

Brick Marketing to Host Webinar: AI SEO: Get Your Brand Seen and Chosen Online

Boston marketing agency will share practical guidance for building search visibility, stronger brand authority, and inclusion in AI generated answers.

BOSTON, MA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Brick Marketing, a Boston digital marketing agency founded in 2005, will host a free webinar titled AI SEO: Get Your Brand Seen and Chosen Online on Wednesday, September 16, 2026, at 3:00 p.m. Eastern Time. The program lasts 60 minutes and is designed for business owners, marketing leaders, sales leaders, and communications professionals who want their companies to appear more often in traditional search results and answers produced by AI platforms.



Brick Marketing - Digital Marketing Agency

Attendees do not need a technical background to benefit from the session. The program will translate AI search concepts into practical marketing actions that teams can apply to websites, content calendars, company profiles, media outreach, and sales materials. It will also clarify the difference between appearing in an AI response and earning a meaningful recommendation, with attention to the accuracy, consistency, and credibility of the information AI systems can find about a business online.

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*Nick Stamoulis, President of
Brick Marketing*

Registration and complete webinar information are available at:

<https://www.brickmarketing.com/webinars>

The webinar will explain how AI SEO, Generative Engine Optimization, and Answer Engine

Optimization work together with established SEO and content marketing practices. Attendees will learn how platforms such as ChatGPT, Google Gemini, Claude, Perplexity, and Microsoft Copilot interpret business information, assess authority, and decide which brands to mention when responding to questions.

“Being visible is no longer only about earning a strong position on a search results page,” said Nick Stamoulis, President of Brick Marketing. “Companies also need to make it easy for AI platforms to understand who they are, what they offer, who they serve, and why their expertise is credible. This webinar will give business and marketing leaders a clear framework for improving those signals so their brands have a better chance to be seen, cited, and chosen.”

Stamoulis and Katherine Tsoukalas, Brick Marketing’s Director of Marketing, will guide attendees through the foundations of AI search visibility. The discussion will cover how AI platforms crawl and interpret website content, how clear site structure supports machine understanding, and why consistent company information across websites, articles, profiles, and trusted third party sources matters.

The presenters will also address the role of content depth, topic alignment, entity recognition, structured data, citations, and brand messaging. Attendees will see why a company website must clearly communicate services, audiences, expertise, locations, and proof of experience. The session will connect these elements to practical decisions about service pages, educational resources, frequently asked questions, company background information, and thought leadership.

Another focus will be the continuing work required to support AI search performance. Brick Marketing will discuss brand citation audits, visibility monitoring, content reviews, and the refinement of authority signals over time. Participants will leave with a clearer understanding of what to evaluate, which gaps may be limiting visibility, and how to prioritize improvements that serve both people and AI systems.

The webinar is especially relevant for organizations that already invest in SEO but are uncertain about how AI generated answers affect discovery and consideration. Rather than treating GEO as a separate marketing program, the presentation will show how it can complement technical SEO, content strategy, public relations, brand development, and reputation building.

Businesses seeking more information about Brick Marketing’s AI SEO, GEO, and AEO services can visit:

<https://www.brickmarketing.com/aio-geo-search>

The live webinar is free and will run for approximately one hour. Space is limited. People who cannot attend the live session may still register to receive access to the replay recording after the event.

About Brick Marketing - Digital Marketing Agency

Founded in 2005 and headquartered in Boston, Massachusetts, Brick Marketing provides marketing services, consulting, training, and implementation support for organizations throughout the United States. The agency's capabilities include SEO, AI search optimization, content marketing, social media management, paid advertising, email marketing, website development, marketing consulting, and fractional CMO services. Its approach brings strategic planning and implementation together to help clients improve visibility, lead generation, sales support, and measurable marketing performance.

Brick Marketing also provides free educational resources, including webinars, a marketing newsletter, a company blog, and the Brick Marketing Live podcast. The agency works with companies across a wide range of industries and business sizes, offering programs based on each organization's goals, audience, sales process, and available resources.

Additional information about Brick Marketing is available at:

<https://www.brickmarketing.com/about>

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