility and trust. Those that don’t risk becoming invisible, even if they once ranked well.”

About Intelligent Care Alliance

Intelligent Care Alliance is an AI implementation and innovation company that helps healthcare

organizations and growth-focused businesses adopt modern AI systems to improve visibility, operational efficiency, and customer experience. Its flagship framework, Semantic XEO™, is designed to help brands remain visible and trusted in AI-powered search and recommendation environments.

About Dr. Kathryn Alderman

Dr. Kathryn Alderman is the former CEO of Nebraska Family Dentistry and the Founder and CEO of Intelligent Care Alliance. She is recognized for engineering scalable growth systems for multi-location healthcare organizations and advancing AI-driven strategies that help businesses remain visible across emerging AI search platforms.

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